



Volume 6 | Issue 1

## NOTABLE CONTRACTS AND ANNOUNCEMENTS

### Notable Contracts\*

- City of Pasadena, TX – Enterprise ERP
- Johnson County, KS – Verification Services
- Lake County, SD – ERP Pro
- Comal County, TX – Enterprise Jury Manager
- Rockdale County, GA – Records Management



Tyler acquires US eDirect. Read [more](#).



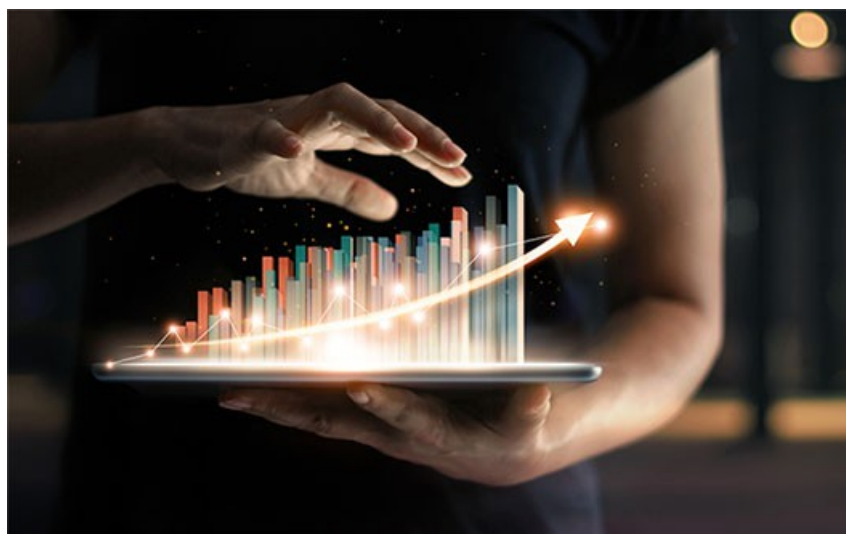
State of Hawaii extends contract for digital government and payment solutions. [more](#).



Tyler named to 2022 GovTech 100 list. Read [more](#).

Tyler extends relationship with Colorado

## Tyler Unveils New Brand Architecture



After 18 months of client interviews, qualitative and quantitative surveys, and significant competitive research, Tyler is excited to announce its new brand architecture. This is a broad company initiative that better organizes and names Tyler's products and solutions to represent the verticals and markets it serves.

Since launching the Tyler brand in 2009, Tyler has added more than 50 new products through internal development and acquisition. As the company grew and continued to add applications, it became clear that the current approach to product branding was no longer scalable.

According to Chief Marketing Officer Samantha Crosby, "Our brand evolution is a necessary next step in Tyler's growth to ensure we continue to build upon the strong brand awareness and equity we've enjoyed over the past decade. Clients and prospects can now more easily understand Tyler's offerings, and our teams will be better equipped to explain Tyler's full portfolio of solutions and the benefits they bring to each jurisdiction."

### What's new?

- The new brand architecture uses functional, descriptive product names and has eliminated individual product logos.
- The solutions have been organized under five solution portfolios: Public Administration, Health & Human Services, Courts & Public Safety, Schools, and Transformative Technology.
- You can read more specifics on the brand evolution [here](#).



for digital government and payment solutions.

Read [more](#).

\*The above list shows a selection, not a comprehensive list, of Tyler's recent contract signings to demonstrate the variety of Tyler's solutions.

#### Corporate Responsibility

This spring, Tyler will release its 2021 corporate responsibility report, a compilation of the company's environmental, social, and governance activities. In Tyler's third yearly report, the publication updates stakeholders on our sustainability and diversity and inclusion efforts, as well as how we're reducing our environmental footprint and strengthening communities. This year, we added a "Digital Inclusion" section to highlight how Tyler is helping to remove barriers to access and close the equity gap through technology. For more information on Tyler's efforts, visit [our Corporate Responsibility page](#).

## INVESTOR INSIGHTS

*Tyler CFO Brian Miller comments on the recent acquisition of US eDirect.*

In February, we announced Tyler's acquisition of US eDirect, a market-leading provider of technology solutions for campground and outdoor recreation management. Through this acquisition, Tyler adds US eDirect's Recreation Dynamics product to our digital government and payment services. This comprehensive solution manages transactions related to campground accommodations, tours and events, passes and memberships, recreation rentals, outdoor licenses, and parking and entry, significantly augmenting our current outdoor solution portfolio. This combination will allow us to create a very competitive "all in one" outdoor solution addressing an estimated \$2 billion market, while also expanding our payments opportunity.

We are excited about the positive impact this technology will have for government agencies in the outdoor recreation space, building on NIC's 20 years of experience in this market. For example, overcrowding is a major challenge at parks. Using technology helps disperse visitors by allowing them to make reservations for parking for a better customer experience. Additionally, safety and conserving natural resources are on the forefront of concerns for government as they manage visitors to public lands. Tyler can help by providing communications and information to visitors about how to prepare for arrival, such as securing their digital pass for their entry fee in advance, making reservations for parking, a picnic shelter, or rental equipment, and giving them the tools to have a successful and enjoyable visit.

## MANAGEMENT ROADSHOW

JMP Securities  
Technology Conference  
March 8  
San Francisco, CA

Wolfe Research  
Software Conference  
March 22  
Virtual

Tyler Connect  
May 15-18  
Indianapolis, IN





**tyler**  
technologies

Empowering people who serve the public®

[About Us](#) | [Contact](#) | [Investors](#) | [Subscribe](#)

©2022 Tyler Technologies Inc. | All Rights Reserved

3/1/2022 9:45:00 AM