

The Business of the Month spotlight is shining on Innovative Tekniques, Inc., 9155 North Loop Rd., Slatington, PA.

The company specializes in installing, training and modifying accounting and manufacturing software and focuses mainly on ALERE Business Applications a software product developed in Easton, PA. While many companies can install and train the client on special software, Innovative Tekniques can tailor the software to meet the ever changing needs of their clients. The company's products and services support a range of clients in industries from manufacturing (elevators, batteries, etc) to service providers such as HVAC, doctors, etc.

Barbara Lorah, President purchased the business in 2003. Per Barbara, "Our customers do not have to worry about their software meeting their needs as they grow" The company has been instrumental in having their clients grow from small office to multi-branch locations. Per Barbara, while they consider their local client base to be the greater Lehigh Valley, they have helped purchasers of ALERE software across the country from California to Pennsylvania and internationally as well.

The goal of the company is to continue to support dealers and purchasers of the ALERE Business Software. Per Barbara, "When I purchased the company I never thought we would support business across the country. We will continue to look at the software we represent and so that we offer solutions to our clients that will make them more effective and efficient. Their success makes our success!" The company will continue to support the new features to the software including possible mobile apps. "We are pleased to offer new technology to our clients and our future clients" For more information on Innovative Tekniques, Inc., please contact them at 800-286-2550 or at their website [www.Innovative Tekniques.com](http://www.InnovativeTekniques.com).

If you would like to be featured as business of the month, please contact Kevin Schmidt at schmidtk@neffsnatl.com