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TRAISR Expands Technical and Sales Teams Adding Municipal Market Veteran Daniel Reavy & Municipal Applications Expert Eric Haflett

FORT WASHINGTON, PA – Sept.29, 2016 – TRAISR®, a proven, web-based GIS solution designed to help local agencies manage assets and infrastructure, today announced two new strategic hires in sales and technology. The expansion in these two areas signifies a major focus on broadening sales operations and providing better initial business analysis to shorten implementation times.

Daniel J. Reavy has been named Business Development Manager and brings a wealth of experience in the municipal market. He's a former executive at Verizon who handled Community, Public and Government Affairs duties in eastern PA. In this role he is responsible for increasing national awareness, sales and business development for the TRAISR product.

Eric Haflett is TRAISR's new Business Analyst and will be tapping into his experience in GIS and software development for projects in the utility, urban planning and engineering fields. His broad technical background in GIS and IT, combined with his experience with business process and asset management at the county and local levels, allow him to enable successful implementations and complete utilization of the TRAISR solution.

"We are thrilled to bring Dan and Eric into the fold on our TRAISR solution," said John DePalma, Principal, TRAISR and McMahon Associates, Inc. "Their hiring now affords us more depth to our approach in broadening TRAISR's market penetration and provides flexibility to our current staff for better resource optimization. We know our current and future clients will benefit from their wealth of municipal market expertise."

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.traisir.com or contact us at 844.TRAISR1 (872.4771) or support@traisir.com.

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