

Tri-Media Expands its Data Analytics Capabilities and Services through License Agreement with StrategicOne

Niagara, Ontario, October 2007 – Albert Iannantuono, President & CEO of Tri-Media Integrated Marketing Technologies, announced recently that StrategicOne., a data analytics firm based in Overland Park, KS has joined the company's growing network of licensees.

“Using the most advanced management and warehousing capabilities, we help commercial and not-for-profit businesses gather and consolidate data from a variety of databases and manipulate it for optimum functionality” states Mike Rogers, President of StrategicOne. “Our relationship with Tri-Media has the dual benefit of increasing our reach in North America as well as increasing the services and functionality that our team offers our clients”.

“Increasingly Tri-Media is being asked to provide data analysis tools and strategists to better manage the data collected through the other tools within our proprietary suite of marketing technologies, known as the tmSuite™”, reports Mr. Iannantuono, President & CEO of Tri-Media. “And while we've created data analytic tools as part of this suite, the growth of our client's businesses and the increase in the need for consolidated data collection necessitates even greater solutions to better serve those customers' needs.”

“Joining forces with StrategicOne, who provide us state-of-the-art analytics and modeling that will enable advanced business intelligence into customers' past behavior – and more importantly, anticipates how they'll respond in the future – provides our proprietary solutions with the additional technological power required to offer truly world-class data analysis for any client large or small’.

The newly updated Business Analysis Engine within the tmSuite™ is now available for every Tri-Media licensed agency and client to take advantage of.

About Tri-Media

Now in its 20th year Tri-Media is an award-winning Integrated Marketing Technologies firm serving a global clientele. Since 1986 Tri-Media has delivered proven results through its complete range of digital and traditional marketing solutions including content management systems, digital marketing Application, e-commerce and online reservation tools, crisis communication software and business intelligence tools.

About StrategicOne

StrategicOne professionals and applications provide quantitative research, business intelligence and campaign management services. Its team has the depth of expertise to provide clients with a comprehensive approach to customer relationship management. From early database organization and analysis all the way through marketing implementation, StrategicOne has the capabilities, resources and insights to help you make the most of customer relationships.

Tri-Media Integrated Marketing Technologies.
Online. Offline. Bottom Line.™

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