

NEWS RELEASE

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For Immediate Release

MORPACE TO PRESENT AT WAYNE STATE UNIVERSITY BIG DATA & BUSINESS ANALYTICS SYMPOSIUM ON MARCH 23, 2018

FARMINGTON HILLS, MI – Morpace Automotive Vice President Dania Rich-Spencer will present “*Improving Asset Utilization & Profitability for a Long-Haul Trucking Company*” at the Wayne State University Big Data & Business Analytics Symposium on March 23, 2018.

She will discuss how Morpace is helping to improve the profitability of a Mid-Michigan logistics company by analyzing telematics data collected from a fleet of commercial trucks. The trucking industry is facing significant challenges and many fleet companies operate on very thin margins. Rich-Spencer will present a case study outlining the business strategy and technical approach to developing Data Dialogue™ | Pulse, a mobile solution to help fleets improve ROI.

Rich-Spencer will also participate on the “*Making Your Business Data Driven*” panel on March 23, 2018.

The symposium will focus on pragmatic issues faced while deploying big data strategies to drive business success. Symposium attendees will gain keen insights and learn tips on identifying big data opportunities, developing business cases, and using analytics to drive business success. To learn more and register, click [here](#).

About Morpace Inc.

Morpace is a top 50 global research and consulting firm which has built a reputation as truth seekers who humanize data to connect clients with their customers. With offices in Detroit, Los Angeles, London and Shanghai, Morpace has been recognized as a global leader in its field and is considered a best place to work. For more information on the firm and its services, visit www.morpace.com.