

Informattec drives business forwards with MS Power BI

The strategic business field of Power BI is developing well at Informattec. Since recently, Radomir Kovacevic has been responsible for the sales expansion and business development of Power BI at Informattec as a dedicated sales professional. At the same time, the first customers have been won in Germany, so there are now Power BI customers in all the D-A-CH countries.

Muttenz, 13.09.2022 – With the help of a strong Qlik partnership, data intelligence specialist Informattec, based in Muttenz near Basel, has become one of the leading BI service providers in Switzerland. Building on this strong market position, the management team surrounding founder Rino Mentil set their sights on a further technology mainstay, Microsoft Power BI, when drawing up the 2023 business vision.

Project implementation has been progressing well in the meantime, ensuring that solid technical foundations have been laid in terms of know-how and resources and that there are now Power BI customers present throughout the D-A-CH region. Since recently, there has been a dedicated sales manager to further strengthen the important new customer business area of Power BI.

Dedicated Business Development and Sales for Power BI

Informattec has onboarded proven sales professional Radomir Kovacevic in order to relieve pressure on the Informattec sales team and to ensure that the rapidly increasing, high-quality leads for Power BI are processed professionally and in a way that is beneficial to customers.

Radomir Kovacevic can look back on a twenty-year career as a sales manager responsible for personnel and successful sales. He spent the last 15 years working as a regional sales manager at Tamedia and Head of Sales Switzerland at Coople. Radomir Kovacevic has a degree in sales management and speaks 4 languages.

Radomir Kovacevic is based in the Informattec Zurich office. From there, he will acquire new customers for Power BI and also strategically establish the Microsoft Data Analytics business area in all of the Informattec target markets.

Radomir Kovacevic explains his motivation thus: "My extensive sales experience and my cross-industry network are the ideal mix for winning new customers and further expanding the Power BI business field, which is still relatively new for Informattec. I am looking forward to this exciting and challenging task and to working together as part of an ambitious and successful team."

For further information

Informatec, Cristina Cesaro, Head of Marketing, Freidorf 151, CH-4132 Muttenz
Tel. +41 61 826 80 80, Fax +41 61 826 80 81, cec@informatec.com, www.informatec.com

About Informatec

With its clear focus on business and data intelligence, Informatec has become established as a specialist for consulting and demand-oriented implementation of comprehensive BI solutions for analysis, reporting and planning. Founded in 1998, the company based in the Basel area is regarded as a BI innovator for demanding SMEs and enterprise customers, and counts leading companies among its rapidly growing clientele. With its needs-oriented services, Informatec contributes to providing unlimited availability of the numerous advantages of the iVIEW BI platform, which was developed in-house based on Qlik and Jedox. The range of services includes consulting, design and customer-specific developments as well as implementation and training, maintenance and support.



Radomir Kovacevic, Advisory Sales Manager and responsible for Business Development MS Power BI at Informatec since the middle of May