

**FOR IMMEDIATE RELEASE**

**Date:** December 17, 2018

**Contact:**

Tracey Fieber, CSO, Acquired Insights Inc., [Tracey.Fieber@aiinc.cloud](mailto:Tracey.Fieber@aiinc.cloud), +1 (306) 421-7795

Rob Didlake, CEO, Dataedge Solutions Corp., [Rob@dataedge.com](mailto:Rob@dataedge.com), +1 (913) 780-2515

## **Acquired Insights Inc. Signs Value Added Reseller Agreement with Dataedge Solutions Corp. in United States (USA)**

Burlington, Ontario, December 17, 2018 – Acquired Insights Inc. has signed a Value-Added Reseller (VAR) partnership agreement with Dataedge Solutions Corp in Kansas City, USA, to go into effect immediately. Together, the two companies will be targeting Big Data companies primarily the Fintech, Insurance, Healthcare and Telecom industries.

Acquired Insights Inc. (AI Inc) will benefit from the capabilities of Dataedge Solutions to provide business development, sales and sales support in the USA, while AI Inc's advanced Artificial Intelligence and Machine Learning (AI/ML) solutions will improve the reliability and performance of business processes of Dataedge Solutions' customers, enabling them to utilize structured and unstructured data more effectively and efficiently for enhanced business decision support.

### **Skills and expertise combined for top customer outcomes**

Building on their strong position in the USA market, Dataedge Solutions is now diversifying into the Fintech, Insurance, Healthcare and Telecom markets to complement their existing offerings. Dataedge Solutions sees artificial intelligence, machine learning and predictive analytics as a growth industry in the USA and hopes to capture new projects being planned.

The two companies expect the combination of Dataedge Solutions' contacts resulting from highly successful and referenceable projects, together with Acquired Insights' AI/ML platform for building and deploying rapid, customized solutions will widen their respective customer bases in the USA marketplace.

**Acquired Insights' CEO, Gary Melling** said "We see the USA as a good opportunity for growth when applying artificial intelligence, machine learning, and predictive analytics to Big Data. It has some very interesting opportunities coming up in the next few years, and we look forward to working on them together with Dataedge Solutions. We are also pursuing opportunities through Dataedge Solutions' capabilities which offer secure online cloud backup services and Disaster Recovery as a Service (DRaaS) in the USA. AI Inc and our partners have done this successfully across a number of countries."

**Dataedge Solutions' CEO, Rob Didlake** said "We are extremely pleased that Acquired Insights has joined with us in forming a strategic VAR agreement for the Fintech, Insurance, Healthcare and Telecom markets in the USA. It means that our offering to our customers and the USA market will be greatly enhanced. I am looking forward to a successful business relationship with Acquired Insights and a prosperous future."

### **About Acquired Insights Inc.**

Acquired Insights Inc. (AI Inc), [www.aiinc.cloud](http://www.aiinc.cloud), is an artificial intelligence, machine learning, predictive analytics, and workforce optimization company with technology that can be used cross-industry. Acquired Insights' solutions provide intelligent, enterprise-wide, real time critical decision support through a complete closed-loop platform. It is an effective and multi-faceted approach to bridge the gap between disparate systems, processes and people, while aligning individual and workforce action with business strategy. It's a disruptive technology implemented without the traditional disruptive attributes.

### **About Dataedge Solutions Corp.**

Dataedge Solutions Corp., [www.dataedge.com](http://www.dataedge.com), provides secure online cloud backup services and disaster recovery as a service (DRaaS). The offerings include solutions for companies who depend on a well-designed data infrastructure to run their business. Dataedge Solutions' approach is to understand the business needs by taking the time to listen to client's specific requirements, concerns, and future expansion plans.

### **For further information please contact:**

Ms. Tracey Fieber, Chief Strategy Officer  
Acquired Insights Inc.  
[Tracey.Fieber@aiinc.cloud](mailto:Tracey.Fieber@aiinc.cloud)  
+1 (306) 421-7795

Mr. Rob Didlake, Chief Executive Officer  
Dataedge Solutions Corp.  
[rob@dataedge.com](mailto:rob@dataedge.com)  
+1 (913) 780-2515