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PRESS RELEASE

FOR IMMEDIATE RELEASE

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## **Niche Technology Celebrates 10 Years of Partnership With the National Organization of Black Law Enforcement Executives (NOBLE)**

This year marks a special milestone for Niche Technology: ten years of proudly standing beside the National Organization of Black Law Enforcement Executives (NOBLE) and having the privilege of supporting an organization dedicated to uplifting its members and creating lasting impact in the community.

Since 2015, Niche has had the privilege of seeing the dedication, resilience, and passion that define the NOBLE community. What began as two identities trying to increase the exposure of their brands while securing new business has grown into two partners that have a mutual beneficial relationship while developing a friendship well beyond business transactions.

Throughout the decade, Niche has had the opportunity to support NOBLE through Membership Recruitment, Co-Branding Marketing Opportunities, Resource Development, and Program Delivery. NOBLE prides itself on recognizing that the corporate partners provide advice, counsel, and key resources. The vast majority have entered into a written memorandum of understanding and NOBLE continuously strives to provide a return on investment to its partners.

“Our mission is rooted in equity, accountability, and justice. Our partners help us accomplish that by investing in training, leadership development, and technology that improve the way we serve our communities,” said Renée Hall, President of NOBLE. “Whether it’s through data systems, professional development, or funding for programs that engage our youth, these partners give us the tools to bridge the gaps. They allow us to focus on transformational change instead of just transactional responses.”

“These past 10 years of partnership with NOBLE have been incredibly meaningful to us,” said Travis Knudsen, Director of Sales – US Markets, Niche Technology. “Our support for NOBLE has always been about more than sponsorship. We’ve witnessed how NOBLE empowers its members and the citizens they serve, and being part of that journey has been an extremely rewarding experience.”

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“We at NOBLE want to thank Niche, Travis Knudsen, and the entire team for its partnership investment over the past decade,” said Dwayne Crawford, Executive Director of NOBLE. “Support from Niche and our other partners plays a vital role in NOBLE being able to continue serving our growing membership, programmatically impact over 65,000 U.S. citizens in over 600 communities, and strengthening the NOBLE brand and infrastructure. Niche has been there every step of the way, and we are grateful.”

President Hall continues, “Our partnership with Niche has been collaborative, consistent, and forward-thinking. Niche has shown a genuine commitment to understanding the unique challenges that Black law enforcement executives face, and more importantly, they’ve provided solutions that are responsive, not one-size-fits-all. Their support has helped our leaders better manage resources and make data-driven decisions that improve both internal operations and external trust. When I think of Niche, I think of integrity, innovation, partnership and family. Their brand represents more than a product, it represents a team of people who believe in progress, accountability, and excellence. For me, Niche has become synonymous with trust and responsiveness.”

Niche Technology is excited to continue building on this legacy of partnership. Our commitment remains strong: to stand with NOBLE, celebrate its members, and keep working together toward a brighter future for the next 10 years and beyond.

#### **About The National Organization of Black Law Enforcement Executives**

Since 1976, The National Organization of Black Law Enforcement Executives (NOBLE) has served as the conscience of law enforcement by being committed to justice by action. NOBLE represents over 4,600 members internationally, who are primarily African American chief executive officers of law enforcement agencies at federal, state, county, and municipal levels, other law enforcement administrators, and criminal justice practitioners. For more information, visit [www.NOBLENational.org](http://www.NOBLENational.org) and follow on [Facebook](#), [Instagram](#), [LinkedIn](#), [Twitter](#).

#### **About [Niche Technology](#) and NicheRMS365**

Niche Technology is the world’s leading RMS provider with customers in both hemispheres on three continents.

At Niche we focus on the information demands of frontline officers when seconds count. The responsive NicheRMS365 UI provides a consistent, intuitive user experience on phone, tablet, laptop and desktop devices, so agencies can simply train once and use anywhere – on any device.

Our customers have rewarded Niche Technology's innovation by making us the leading RMS provider worldwide, with more super-major police agencies using NicheRMS365 than our top 8 competitors combined. It's the most highly configurable, capable and respected RMS platform in the world.

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