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**U.S. Securities and Exchange Commission**  
**Washington, D.C. 20549**

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**FORM 10-Q**

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- Quarterly Report Under Section 13 or 15(d) of The Securities Exchange Act of 1934 for the Quarterly Period Ended June 30, 2010**
- Transition Report Under Section 13 or 15(d) of The Securities Exchange Act of 1934 for the Transition Period from \_\_\_\_\_ to \_\_\_\_\_**

Commission file number 333-142429

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**INFORMATION SYSTEMS ASSOCIATES, INC.**

(Exact name of small business issuer as specified in its charter)

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**FLORIDA**  
(State or other jurisdiction of  
incorporation or organization)

**65-0493217**  
(IRS Employer Identification No.)

**1151 W 30<sup>th</sup> Street, Ste E Palm City, FL 34990**  
(Address of principal executive offices)

**(772) 403-2992**  
(Issuer's telephone number)

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Check whether the issuer (1) filed all reports required to be filed by Section 13 or 15(d) of the Exchange Act during the past 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days. Yes  No

Indicate by check mark whether the registrant is a shell company (as defined in rule 12b-2 of the exchange act). Yes  No

Number of shares of common stock outstanding as of June 30, 2010: 19,766,084

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, or a smaller reporting company. See definitions of "large accelerated filer", "accelerated filer" and "smaller reporting company" in Rule 12b-2 of the Exchange Act.

Large accelerated filer	..
Non-accelerated filer	.. (Do not check if a smaller reporting company)
Accelerated filer	..
Smaller reporting company	þ

**CAUTIONARY STATEMENT REGARDING FORWARD LOOKING INFORMATION**

The discussion contained in this 10-Q under the Securities Exchange Act of 1934, as amended, contains forward-looking statements that involve risks and uncertainties. The issuer's actual results could differ significantly from those discussed herein. These include statements about our expectations, beliefs, intentions or strategies for the future, which we indicate by

words or phrases such as "anticipate," "expect," "intend," "plan," "will," "we believe," "the Company believes," "management believes" and similar language, including those set forth in the discussions under "Notes to Financial Statements" and "Management's Discussion and Analysis or Plan of Operation" as well as those discussed elsewhere in this Form 10-Q. We base our forward-looking statements on information currently available to us, and we assume no obligation to update them. Statements contained in this Form 10-Q that are not historical facts are forward-looking statements that are subject to the "safe harbor" created by the Private Securities Litigation Reform Act of 1995.

**INFORMATION SYSTEMS ASSOCIATES, INC.**

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**INFORMATION SYSTEMS ASSOCIATES, INC.**  
**BALANCE SHEETS**

**ASSETS**

	<b>June 30, 2010 (Unaudited)</b>	<b>December 31, 2009 (Audited)</b>
<b>Current Assets</b>		
Cash and cash equivalents	\$ 1,396	\$ 21,047
Accounts receivable	28,816	34,809
Prepaid consulting	267,646	190,500
Prepaid expenses	<u>6,299</u>	<u>7,689</u>
Total Current Assets	304,157	254,045
<b>Property and Equipment (net)</b>	90,052	174,288
<b>Other Assets</b>		
Investments	<u>-</u>	<u>60,559</u>
<b>TOTAL ASSETS</b>	<u>\$ 394,209</u>	<u>\$ 488,892</u>

**LIABILITIES AND STOCKHOLDERS' EQUITY**

<b>Current Liabilities</b>		
Note payable - line of credit	\$ 39,682	\$ 20,055
Note payable - insurance	-	3,276
Accounts payable	115,136	66,910
Accrued expenses and other liabilities	12,171	21,196
Deferred revenue	<u>529</u>	<u>1,879</u>
Total Current Liabilities	167,518	113,316
<b>Long-Term Liabilities</b>		
Long-term debt	<u>32,500</u>	<u>-</u>
Total Liabilities	200,018	113,316
<b>Stockholders' Equity</b>		
Common stock-\$.001 par value, 50,000,000 shares authorized, 19,766,084 and 18,266,084 issued and outstanding for 2010 and 2009, respectively	19,766	18,266
Additional paid in capital	2,457,713	2,179,213
Accumulated deficit	(2,252,095)	(1,808,504)
Accumulated other comprehensive (loss)	<u>(31,193)</u>	<u>(13,399)</u>
Total Stockholders' Equity	<u>194,191</u>	<u>375,576</u>
<b>TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY</b>	<u>\$ 394,209</u>	<u>\$ 488,892</u>

The accompanying unaudited notes are an integral part of these financial statements.

**INFORMATION SYSTEM ASSOCIATES, INC.**  
**STATEMENTS OF OPERATIONS**  
**FOR THE THREE AND SIX MONTHS ENDED JUNE 30,**  
**(UNAUDITED)**

	For the Three Months Ended June 30,		For the Six Months Ended June 30,	
	2010	2009	2010	2009
<b>Revenue</b>	\$ 234,986	\$ 136,248	\$ 491,640	\$ 335,332
<b>Cost of Sales</b>	<u>14,440</u>	<u>33,520</u>	<u>14,440</u>	<u>35,045</u>
<b>Gross Profit</b>	220,546	102,728	477,200	300,287
<b>Operating Expenses</b>				
Administrative and general	124,537	58,842	291,948	119,036
Payroll and payroll taxes	67,740	51,344	135,791	102,771
Professional	246,085	297,013	476,928	590,201
Total Operating Expenses	<u>438,362</u>	<u>407,199</u>	<u>904,667</u>	<u>812,008</u>
(Loss) Income Before Other Income and (Expense)	(217,816)	(304,471)	(427,467)	(511,721)
<b>Other Income (Expense)</b>				
Interest Income	-	14	-	825
Loss on sale of security	(16,154)	-	(16,154)	-
Miscellaneous income	-	-	30	-
Total other income (expense)	<u>(16,154)</u>	<u>14</u>	<u>(16,124)</u>	<u>825</u>
Net (Loss)	(233,970)	(304,457)	(443,591)	(510,896)
<b>Other Comprehensive (Loss)</b>				
Unrealized gain/(loss) on securities: Arising during the quarter	<u>(4,673)</u>	<u>13,842</u>	<u>(17,794)</u>	<u>13,842</u>
Total other comprehensive (loss)	<u>(4,673)</u>	<u>13,842</u>	<u>(17,794)</u>	<u>13,842</u>
Comprehensive (Loss)	<u>\$ (238,643)</u>	<u>\$ (290,615)</u>	<u>\$ (461,385)</u>	<u>\$ (497,054)</u>
<b>Basic and Fully Diluted Earnings (Loss) per Share:</b>				
Basic and diluted	<u>\$ (0.01)</u>	<u>\$ (0.02)</u>	<u>\$ (0.02)</u>	<u>\$ (0.03)</u>
Weighted average common shares outstanding	<u>18,532,751</u>	<u>16,443,167</u>	<u>18,532,751</u>	<u>16,443,167</u>

The accompanying unaudited notes are an integral part of these financial statements.

**INFORMATION SYSTEMS ASSOCIATES, INC.**  
**STATEMENTS OF CASH FLOWS**  
**FOR THE SIX MONTHS ENDED JUNE 30,**  
**(UNAUDITED)**

	<u>2010</u>	<u>2009</u>
<b>Cash Flows from Operating Activities</b>		
Net (Loss)	\$ (443,591)	\$ (510,896)
Adjustments to reconcile net (loss) to net cash provided from operating activities:		
Depreciation and amortization	84,902	2,268
Loss on sale of investment	16,154	-
Common stock for services	202,854	403,688
(Increase) decrease in:		
Accounts receivable	5,993	30,381
Prepaid expenses	1,390	-
Increase (decrease) in:		
Accounts payable	48,226	1,014
Accrued expenses and other liabilities	7,586	3,388
Deferred revenue	(1,350)	(1,000)
Net Cash (Used in) Operating Activities	<u>(77,836)</u>	<u>(71,157)</u>
<b>Cash Flows from Investing Activities</b>		
Computer software development costs	-	(128,389)
Purchase of property and equipment	(666)	(8,727)
Proceeds from sale of investment	10,000	-
Purchase of Investment	-	(73,958)
Net Cash (Used In) Provided by Investing Activities	<u>9,334</u>	<u>(211,074)</u>
<b>Cash Flows from Financing Activities</b>		
Proceeds from note payable - line of credit	19,627	-
Payments made on note payable - insurance	(3,276)	-
Proceeds from issuance of stock	-	100,000
Proceeds from note payable -shareholder	32,500	-
Net Cash Provided by Financing Activities	<u>48,851</u>	<u>100,000</u>
Net Change in Cash and Cash Equivalents	(19,651)	(182,231)
Cash and Cash Equivalents at Beginning of period	21,047	204,768
<b>End of Period</b>	<u>\$ 1,396</u>	<u>\$ 22,537</u>

The accompanying unaudited notes are an integral part of these financial statements.

**INFORMATION SYSTEMS ASSOCIATES, INC.**  
**NOTES TO FINANCIAL STATEMENTS**  
**FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2010 AND 2009**  
**(Unaudited)**

**NOTE 1 – STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES**

**Business Activity**

Information Systems Associates, Inc. (Company) was incorporated under the laws of the State of Florida on May 31, 1994. The Company provides services and software system design for the planning and implementation of Computer Aided Facilities Management (CAFM) based asset management tools.

Results of operations for interim periods presented are not necessarily indicative of results of operations that might be expected for future interim periods or for the full fiscal year ending December 31, 2010.

**Recent Accounting Pronouncements**

In February, 2010, the FASB issued an amendment to Accounting Standards Codification 855, “Subsequent Events”. An entity is required to disclose the date through which subsequent events have been evaluated and the basis for that date. This created potential conflicts with issuers who also filed with the Securities and Exchange Commission. An entity that is defined as an “SEC filer” is not required to disclose the date through which subsequent events have been evaluated. This amendment is effective for interim periods ending after June 30, 2010.

The Company does not believe the amendment to Topic 855 will have a significant impact on the Company’s financial statements.

**Use of Estimates**

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

**Reclassifications**

Certain reclassifications have been made to the prior period financial statements presented to conform to 2010. Such reclassifications have no effect on reported income.

**NOTE 2 – CASH AND CASH EQUIVALENT**

	<b>As of June 30, 2010</b>	<b>As of December 31, 2009</b>
Wachovia Bank (FDIC insured to \$250,000)	\$ 1,219	\$ 20,805
Petty cash	177	242
Total cash and cash equivalent	<u>\$ 1,396</u>	<u>\$ 21,047</u>

**NOTE 3 – PROPERTY AND EQUIPMENT**

Computer software (developed)	\$ 191,817	\$ 191,817
Computer software (purchased)	590	590
Web site development	10,072	10,072
Furniture, fixtures, and equipment	<u>26,713</u>	<u>26,047</u>
	299,192	228,526
Less accumulated depreciation and amortization	<u>139,140</u>	<u>54,238</u>
	<u>\$ 90,052</u>	<u>\$ 174,288</u>

Depreciation and amortization expense	<u>\$ 84,902</u>	<u>\$ 2,268</u>
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#### NOTE 4 – COMPUTER SOFTWARE DEVELOPED

In 2009, the Company completed development of an updated version of the “On Site Physical Inventory” (OSPI) product. Version 2 was available as of December 1, 2009

The Company has capitalized the cost of the OSPI software using FASB Accounting Standards Codifications 350-40 “Internal Use Software” as follows:

	<b>As of June 30, 2010</b>	<b>As of December 31, 2009</b>
Development costs	\$ 297,603	\$ 297,603
Software license agreement – payments received	(135,257)	(135,257)
Software license agreement – marketing costs	<u>29,471</u>	<u>29,471</u>
	191,817	191,817
Less: accumulated depreciation and amortization	124,173	43,000
	<u>\$ 67,644</u>	<u>\$ 148,818</u>

#### NOTE 5 – INVESTMENT

On April 17, 2009, the Company entered into a strategic alliance agreement with Rubicon Software Group, lpc (a company registered under the laws of England and Wales). The Company will be Rubicon’s exclusive agent in the United States for reselling Rubicon’s software and services. In return, Rubicon will be a software development partner and provide consulting services to the Company.

The Company agreed to purchase 2,500,000 ordinary shares for pounds subscription price of \$.02 (two pence) a share. The total cost of the subscription was \$73,958. Within ninety days of the subscription date, the Company could purchase an additional 2,500,000 shares at the same subscription price in British pounds. The ninety day period has lapsed with the Company not purchasing any additional shares.

Also, the Company has the ability, over the next three years, of subscribing to a maximum 5,000,000 warrant shares. Each warranted share will be at a subscription price of £.05 (five pence) per share and will be issued in offerings of 100,000 shares. The number of subscribed shares will be based on gross revenue received by Rubicon Software Group, lpc.



**INFORMATION SYSTEMS ASSOCIATES, INC.**  
**NOTES TO FINANCIAL STATEMENTS**  
**FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2010 AND 2009**  
**(Unaudited)**

**NOTE 5 – INVESTMENT (cont'd)**

On April 30, 2010 the Company entered into an agreement whereby 2,500,000 shares of stock held in Rubicon Software Group, Inc were sold to Rubicon. In remuneration for this stock the Company received \$10,000 and was relieved from paying \$16,611 worth of outstanding invoices. In connection with this transaction, the Company recorded a loss on sale of security of \$16,154.

**NOTE 6 – NET (LOSS) PER SHARE**

Basic earning per share (EPS) is computed by dividing net (loss) by the weighted average number of common shares outstanding. The dilutive EPS adds the dilutive effect of stock options and other stock equivalents. During the six months ended June 30, 2010, outstanding options to purchase an aggregate of 15,000,000 shares of stock were excluded from the computation of dilutive earnings per share because the inclusion would have been anti-dilutive.

**NOTE 7 – INCOME TAXES**

Income tax expense for the six months ended June 30, 2010 and 2009 are based on the Company's estimate of the effective tax rate expected to be applicable for the full year. The rate differs from the U.S. statutory rate primarily due to state taxes.

The Company has the following net operating loss carryovers for federal income tax purposes:

Expiring 2026	82,899
Expiring 2027	131,828
Expiring 2028	236,311
Expiring 2029	<u>1,202,600</u>
	<u>\$1,653,638</u>

**NOTE 8 – SUPPLEMENTAL CASH FLOW INFORMATION**

Supplemental disclosures of cash flow information for the periods ended June 30, 2010 and 2009 is summarized as follows:

	<u>2010</u>	<u>2009</u>
Cash paid during the periods for interest and income taxes:		
Income taxes	\$ -	\$ -
Interest	\$ 1,119	\$ -
Non-Cash Investing Activities:		
Balance of consulting services for contributed capital	\$ 470,500	\$ 518,438
Consulting services prepaid for future months	(267,646)	(114,750)
Non-cash expense of consulting services for contributed capital	<u>\$ 202,854</u>	<u>\$ 403,688</u>
Forgiveness of vendor invoices for stock held as investment	<u>\$ 16,611</u>	<u>\$ -</u>

**NOTE 9 – OPERATING LEASE**

The Company leases its Palm City, Florida facility. On March 2, 2009 the lease was renewed for \$1,200 per month. The Company held an additional option to renew the lease "at the market price." This renewed lease went into effect June 1, 2009. The rent expense as of June 30, 2010 and 2009 was \$7,668 and \$8,946, respectively.

**NOTE 10 – NOTE PAYABLE – LINE OF CREDIT**

The Company has a line of credit with Wachovia Bank N.A. The line of credit provides for borrowings up to \$40,000. The

balance as of June 30, 2010 and December 31, 2009 was \$39,682 and \$20,055, respectively. The interest rate is the Prime Rate plus 3%. The President of the Company is a personal guaranty on the line of credit.

**NOTE 11 – NOTE PAYABLE - INSURANCE**

On September 14, 2009 the Company incurred short term financing for the purchase of insurance. The note was for \$9,735. The interest rate on the debt is 4.959% and the note was repaid May 17, 2010.

**NOTE 12 – NOTE PAYABLE – SHAREHOLDER**

In February, 2010, the Company obtained financing from a shareholder for working capital purposes. The amount of \$32,500 will be repaid in eighteen months. Interest accrues at a rate of 6% per annum. There is no penalty for early payment.

**INFORMATION SYSTEMS ASSOCIATES, INC.**  
**NOTES TO FINANCIAL STATEMENTS**  
**FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2010 AND 2009**  
**(Unaudited)**

**NOTE 13 – COMMON STOCK**

In 2008, the Company entered into an agreement with Derek J. Leach (“Leach”) to purchase stock. Under terms of the agreement, the Company issued 2,000,000 shares at .25 per share for total proceeds of \$500,000. The purchases are as follows:

<u>Date</u>	<u># of Shares</u>	<u>Amount</u>
7/15/08	400,000	\$ 100,000
12/31/08	600,000	\$ 150,000
4/22/09	400,000	\$ 100,000
07/23/09	600,000	\$ 150,000
	<u>2,000,000</u>	<u>\$ 500,000</u>

**NOTE 14 – SHARE BASED PAYMENTS FOR SERVICES**

On May 1, 2010 the Company entered into an agreement to receive website design and development, internet marketing and search engine optimization for one year. The consultants received 100,000 shares of company common stock. Shares were valued at a current market price of \$.20 per share.

On April 29, 2010 the Company entered into an agreement to receive assistance in the development of new data center management technologies. The consultants will also investigate a variety of associated topics regarding data center management. This agreement will run for one year. The consultants received 1,000,000 shares of company common stock. Shares were valued at a current market price of \$.20 per share.

On April 15, 2010 the Company entered into an agreement to receive marketing strategies, digital media and social media strategies to expand the Company’s investor base and improve shareholder communication. development for one year. The consultants received 400,000 shares of company common stock. Shares were valued at a current market price of \$.15 per share.

On September 11, 2009, the Company entered into an agreement to receive a variety of corporate consulting services. The contract will run for one year at a rate of \$2,000 per month. In addition, the consultants received a commencement bonus of 300,000 shares of company common stock. Shares were valued at current market price.

On September 8, 2008, the Company entered into an agreement to receive consulting services. The consultants will provide 400 hours of service for 100,000 shares of common stock. All services will be accounted for at a rate of \$250 an hour. 89.75 hours and 114.75 hours at a cost of \$ 28,688 and \$22,438 were recorded as expense for the six months ended June 30, 2010 and 2009.

On September 12, 2008, the Company entered into agreements with three companies to receive a variety of consulting services. Each agreement has a term of one year starting August 1, 2008 and remuneration will be \$250,000 per annum. Each subsequent year, the annual rate will increase \$12,500 while the agreement is in effect. The Company had the option of paying the consultants in cash or common stock. The Company decided to issue 1,000,000 shares of stock to the consulting firms as payment for services. The value of stock will be at \$.25 per share. A pro-rata portion of these agreements of \$65,625 and \$125,000 has been expensed for the six months ended June 30, 2010 and 2009.

On May 25, 2010 a notice of non renewal, was sent to the one consulting company that continued to provide services starting August 1, 2009 at an agreed to rate of \$262,500. The Company issued 656,200 shares of common stock for the service provided.

On July 7, 2009 a notice of non renewal was forwarded to the other two companies.

All three consultants were issued a series of options as follows:

- 1,000,000 share option to acquire shares at \$1.00 per share
- 1,000,000 share option to acquire shares at \$2.00 per share
- 1,000,000 share option to acquire shares at \$3.00 per share
- 1,000,000 share option to acquire shares at \$4.00 per share
- 1,000,000 share option to acquire shares at \$5.00 per share

To determine the valuation of the options, ASC 718-10 requires a valuation technique to estimate the fair value of the options issued. The Black-Sholes Model incorporates the various characteristics for proper valuation. As of September 30, 2008, the valuation of the options was determined to be \$0.

**NOTE 15 – MAJOR CUSTOMERS**

One major customer accounted for \$469,250 of revenue while two major customers accounted for \$321,718 revenue for the six months ended June 30, 2010 and 2009, respectively. These amounts represent 96% of the Company's revenue for the six months ended June 30, 2010 and 2009, respectively.

As of June 30, 2010 and 2009, these customers accounted for 83% and 80% of accounts receivable, respectively.

**NOTE 16 – SUBSEQUENT EVENTS**

We evaluated subsequent events through the date and time our financial statements were issued and have concluded that no subsequent events have occurred that require recognition or disclosure in the financial statements.

## ITEM 2. MANAGEMENT'S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITION AND RESULTS OF OPERATION

As used herein the terms "we", "us", "our", the "Registrant," "ISA" and the "Company" means, Information Systems Associates, Inc., a Florida corporation.

### GENERAL DESCRIPTION OF BUSINESS

#### BUSINESS OVERVIEW

We have been in business since May of 1994. During the first twelve (12) years of operation, the primary focus of the business was to offer for sale, through ISA's Value Added Reseller Agreements in place in several of the industry leaders, software products and services that allow companies to track and manage assets, primarily in the realm of corporate real estate and corporate IT network infrastructure including equipment maintained in corporate data centers. We refer to our product and services suite as asset management solutions. Our solutions can reduce sourcing, procurement and tracking costs, improve tracking and monitoring of asset performance and reduce operational downtime.

In 1995, we became a Business Partner (a/k/a Value Added Reseller) with Aperture Technologies, Inc. of Stamford, CT. (It should be noted that the term "Business Partner" is somewhat misleading because in reality we are simply a subcontractor for Aperture). At that time, Aperture's Network Management tools ("System"), was one of the leading solutions in its field. For more than five years, Aperture Technologies, Inc. has provided enterprise asset management solutions to customers in the United States, Europe and Asia and Pacific Rim. During this same timeframe, we have offered Aperture's enterprise asset management solutions to customers and prospects in North America.

The typical Value Added Reseller Agreement allows the vendor's partner/subcontractor (in this case ISA) the ability to offer to its client's and prospects a Commercial Off the Shelf software solution to address a particular business problem. The primary focus of ISA's business is working data center operations, network management department and corporate real estate department to identify and then implement a software solution which addresses their needs based upon extensive research done prior to the selection and culminating in the purchase by the client and implementation by ISA of the chosen solution.

All of the products listed under our Value Added Reseller relationships (Vista, Vision FM, the Facilities Manager, AutoCAD, and RACKWISE DCM) are products developed by third parties.

The products obtained from third parties are done so through executed Value Added Reseller Agreements. Although each of the vendor's agreements differs to some degree, the basic understandings are the same. Information Systems Associates, Inc. is authorized by each of the vendors to offer the vendor's software as solutions to Information Systems Associates' clients. In return, Information Systems Associates Inc. receives a commission on the sale of the software. The percentage ranges between twenty (20) and thirty (30) percent of the sale. On occasion, the Company provides pre-sales support services to the vendor's clients. In addition, Information Systems Associates, Inc. is given the opportunity to implement the software solution and provide training to its clients. On an ongoing basis, ISA can and do provide additional consulting services beyond those provided initially to the client.

The need for a better way to capture corporate asset information became evident to ISA's management team. After reviewing the methods and technology in use at that time (1<sup>st</sup> Quarter 2006) for the purpose of data collection, it was decided within ISA to define a data collection process and subsequently to design and build a software solution capable of delivering quality data (output) through the use of programming techniques that incorporated many of the much needed features and capabilities, especially real time data validation. The result was that by year end of 2007 OSPI (**ON SITE PHYSICAL INVENTORY™**) was available for resale.

Our customer list includes a number of leading organizations, such as Northrop Grumman Electronic Systems, Verizon, Huntington National Bank, T-Mobile USA, Inc., Cardinal Health, Inc. and General Electric.

Our application products are also used by corporate Real Estate departments to manage their real property lease obligations (as both tenant and landlord), to determine their company's use of corporate space and to develop plans for relocations, mergers and acquisitions as it relates to the use of space (office, manufacturing, warehousing).

On April 17, 2009, we entered into a strategic alliance and became an investor with Rubicon Software Group, plc. This agreement will create an opening into the European market as well as provide cost effective software development.

#### INDUSTRY BACKGROUND AND OVERVIEW

Asset management software has existed for more than thirty years, initially through computerized maintenance management

systems, and more recently including more comprehensive and robust enterprise asset management and enterprise resource planning solutions. The early computerized maintenance management systems automated daily management of assets, while enterprise resource planning solutions consolidate basic asset information with financial information at the corporate level. Enterprise asset management solutions encompass elements of both, serving as the next evolution of computerized maintenance management system solutions by bridging the gap between asset management and corporate-level planning and tracking requirements.

The key value proposition for enterprise asset management solutions is that they can provide a quick and quantifiable return on investment and return on assets. Cost and productivity improvements can immediately and measurably benefit organizations, and thus are highly desirable to potential customers, particularly in difficult economic times where the focus is increasingly bottom line oriented.

In addition to enterprise asset management solutions, we offer facilities solutions. These are natural extensions to enterprise asset management solutions, as organizations seek to extend asset management and corporate-level planning and tracking onto other elements of the asset lifecycle. The reference to “facilities solutions” includes software application products that are used by corporate Real Estate departments and to software application products used by Data Center Management (Information Technology) to track their computer assets from a financial perspective as well as their usage and connectivity within the corporate IT (Information Technology) network.

## PRODUCTS AND SERVICES

### Aperture's VISTA

Historically, IT organizations have operated as reactive cost centers that customized one-off services for the demands of customers. However, the influx of growing complexities, continual changes and higher demands for “better, faster and cheaper” has instigated a trend towards tighter IT management and control. The new “value-driven” approach, combined with pressures for high availability and with increased SLA penalties have many IT executives operating under a mantra of “avoid problems before they happen” or “no surprises permitted.”

The term “SLA penalties” refers to Service Level Agreement performance metrics. In most sophisticated corporate operations, the end user is guaranteed a specific degree of network and application availability. Usually items such as systems maintenance are taken into consideration when guaranteeing this availability as are items like built in redundancy (network circuits and the hardware used to deliver the connectivity) as well as Disaster Recovery plans that would insure the end user a specific level of availability (although typically less than that guaranteed under normal operating conditions) in the event that a natural or other type of disaster cause an interruption in corporate IT services.

In order to reduce operational risk and increase operational efficiency, it is essential for IT organizations to define best practices and implement IT frameworks (for example, the IT Infrastructure Library, ITIL) that create a more service-oriented organization. This includes standardizing and automating IT processes from a disparate set of ad hoc tasks to a cohesive, consolidated environment and developing a central repository of information to create institutional memory for the IT organization.

Many organizations have assessed the various facts of the IT organization to improve the logical environment. However, one component which seems to be overlooked quite frequently and that continuously operates within individual silos is the overall physical infrastructure of the data center.

Aperture VISTA provides IT Management with the key information and intelligence to reduce operational risk and improve efficiency in the data center.

### VisionFM

Vision FM includes a very flexible asset management system capable of tracking everything from building components to office supplies. The Facilities Manager can define complex products such as systems furniture that include a bill-of-materials or simple items such as keys and cell phones that can be assigned directly to individuals.

Once products are defined then assets can be added by inserting symbols in AutoCAD or by using VisionFM forms such as a purchase order. Unique information about each asset can be recorded including a barcode number, purchase date and price. The system then tracks the asset from purchase through to disposition including depreciation, maintenance history, condition, warranties and insurance.

### RACKWISE DMC

RACKWISE DMC™ services and products deliver key features to simplify and reduce the time consumed designing, modeling and operating the physical infrastructure of your datacenter.

- Graphical design and marketing of datacenters
- Auto-build visual documentation from imported bill of materials
- Advanced operations and reporting
- Modeling and impact analysis of datacenter designs
- Space, power, cooling, and cable management
- Generate detailed datacenter and rack visualizations
- Ensure racks and the datacenter are within design limits
- Instantly find available datacenter resources
- Improve utilization of power and space
- Import and document the datacenter in minutes

### Rubicon Software Group

Rubicon Software works closely with organizations to develop customized software solutions.





## RELATED SERVICES

In connection with our software offerings, we provide the following services to our customers:

### Consulting

A significant number of our customers request our advice regarding their business and technical processes, often in conjunction with a scoping exercise conducted both before and after the execution of a contract. This advice can relate to development or streamline assorted business processes, such as sourcing or procurement activities, assisting in the development of technical specifications, and recommendations regarding internal workflow activities.

### Customization and Implementation

Based generally upon the up-front scoping activities, we are able to customize our solutions as required to meet the customer's particular needs. This process can vary in length depending on the degree of customization, the resources applied by the customer and the customer's business requirements. We work closely with our customers to ensure that features and functionality meet their expectations. We also provide the professional services work required for the implementation of our customer solutions, including loading of data, identification of business processes, and integration to other systems applications.

### Training

Upon completion of implementation (and often during implementation), we train customer personnel to utilize our Solutions through our administrative tools. Training can be conducted in one-on-one or group situations. We also conduct "train the trainer" sessions.

### Maintenance and Support

We provide regular software upgrades and ongoing support to our customers. On December 1, 2009, we began offering version 2 of **ON SITE PHYSICAL INVENTORY™**.

We have been providing consulting, customization and implementation, training, maintenance and support services to our customers since 1994.

## THIRD PARTY OFFERINGS

### Other Partner Relationships

In addition to the sale of our core solutions and services, we intend to enter into marketing or co-marketing agreements with companies that offer services that are complementary to our offerings. We would market these complementary services to our customers and prospects and can earn a referral fee if these services are purchased. In some cases our marketing partner will be able to market our solutions to its customers and prospects and can earn a referral fee. At the present time, we have two marketing partners. They are Forsythe Solutions Group, Inc. and Total Site Solutions, Inc.

Forsythe serves as a technology infrastructure solutions provider, helping organizations across all industries, including Fortune 1000 companies, manage the cost and risk of their information technology. Forsythe's data center services help organizations navigate through some of the more infrequent aspects of owning and operating a mission-critical environment—data center planning and information technology relocation. Our data collection solution **ON SITE PHYSICAL INVENTORY™**, and the services offered by us in conjunction with **ON SITE PHYSICAL INVENTORY™** are perfectly matched to the needs of Forsythe's customer's, for whom they (Forsythe) are either planning a new data center, expanding an existing data center or moving a data center to a new location. In the current environment of corporate acquisitions and downsizing, the services offered by Forsythe and in turn complimented by our offerings are well suited for these purposes. We have concluded two data collection opportunities with Forsythe.

Total Site Solutions, Inc. (TSS) specializes in providing a single source solution for companies requiring highly technical facility integration and precision project execution for mission-critical facilities. ISA's data collection solution **ON SITE PHYSICAL INVENTORY™** and the services offered by us in conjunction with **ON SITE PHYSICAL INVENTORY™** are perfectly matched to the needs of Total Site Solutions' customers. We have entered into an agreement with TSS and have begun data collection services for two TSS clients.

## BUSINESS CYCLES

Since many of our customers are large organizations or quasi-governmental entities, we may experience increasingly longer sales

and collection cycles.

## CUSTOMERS

We provide our solutions to customers in a variety of industries, including: healthcare, public authorities, and financial services sectors.

The services provided vary depending upon the needs of the customer and the solution concerned. We collect service fees for implementation and training, and support and maintenance fees. The criteria used to select the customers listed in the business section and other sections of the document are based on their prominence within their industry, such as Northrop Grumman, General Electric and Comcast Communications. We do not list companies based upon any specific amount of revenue derived or whether or not they are currently active clients, but rather we have selected these clients based upon the scope of the consulting engagement. This approach provides us with clients from various industries as this sometimes becomes crucial to a prospect in their vendor selection process.

We began our relationship with General Electric in 2008. We began by providing data center audit services. This was followed by providing data collection services. In September, 2008 GE purchased one of the first licenses for OSPI and all the related handheld devices and support services.

## SALES AND MARKETING

We market our services primarily through referrals from companies with whom ISA has either a reseller's agreement in place, is authorized to provide consulting service to their client's, or both.

Potential customers are identified through direct contact, responses to requests for information, attendance at trade shows and through industry contacts. We principally focus on professionals and ongoing lead generation through our partner relationships and their VAR (Valued Added Reseller) program referrals.

We use reference customers to assist us in our marketing efforts, both through direct contact with potential customers and through site branding and case studies. We also rely on our co-marketing partners to assist in our marketing efforts.

Our strategic alliance agreement with Rubicon will create an opportunity to begin marketing, initially in the United Kingdom through current Rubicon clients and then eventually throughout Europe.

## TECHNOLOGY PLATFORM

As Valued Added Resellers, Information Systems Associates, Inc. has sought out and identified those solutions that are based upon proven technology platforms and contain the desired functionality to meet or exceed its client's expectations.

Our partner's technology platform are based on Microsoft core applications, including the Windows operating system and a SQL server and/or Oracle relational database, all residing on scaleable hardware. The software is constructed using HTML and XML framework and resides on N-tier architecture as well as proprietary solutions.

ISA is the developer and at this time the exclusive marketer and distributor of **ON SITE PHYSICAL INVENTORY™**. Our activities as a VAR (Value Added Reseller) are best described as being authorized to resell a partner's software solution as well as being certified to implement the solution on the client's hardware and to deliver training in the use and operation of the software application.

## RESEARCH AND DEVELOPMENT

Based on the relative pricing and functionality of products available in the marketplace today, we believe that the opportunity exists for ISA to develop software to compete in a segment of the industry. We believe that this segment is defined as any technology infrastructure (a/k/a data centers) whose size (raised floor area) is less than twenty-five thousand square feet in size. Therefore, we have focused our software development and technology efforts on the development of our proprietary software offerings.

Our initial software development and technology efforts will be aimed at the defining the core functionality elements of our software application (**ON SITE PHYSICAL INVENTORY™**), the features and functionality of the follow-up release, the development of new software components, and the integration of superior third party technology into our environment. Production involves the development of reusable applications to reduce programming time and costs for customer implementations.

The strategic alliance agreement with Rubicon has allowed for the rewrite of **ON SITE PHYSICAL INVENTORY™**, version 2, on budget and within the prescribed time frame. This relationship will also provide more favorable pricing for future software development. **ON SITE PHYSICAL INVENTORY™**, version 2 became available December 1, 2009

## COMPETITION

The market for each solution comprising our asset management suite is intensely competitive. Many of the companies we compete with have much greater financial, technical, research and development resources than us.

The system integration consulting field is comprised of many categories of specialties. There are integrators who specialize in software integration by industry (automotive, manufacturing, pharmaceutical, defense, etc.) and therefore are not considered to be competitors. Our primary competitors in this space are the other Value Added Resellers representing the same products as Information Systems Associates. The relationship with the vendor (software developers) is crucial in gaining an edge on the competition. This relationship is usually strengthened by such factors as the client relationships that the Value Added Reseller already has in place as well as the Value Added Resellers ability to successfully implement and maintain the vendor's solution to the vendor's satisfaction. We believe that Information Systems Associates has developed strong relationships with the solution vendors that it represents which in turn has and will continue to provide Information Systems Associates with sales of its consulting service offerings. We at Information Systems Associates believe that the foundation for this relationship is built upon trust.

The data collection services field has been in existence for many industries for years. The idea of hiring outside companies to conduct inventories of corporate data centers is not new either. There are many vendors in this space today that are using techniques that employ the use of text based list or a formatted spread sheet. Information Systems Associates has developed a data collection process for IT assets that employs real time data validation combined bar code scanning which as best as can be determined is unique in the industry. The major importance of this approach is that the data exported (extracted) from Information Systems Associates' data collection application has been validated and is available to be imported into the client's asset management solution. This saves a significant amount of time (could be days or even weeks) in researching errors that are uncovered by the application at the time of the data import.

To become more competitive, we will need to make investments in new product development and improve our market visibility and financial situation. A prime example of this investment is **ON SITE PHYSICAL INVENTORY™**, version 2 which will provide a cost efficient solution.

Although we offer a broad range of asset network and facilities management solutions as Value Added Resellers, we face

significant competition in each of the component product areas from the following companies:

§ Enterprise asset management – related solutions – ShowRack, Nlyte, Visio

§ Facilities Management – related solutions – Archibus

In addition, we face competition from organizations that use in-house developers to develop solutions for certain elements of the asset management.

ISA considers data collection and the software it has developed to perform these services **ON SITE PHYSICAL INVENTORY™** to be one of the two areas of focus for our business. It is the intent of ISA management to promote the software as the practical solution to the specific problems encountered during the data collection process for IT (Information Technology) assets. The promotion of the product and services will occur through marketing via industry trade show exhibition as well as mailings to a targeted audience.

ISA competes for business based on the recommendations of the software vendors for whose product solutions our data collection software is compatible. At the present time, **ON SITE PHYSICAL INVENTORY™** is compatible with two vendor's solution; VISTA600 by Aperture Technologies, Inc. and RACKWISE DCM by Visual Network Design. ISA believes that its current pricing structure combined with the extensive number of data validation processes included in its product make it very competitive. In a recent trade show at which we exhibited in San Francisco, ISA was the only vendor offering a data collection solution. The vast majority of data collection services in existence are focused on the retail industry. Of the competitors that we have been able to identify, our research has not produced any information that would lead us to believe that the competitors can provide the same level of quality services that ISA is capable of delivering with its software solution.

Visual Network Design does not assign exclusive geographical areas to Value Added Resellers as this would limit the VAR's potential as it relates to the sale of software and services. ISA is now being actively engaged by Visual Network Design to deliver consulting services to its customers (solution installation, data load and training) and plans to offer a "turnkey" service to their clients in which ISA provides the IT asset data collection, RACKWISE DMC software installation, data import (using the data collected previously) and client training in the use of the RACKWISE DMC software. ISA is training an additional resource for this purpose and intends to make this resource exclusive to Visual Network Design. ISA and VND management has had several discussions regarding the role that ISA will play in supporting Visual Network Design's deployment of RACKWISE DCM.

## FORWARD LOOKING STATEMENTS

Certain statements in this report, including statements of our expectations, intentions, plans and beliefs, including those contained in or implied by “Management’s Discussion and Analysis” and the Notes to Financial Statements, are “forward-looking statements”, within the meaning of Section 21E of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), that are subject to certain events, risks and uncertainties that may be outside our control. The words “believe”, “expect”, “anticipate”, “Optimistic”, “intend” “will”, and similar expressions identify forward-looking statements. Readers are cautioned not to place undue reliance on these forward-looking statements which speak only as of the date on which they are made. We undertake no obligation to update or revise any forward-looking statements.

These forward-looking statements include statements of management’s plans and objectives for our future operations and statements of future economic performance, information regarding our expansion and possible results from expansion, our expected growth, our capital budget and future capital requirements, the availability of funds and our ability to meet future capital needs, the realization of our deferred tax assets, and the assumptions described in this report underlying such forward-looking statements.

Actual results and developments could differ materially from those expressed in or implied by such statements due to a number of factors, including, without limitation, those described in the context of such forward-looking statements.

## CRITICAL ACCOUNTING POLICIES

### **Revenue recognition**

We recognize revenue in accordance with ASC 605-10 “Revenue Recognition” and ASC 605-25 “Revenue Arrangements with Multiple Deliverables”.

Consulting services and training revenues are accounted for separately from subscription and support revenues when these services have value to the customer on a standalone basis and there is objective and reliable evidence of fair value of each deliverable. When accounted for separately, revenues are achieved and accepted by the customer for fixed price contracts. The majority of our consulting service contracts are on a time and material basis. Training revenues are recognized after the services are performed. For revenue arrangements with multiple deliverables, we allocate the total customer arrangement to the separate units of accounting based on their relative fair values, as determined by the price of the undelivered items when sold separately.

In determining whether the consulting services can be accounted for separately from subscription and support revenues, we consider the following factors for each consulting agreement: availability of the consulting services from other vendors, whether objective and reliable evidence for fair value exists for the undelivered elements, the nature of the consulting services, the timing of when the consulting contract was signed in comparison to the subscription service start date, and the contractual dependence of the subscription service on the customer’s satisfaction with the consulting work. If a consulting arrangement does not qualify for separate accounting, we recognize the consulting revenue ratably over the remaining term of the subscription contract. Additionally, in these situations we defer the direct costs of the consulting arrangement and amortize these costs over the same time period as the consulting revenue is recognized. We did not have any revenue arrangements with multiple deliverables for the period ending June 30, 2010.

### **Property, Plant, and Equipment**

Property and equipment is stated at cost. Depreciation is provided by the straight-line method over the estimated economic life of the property and equipment (three to ten years). When assets are sold or retired, their costs and accumulated depreciation are eliminated from the accounts and any gain or loss resulting from their disposal is included in the statement of operations.

We recognize an impairment loss on property and equipment when evidence, such as the sum of expected future cash flows (undiscounted and without interest charges), indicates that future operations will not produce sufficient revenue to cover the related future costs, including depreciation, and when the carrying amount of the asset cannot be realized through sale. Measurement of the impairment loss is based on the fair value of the assets.

### **Software Development Costs**

The Company accounts for costs incurred to develop computer software for internal use in accordance with FASB Accounting Standards Codification 350-40 “Internal-Use Software”. As required by ASC 350-40, we capitalize the costs incurred during the application development state, which include costs to design the software configuration and interfaces, coding, installation, and testing. Costs incurred during the preliminary project along with post-implementation stages of internal use computer software are expensed as incurred. Capitalized development costs are amortized over a period of three years. Costs incurred to maintain existing product offerings are expensed as incurred. The capitalization and ongoing assessment of recoverability of development

costs requires considerable judgment by management with respect to certain external factors, including, but not limited to, technological and economic feasibility, and estimated economic life.

After the development of the internal-use “**ON SITE PHYSICAL INVENTORY™**” software (OSPI) was complete, we decided to market the software. Proceeds from the licenses of the computer software, net of direct incremental costs of marketing, such as commissions, software reproduction cost, warranty and service obligations, and installation cost, are applied against the carrying cost of that software. No profit will be recognized until aggregate net proceeds from licenses and amortization have reduced the carrying amount of the software to zero. Subsequent proceeds will be recognized in revenue as earned.

On December 1, 2009, the Company released Version 2 of the “**ON SITE PHYSICAL INVENTORY™**” software (OSPI) for sale in the marketplace. The Company accounts for internally produced software with FASB Accounting Standard Codification 985-20 “Cost of Software To Be Sold, Leased, or Otherwise Marketed”. Costs were capitalized when the second version was established as technically feasible and will be written off on a straight line method over the estimated useful life.

## **RESULTS OF OPERATIONS FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2010 AND 2009**

The following discussion should be read in conjunction with the financial statements include in this report and is qualified in its entirety by the foregoing.

### **Revenues**

Gross revenues were \$234,986 and \$491,140 for the three and six months ended June 30, 2010, respectively, compare to gross revenues of \$136,248 and \$335,332 for the three and six months ended June 30, 2009. The increase 2010 revenue is due primarily to the increased sale of professional services, maintenance contracts and time and materials arrangements primarily to two new customers. We recognize professional services revenue, which includes installation, training, consulting and engineering services, upon delivery of the services.

### **Income / Loss from Operations**

We had a net loss of \$233,970 and \$443,591 from operations for the three and six months ended June 30, 2010, respectively. We had a net loss of \$304,457 and \$510,896 from operations for the three and six months ended June 30, 2009, respectively. We have begun the amortization of the Software Development Costs in 2010 and taken on additional Consulting Expenses. This will add to Company overhead in the near future. We have also needed to take on additional administrative costs in order to position sales growth for the balance of 2010. There can be no assurance that we will achieve or maintain profitability or that our revenue growth can be sustained in the future.

### **Expenses**

Operating expenses for the three and six months ended June 30, 2010 and 2009 were \$438,362 and \$904,667, respectively. Operating expenses for the three and six months ended June 30, 2009 were \$407,199 and \$812,008, respectively. The higher operating expenses during 2010 were due primarily to Administrative and General Expenses, which were \$291,948 and \$119,036 for the six months ended June 30, 2010 and 2009 respectively. This increase in Administrative and General Expenses is primarily due to the increase in Travel and Entertainment of \$72,996 and the increase of Amortization of Software of \$81,173.

### **Income Taxes**

There was no income tax benefit or expense recorded for the six months ended June 30, 2010 and 2009.

### **Impact of Inflation**

We believe that inflation has had a negligible effect on operations during the six months ended June 30, 2010 and 2009. We believe that we can offset inflationary increases in the cost of revenue by increasing revenue and improving operating efficiencies.

### **Liquidity and Capital Resources**

Cash flows used in operations were \$77,836 and \$71,157 during the six months ended June 30, 2010 and 2009. Cash flows used in operations during the six months ended June 30, 2010 were primarily attributable to a net loss of \$443,591, and partially offset with an increase in accounts payable of \$48,226 and issuance of stock for services of \$202,854. Cash flows used in operations during the six months ended June 30, 2009 were primarily attributable to a net loss of \$510,896 and partially offset by the increase in accounts receivable of \$30,381 and the issuance of stock for services of \$403,688.

Cash flows provided by investing activities were \$9,334 as compared to cash flows used in investing activities of \$211,074 during the six months ended June 30, 2010 and 2009, respectively. Cash flows provided by investing activities in 2010 were attributable primarily to the sale of an investment. Cash flows used in investing activities in 2009 were attributable to \$128,389 in costs incurred for software development (OSPI, v2) and web page design and \$73,958 used in the purchase of an investment.

Cash flows provided by financing activities were \$48,851 and \$100,000 the six months ended June 30, 2010 and 2009. Cash flows provided by financing activities were attributable to additional borrowing on the line of credit and borrowing from a shareholder. Cash flows provided for from financing activities for six months ended June 30, 2009 were attributable to the issuance of common stock.

We had cash on hand of \$1,396 and net working capital of \$143,375 as of June 30, 2010. If the projected revenues fall short of needed capital we may not be able to sustain our capital needs. Our current level of operations would require additional capital to sustain operations through year 2010. Modifications to our business plans may require additional capital for us to operate. For

example, if we want to offer a greater number of products or increase our marketing efforts, we may need additional capital. Failure to raise capital may result in lower revenues and market share for us. In addition, there can be no assurance that additional capital will be available to us when needed or available on terms favorable to us.

Demand for the products and services will be dependent on, among other things, market acceptance of our services, the computer software market in general, and general economic conditions, which are cyclical in nature. Inasmuch as a major portion of our activities is the receipt of revenues from services rendered, our business operations may be adversely affected by our competitors and prolonged recession periods.

Our success will be dependent upon implementing our plan of operations and the risks associated with our business plan.

No significant amount of our trade payables has been unpaid within the stated trade term. We are not subject to any unsatisfied judgments, liens or settlement obligations.



### **ITEM 3. QUANTITATIVE AND QUALITATIVE DISCLOSURES ABOUT MARKET RISK**

The information to be reported under this item is not required of smaller reporting companies.

### **ITEM 4. CONTROLS AND PROCEDURES**

#### **DISCLOSURE CONTROLS AND PROCEDURES**

Our management, including our Principal Executive Officer and Principal Financial Officer, has evaluated the design, operation, and effectiveness of our disclosure controls and procedures pursuant to Rule 13a-15 under the Securities Exchange Act of 1934 (the "Exchange Act"). There are inherent limitations to the effectiveness of any system of disclosure controls and procedures, including the possibility of human error and the circumvention or overriding of the controls and procedures. Accordingly, even effective disclosure controls and procedures can only provide reasonable assurance of achieving their control objectives. Based upon the evaluation performed by our management, including its Principal Executive Officer and Principal Financial Officer, it was determined that, as of the end of the period covered by this quarterly report, our disclosure controls and procedures were effective to provide reasonable assurance that information required to be disclosed in the reports filed or submitted pursuant to the Exchange Act is recorded, processed, summarized, and reported within the time periods specified in the rules and forms of the SEC, and that such information is accumulated and communicated to our management, including its Principal Executive Officer and Principal Financial Officer, or persons performing similar functions, as appropriate to allow timely decisions regarding disclosures

#### **Changes in Internal Control Over Financial Reporting**

Our Principal Executive Officer and Principal Financial Officer have determined that, during the period covered by this quarterly report, there were no changes in our internal control over financial reporting that materially affected, or are reasonably likely to materially affect, our internal control over financial reporting. They have also concluded that there were no significant changes in our internal controls after the date of the evaluation.

## **PART II. OTHER INFORMATION**

### **ITEM 1. LEGAL PROCEEDINGS**

From time to time we are involved in legal proceedings arising in the ordinary course of our business. On April 24, 2009, Phuture World, Inc. filed a complaint in the case captioned Phuture World, Inc. v. Information Systems Associates, Inc. and Joseph Coschera, Case No. 562009 CA 3086, 19th Judicial Circuit in and for St. Lucie County Florida. Phuture World alleges that the Company and its President breached the terms of a certain software development contract, and it seeks damages in excess of \$15,000. The plaintiff recently amended its complaint to eliminate its claims against the President. The Company terminated the software contract at issue in the case prior to the filing of the case, and it no longer uses the services of Phuture World. The Company is contesting this lawsuit and believes that it has defenses to the claims made by Phuture World and that the allegations made against the President, who acted at all time on the Company's behalf in dealing with the plaintiff, are frivolous. The Company intends to vigorously defend itself and believes that it has damage claims of its own that it intends to pursue against Phuture World for Phuture World's failure to provide the software required under the contract between Phuture World and the Company. The Company believes that the outcome of this lawsuit will not have a material adverse effect on our financial condition, cash flows or results of operations.

### **ITEM 1A. RISK FACTORS**

Information regarding risk factors appears in Part I, "Item 2. Management's Discussion and Analysis of Financial Condition and Results of Operations" under the captions "General Description of Business" and "Cautionary Note Regarding Forward-Looking Statements" contained in this Quarterly Report on Form 10-Q and in "Item 1A. RISK FACTORS" of our 2009 Annual Report on Form 10-K. There have been no material changes from the risk factors previously disclosed in our 2009 Annual Report on Form 10-K.

### **ITEM 2. UNREGISTERED SALES OF EQUITY SECURITIES AND USE OF PROCEEDS**

None.

### **ITEM 3. DEFAULTS UPON SENIOR SECURITIES**

None.

### **ITEM 4. SUBMISSION OF MATTERS TO A VOTE OF SECURITY HOLDERS**

None.

**ITEM 5. OTHER INFORMATION**

None.

**ITEM 6. EXHIBITS**

<b>Exhibit No.</b>	<b>Description</b>
31.1	<a href="#"><u>Certification of Chief Executive Officer</u></a>
31.2	<a href="#"><u>Certification of Chief Financial Officer</u></a>
32.1	<a href="#"><u>Statement required by 18 U.S.C. Section 1350, as adopted pursuant to section 906 of the Sarbanes-Oxley Act of 2002.</u></a>
32.2	<a href="#"><u>Statement required by 18 U.S.C. Section 1350, as adopted pursuant to section 906 of the Sarbanes-Oxley Act of 2002.</u></a>

Reports on Form 8-K filed

None

## SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, there unto duly authorized.

Information Systems Associates, Inc.

Date: August 13, 2010

By: /s/ Joseph P. Coschera  
Joseph P. Coschera  
Chief Executive Officer

Date: August 13, 2010

By: /s/ Michael R. Hull  
Michael R. Hull  
Chief Financial Officer



I, Joseph P. Coschera, certify that:

1. I have reviewed this quarterly report on Form 10-Q of Information Systems Associates, Inc.
2. Based on my knowledge, this report does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this report;
3. Based on my knowledge, the financial statements, and other financial information included in this report, fairly present in all material respects the financial condition, results of operations and cash flows of the registrant as of, and for, the periods presented in this report;
4. The registrant's other certifying officer and I are responsible for establishing and maintaining disclosure controls and procedures (as defined in Exchange Act Rules 13a-15(e) and 15d-15(e)) and internal control over financial reporting (as defined in Exchange Act Rules 13a-15(f) and 15d-15(f)) for the registrant and have:
  - a. Designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed under our supervision, to ensure that material information relating to the registrant, including its consolidated subsidiaries, is made known to us by others within those entities, particularly during the period in which this report is being prepared;
  - b. Designed such internal control over financial reporting, or caused such internal control over financial reporting to be designed under our supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles;
  - c. Evaluated the effectiveness of the registrant's disclosure controls and procedures and presented in this report our conclusions about the effectiveness of the disclosure controls and procedures, as of the end of the period covered by this report based on such evaluation; and
  - d. Disclosed in this report any change in the registrant's internal control over financial reporting that occurred during the registrant's most recent fiscal quarter (the registrant's fourth fiscal quarter in the case of an annual report) that has materially affected, or is reasonably likely to materially affect, the registrant's internal control over financial reporting; and
5. The registrant's other certifying officer and I have disclosed, based on our most recent evaluation of internal controls over financial reporting, to the registrant's auditors and the audit committee of registrant's board of directors (or persons performing the equivalent functions):
  - a. All significant deficiencies and material weaknesses in the design or operation of internal controls over financial reporting which are reasonably likely to adversely affect the registrant's ability to record, process, summarize and report financial information; and
  - b. Any fraud, whether or not material, that involves management or other employees who have a significant role in the registrant's internal control over financial reporting.

Date: August 13, 2010

/s/ Joseph P. Coschera

Joseph P. Coschera

Chief Executive Officer



I, Michael R. Hull, certify that:

1. I have reviewed this quarterly report on Form 10-Q of Information Systems Associates, Inc.
2. Based on my knowledge, this report does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this report;
3. Based on my knowledge, the financial statements, and other financial information included in this report, fairly present in all material respects the financial condition, results of operations and cash flows of the registrant as of, and for, the periods presented in this report;
4. The registrant's other certifying officer and I are responsible for establishing and maintaining disclosure controls and procedures (as defined in Exchange Act Rules 13a-15(e) and 15d-15(e)) and internal control over financial reporting (as defined in Exchange Act Rules 13a-15(f) and 15d-15(f)) for the registrant and have:
  - a. Designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed under our supervision, to ensure that material information relating to the registrant, including its consolidated subsidiaries, is made known to us by others within those entities, particularly during the period in which this report is being prepared;
  - b. Designed such internal control over financial reporting, or caused such internal control over financial reporting to be designed under our supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles;
  - c. Evaluated the effectiveness of the registrant's disclosure controls and procedures and presented in this report our conclusions about the effectiveness of the disclosure controls and procedures, as of the end of the period covered by this report based on such evaluation; and
  - d. Disclosed in this report any change in the registrant's internal control over financial reporting that occurred during the registrant's most recent fiscal quarter (the registrant's fourth fiscal quarter in the case of an annual report) that has materially affected, or is reasonably likely to materially affect, the registrant's internal control over financial reporting; and
5. The registrant's other certifying officer and I have disclosed, based on our most recent evaluation of internal controls over financial reporting, to the registrant's auditors and the audit committee of registrant's board of directors (or persons performing the equivalent functions):
  - a. All significant deficiencies and material weaknesses in the design or operation of internal controls over financial reporting which are reasonably likely to adversely affect the registrant's ability to record, process, summarize and report financial information; and
  - b. Any fraud, whether or not material, that involves management or other employees who have a significant role in the registrant's internal control over financial reporting.

Date: August 13, 2009

/s/ Michael R. Hull

Michael R. Hull

Chief Financial Officer





**EXHIBIT 32.1**

STATEMENT REQUIRED BY 18 U.S.C. SECTION 1350, AS ADOPTED PURSUANT  
TO SECTION 906 OF THE SARBANES-OXLEY ACT OF 2002

In connection with the Quarterly Report on Form 10-Q of Information Systems Associates, Inc. (the "Company") for the six months ended June 30, 2010, as filed with the Securities and Exchange Commission (the "Report"), I, Joseph P. Coschera, Chief Executive Officer of the Company, certify that:

\* The Report fully complies with the requirements of Section 13(a) or 15(d), as applicable, of the Securities Exchange Act of 1934; and

\* The information contained in the Report fairly presents, in all material respects, the financial condition and results of operations of the Company.

/s/ Joseph P. Coschera  
Joseph P. Coschera  
Chief Executive Officer

Date: August 13, 2010

This certification accompanies this Report pursuant to Section 906 of the Sarbanes-Oxley Act of 2002 and shall not, except to the extent required by the Sarbanes-Oxley Act of 2002, be deemed filed by the Company for purposes of Section 18 of the Securities Exchange Act of 1934, as amended.



**EXHIBIT 32.2**

STATEMENT REQUIRED BY 18 U.S.C. SECTION 1350, AS ADOPTED PURSUANT  
TO SECTION 906 OF THE SARBANES-OXLEY ACT OF 2002

In connection with the Quarterly Report on Form 10-Q of Information Systems Associates, Inc. (the "Company") for the six months ended June 30, 2010, as filed with the Securities and Exchange Commission (the "Report"), I, Michael R. Hull, Chief Financial Officer of the Company, certify that:

\* The Report fully complies with the requirements of Section 13(a) or 15(d), as applicable, of the Securities Exchange Act of 1934; and

\* The information contained in the Report fairly presents, in all material respects, the financial condition and results of operations of the Company.

/s/ Michael R. Hull

Michael R. Hull

Chief Financial Officer

Date: August 13, 2010

This certification accompanies this Report pursuant to Section 906 of the Sarbanes-Oxley Act of 2002 and shall not, except to the extent required by the Sarbanes-Oxley Act of 2002, be deemed filed by the Company for purposes of Section 18 of the Securities Exchange Act of 1934, as amended.

