

Tracesmart Foresees Records Level of Growth



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Press Release Author: [Tracesmart Corporate](#)

Industry: [Internet & Online](#)

Press Release Summary: Fourth year of trading set to be best ever for Tracesmart

Press Release Body:
Tracesmart, foremost suppliers of [data cleansing](#), people tracing and mortality screening services, are anticipating a record annual turnover having just celebrated the 4th birthday of the launch of their online services. The Cardiff based firm recently received extensive coverage in national and local press for the role their [tracing agents](#)



played in helping some of the UK's largest financial institutions to trace people as part of asset reunification exercises – it is this and their anti-money laundering services which have prompted the foreseen financial growth.

The company has doubled its staff size in the last year - each of Tracesmart's departments has recruited new staff as the influx of service requisitions has increased and as such the company has had to expand its premises. Demand for the company's range of services has

dramatically increased turnover and [Tracesmart Corporate](#) project growth in the region of 50%.

Explaining the projected increase in turnover, Michael Trezise, Managing Director for Tracesmart, commented, "Thanks to the efforts of all staff and continuous development of our services, we have experienced a great deal of success in the ID verification sector with our Smart ID Plus [anti-money laundering](#) service performing strongly in legal and financial markets. We have also secured significant [unclaimed assets](#) contracts which have proved fruitful – not only in monetary value but also from a promotional perspective as we have received a high volume of exposure in the national press and online. Whilst we look set to smash last year's growth we are already firmly focusing on the forthcoming financial year, with the intention of setting another record."

Turnover and company size are not the only areas of growth Tracesmart have experienced over the last year – they have increased the number of records they hold through heavy investment in large amounts of fresh data. This new data has prompted the development of new services which have allowed increased penetration into multiple markets.



Commenting on these developments Paul Weathersby, Tracesmart's Technical Director, noted, "Myself and my team have worked hard over the last year to improve and build upon our service offering. We have also further developed our internal systems for ease of use and to improve efficiency. Together these changes have allowed us to stay ahead of our competitors by offering superior service delivery to our customers."

Confirmed figures will be announced in early September, following the end of Tracesmart's financial year.

Notes to editors

- Tracesmart was formed in 1999 and supply a diverse range of consumer data cleansing, identification and tracing tools to a wide variety of industries. Their client base ranges from SME to

Blue Chip, who are allrecipients of bespoke solutions, built around their specific needs.

- Michael Trezise is the founder and Managing Director of Tracesmart. With over 25 years tracing and fraud analysis experience his unrivalled knowledge provides the company with a distinct competitive advantage.
- Paul Weathersby is the driving force behind the development and production of Tracesmart's suite of web-based services, and manages and directs their experienced IT team.

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