

TSi Auto Solutions Launches New Brand and Logo

TSi positions itself to expand into new markets with corporate rebrand

Moncton, CANADA ([PRWEB](#)) March 23, 2016 -- TSi Auto Solutions Inc. (TSi), a data collection company that delivers real-time financial and non-financial data analysis applications and solutions through its Data Information Network™, announced today that it has adopted a new brand and logo design to better reflect the company's growth strategy. With this rebranding, TSi demonstrates its expanding capabilities that not only make it a leader in the automotive industry, but that also provide great value to organizations in other data-driven sectors.

“TSi's repositioning coincides with its latest product offering, ‘tsi echo™,’ set to launch this quarter. It will bring our 15 years of experience in business management solutions to new customers within the automotive sector, and open the door to new opportunities in other industries,” said TSi President and CEO Dan Wood. “Our new logo and tag line reflect the company's vision of allowing our customers to discover new ways to use their data in order to better manage their business.”

The shortened TSi logo will no longer carry the extended “Auto Solutions” identifier from their corporate name. However, it will remain a part of their identity as it reflects the Automated capabilities of their solutions, which is an integral part of their offering.

Visitors to the redesigned TSi website will find a new, easy-to-navigate site that offers a clear overview of the many TSi solutions, and reflects the company's new brand.

Visit www.tsiautosolutions.com today to start exploring the opportunities your data holds.

About TSi Auto Solutions Inc.

A global leader in delivering state-of-the-art business management solutions, TSi is a data collection company that builds and delivers real-time financial and non-financial data analysis applications with the capacity to manage complex big data environments through its Data Information Network™ (DIN). The DIN hosts a versatile suite of products that encompasses predictive analytics, data cleansing, dealership reporting, enterprise reporting, business management, forecasting, and contact reports. For more information about TSi, visit www.tsiautosolutions.com.



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