

PRESS RELEASE

TWO UNIVERSITY OF WINDSOR GRADUATES ANNOUNCE THE LAUNCH OF THEIR NEW STARTUP, *THE DATA COMPANY*

[The Data Company](#), a member of the RBC EPIC Founder's Program, is a new firm focused on putting the power of data analytics into the hands of small and medium sized businesses.

Windsor, Ontario, May 21, 2019. University of Windsor MBA graduates, Jeremy Miller and Paul Brereton today announced the launch of their new firm that focuses on helping business turn their data resources into a strategic advantage. [The Data Company](#) works with companies and not-for-profit organizations in Southwestern Ontario to extract the value from their internal data sources. The new service enables business of all sizes to gain insights from their data and make data-driven decisions without the cost and difficulty of hiring data scientists and analysts.

With The Data Company, small and medium-sized businesses can unlock the power that their data holds. By performing a full suite of data analytics services, including everything from simple data visualization to predictive modelling and machine learning, The Data Company works with businesses of any size with different types of data sources to leverage their otherwise untapped resources. These services empower businesses to achieve a level of data utilization that was previously only available to their larger competitors, all with a much lower cost and commitment than hiring internal data analytics staff.

By developing a service offering that brings together powerful analytical tools and capabilities as well as a business management methodology, The Data Company gives businesses across various industries such as distribution, logistics, manufacturing, retail, and more, access to the powerful trends, patterns, and insights that their data often holds. These unique services give businesses in the Windsor/Essex community capabilities that were previously only available to large, tech-savvy corporations.

“We want to put the power of data analytics into the hands of businesses of all sizes. We've noticed that while businesses in 2019 are collecting more data than ever, they often lack the knowledge and human capital needed to extract its value. We started The Data Company as a solution to that problem.”

- Jeremy Miller, Co-Founder

The Data Company was started by recent University of Windsor MBA graduates and has been awarded a position in the RBC EPIC Founder's Program, with startup funding and support from the RBC Foundation and the University of Windsor's EPICentre. While working on consulting projects for many different types of organizations, Brereton and Miller realized that while these organizations had incredibly valuable data resources, the high cost of hiring data science professionals placed those resources out of reach. With the launch of their new service, The Data Company aims to provide an answer to that problem by lowering the cost and commitment to analyze data.

The Data Company Inc. is specialized in providing end-to-end data analytics services for businesses of all sizes. Beginning with evaluating a business's current data infrastructure, to helping businesses become truly data-leveraged, TDC can use all forms of data across all systems to provide valuable insights to any business. By providing business intelligence, dashboarding, predictive modelling, machine learning and more, TDC gives businesses' data a seat at the boardroom table.

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Learn more about the EPICentre and the RBC EPIC Founder's Program:

www.epicentreuindsor.ca