

### **Informattec makes its mark on Qlik marketing in the D-A-CH region**

***For the third time in a row, Informattec has won the Qlik Marketing Award 2021 for the D-A-CH region. Thus the BI boutique, which specialises in data analytics and is based in Muttenz near Basel, is playing a decisive role in shaping the marketing scene in the German-speaking region.***

Muttenz, 17.05.2022: The Qlik Award has once more been awarded on the basis of the "Qlik Discovery & Booster Day", a flagship event which Informattec has been organising since 2018. The sixth edition of the events will be held again this year in Basel on 9 June, and the seventh in Zurich on 27 October.

#### **The Qlik Discovery & Booster Day as a meeting point for the Qlik community**

The Qlik Discovery & Booster Day has become a popular meeting place for the Qlik community in Switzerland – and now for the entire German-speaking region. The events are regularly attended by established and prospective BI and Qlik clients, and also by users from SMEs, major companies and international corporations, plus many technology and solution partners.

Stefan Jochheim, Senior Director of Strategic Alliances EMEA at Qlik, is impressed by the quality of the event: "By putting on the Qlik Discovery & Booster Day, Informattec enables Qlik users and interested parties in the entire D-A-CH region to take a unique look beyond their core technology. "This makes Informattec one of our key partners and the well-deserved winner of our marketing award several years in a row."

#### **Programme packed with highlights from the entire Qlik ecosystem**

The Qlik Discovery & Booster Day programme is based on three central pillars and provides a comprehensive insight into the BI world of Qlik.

During best practice presentations, well-known customers such as the University Hospital Basel, Stäubli AG or EDEKA Südwest Fleisch will present their own BI projects, thus providing visitors with a practical insight into modern data-driven business.

In hands-on workshops and sessions, visitors with different levels of experience will have the opportunity to try out the software tools from Qlik and Informattec and their partners live.

Last but not least, other solution partners from the Qlik ecosystem, such as Data Robot, Jedox or Mail & Deploy, will be taking part in the event alongside Informattec, presenting their software and IT solutions and thus optimally rounding off the event programme.

## 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@informattec.com](mailto:cec@informattec.com), [www.informattec.com](http://www.informattec.com)

## About Informattec

With its clear focus on business and data intelligence, Informattec 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, Informattec contributes to creating unrestricted access to the numerous advantages of the iVIEW BI platform, 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.



From the left: Christian Fischer (Informattec), Bettina Deitenbeck (Qlik), Stefan Jochheim (Qlik)