



TRAISR by McMAHON ASSOCIATES, INC.
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TRAISR Announces 2016 as a Major Breakout Year for Adoption of the Company's Asset & Infrastructure Management Solution

Major Push in the Pennsylvania Market Nets 75% Increase in Client Base Year-Over-Year

FORT WASHINGTON, PA – Jan. 19, 2017 – TRAISR®, a proven, web-based GIS solution designed to help local agencies manage assets and infrastructure, today announced that 2016 was a breakout year for new TRAISR clients. Year-over-year the company had a 75% increase in new clients and significantly expanded its footprint in the Pennsylvania market.

“In 2016, we took a very concentrated approach to the Pennsylvania market adding key personnel and making partnership arrangements for additional distribution capabilities,” said John DePalma, Principal for McMahon Associates, Inc. and TRAISR Executive Leader. “Those efforts have paid off. We could not be more pleased with the number of new clients we have secured, and implemented, in the region. Pennsylvania was the home base for the growth of our parent company, McMahon Associates, Inc., and this year the state has proven once again to be fertile ground for the service offerings we provide. With this expanded base of clients we are excited at the prospects we have for new regions in 2017.”

“As we’ve grown we have refined our implementation strategies to shorten time to use,” said Brian Berdel, Chief Information Officer for TRAISR. “This focus has allowed us to manage the incredible upswing in adoption of our software that we’ve seen this year while also expanding the number of modules that our current clients have demanded and making continued improvements to the software’s platform and capabilities.”

About TRAISR

TRAISR was designed by McMahon Associates, Inc. a respected leader in transportation engineering and planning since 1976. The solution’s genesis can be traced back decades to helping our customers by developing customized applications for the management of day-to-day operations. We took all of this accumulated knowledge, based on in the field, end-user feedback, to create a web-based, GIS cloud solution that is available as a SaaS (Software-as-a-Service) product. For more information visit www.traisr.com or contact us at 844-TRAISR1 (844.872.4771) or support@traisr.com.

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