

Press Release

For Immediate Release

## **TrenData Launches Cloud-Based Predictive Analytics Platform Using Artificial Intelligence and Natural Language Interface**

*Solution Provides Corporate Leadership with Actionable People Insights Necessary to Increase Revenue and Reduce Costs*

**Dallas, Texas, June 7, 2017** TrenData has launched a cloud based, predictive analytics platform focused on optimizing workforce performance. The solution supplies corporate leadership with the insights they need to make better people and business decisions. The easy to install and use solution ties directly into HRIS, Talent Management, and other Big Data applications to provide management with a unified platform that will visualize actionable data.

Unlike most Enterprise Resource Planning (ERP) Software, TrenData can be up and running in a few days providing robust metrics, trended analytics, while boasting a powerful artificial intelligence engine that will build predictive algorithms and provide natural language interface capabilities.

Leaders will be able to operate from a more enlightened position when recruiting talent, managing performance, and implementing company work policies designed to build an engaged and productive workforce. All of which can be tied to increased revenue and lower costs.

“Our unique approach with TrenData is to democratize high quality predictive people analytics,” co-founder and CEO Tom McKeown said. He further states, “We provide a system that will be easy to implement, easy to use, and easy to understand. Some clients may be live with a basic system in one day using the TrenData Universal File Format (TUFF).”

More information at [www.trendata.com](http://www.trendata.com) Call now for a free demonstration.

About TrenData

TrenData is a cloud-based platform company providing people analytics to address critical business needs. Co-founders Tom McKeown and Mark Hamdan have over 30 years in the HR space. Hamdan was the founder of HRsmart and will chair the advisory board. McKeown was former general manager and executive vice president of sales and marketing at HRsmart. He will lead the company as co-founder and CEO.

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