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## **THE DENVER BRONCOS AND TRACE3 COUPLE ARTIFICIAL INTELLIGENCE TALENTS FOR IN-STADIUM-EXPERIENCE-ENHANCING ANALYTICS PLATFORM**

**ENGLEWOOD, COLO., Sept. 18, 2024** – The Denver Broncos announced a collaboration with premier IT solutions provider Trace3 as the franchise's official artificial intelligence consultancy.

The reliance of ingesting quality data and adoption of analytics solutions to drive real-time decisions is rapidly increasing throughout the sports industry. Trace3's leading expertise in data, analytics and AI will streamline, accelerate, and improve business decisions for the Denver Broncos organization.

"We know AI is ready to deliver enhancements to multiple areas of the business, and we are building that foundation today," Denver Broncos Senior Vice President of Strategy and Business Intelligence Jesse Nading said. "Trace3 has proven themselves as a leading consultant and implementer of data analytics in the NFL, and we're excited to leverage their extensive technical expertise as we grow our capabilities."

Trace3's dedication to innovation is evident in the decades of the company's investments in research and emerging trends and technologies. The company is renowned for helping organizations adapt to the shifting technology landscape and use new trends like AI to drive transformative change.

"The combination of data analytics and AI is proving to be a major value driver for our clients who are now empowered to unlock new efficiencies, predict trends with unprecedented accuracy, and make smarter decisions faster than ever before," Trace3 Vice President of Data and Analytics Asher Loman said. "Our extensive experience in emerging technologies and management consulting, combined with our expert teams in data, security, and cloud, uniquely position us to bring these AI strategies to life."

### **About Trace3**

Trace3 delivers business transformation. The firm consults on, integrates, and operates convergent solutions across data, security, and cloud that embrace emerging technology and drive measurable business value for its clients. For more information, visit [trace3.com](https://trace3.com).