

## Press release

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### **The Direct Mail Company opts for BI solution iVIEW for ABACUS, by Informattec**

#### ***A consolidated view of scattered data provides the basis for safe and reliable corporate management***

Muttenz/Basel, December 5th, 2014 - the Direct Mail Company, a subsidiary of Swiss Post, is dependent on daily KPIs and evaluations for secure and reliable business management. Against this background, the direct marketing specialist has opted for the creation, adaptation and integration of the business intelligence solution iVIEW for ABACUS, by Informattec. This is based on the powerful business-discovery platform QlikView.

The integral BI solution iVIEW for ABACUS consolidates the data from the ERP solution of ABACUS and various other programmes and information sources already existing in the Direct Mail Company. These are then provided online to various stakeholders such as human resources, sales, production, finance and management. Thus, entitled persons obtain convenient access on the basis of individual rights to up-to-date, relevant information for corporate management. The data comprises defined KPIs, revenue classifications and comparisons, average prices and CRM data, among other things. Thanks to the personalised dashboard (management cockpit) and flexible support of various devices, the central information platform provides a high degree of comfort and maximum transparency.

The decisive decision criteria that led to the choice of the BI solution iVIEW for ABACUS, according to Daniel Steiner, CFO of the Direct Mail Company, include the seamless and rapid integration of the various internal data sources (programs), as well as the needs-based individualisation of the solution. «The iVIEW for ABACUS business information tool combines the strengths of a standardised core application with all the benefits of a customised implementation.» Rino Mentil, CEO of Informattec, adds: «iVIEW for ABACUS includes a standard evaluation of the main modules of the business software by Abacus, allowing a quick and easy implementation. In addition, iVIEW for ABACUS offers high flexibility with regard to custom design, such as the integration of different data sources, the design and configuration of the dashboard or adaptation to company specifics, which clearly shows the benefits of an individual standard solution.»

#### **For further information**

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### **About the Direct Mail Company (DMC)**

The Direct Mail Company (DMC), a subsidiary of Swiss Post with headquarters in Basel, is one of the leading Swiss service providers for the delivery of advertising material to the letterboxes of all Swiss of households and businesses which are interested in advertising. The direct marketing company employs over 200 fixed and 5000 part-time employees throughout Switzerland, fulfilling a bridging function between provider and consumer, with the capacity to competently and purposefully convey an advertising message.

[www.dm-company.ch](http://www.dm-company.ch)

### **About Informattec**

With its clear focus on business intelligence (BI) solutions for discerning SMEs, Informattec, with headquarters in Muttensz (BL), has become established as a specialist throughout Switzerland for consulting and needs-oriented implementation of integral BI solutions. The company, founded in 1998, is renowned as as a genuine BI innovator for SMEs. Leading enterprises are among their ever-growing customer base who are enjoying extensive services which make fully available the many benefits of the BI solution iVIEW and iVIEW for ABACUS. Services offered include consultancy; design and custom (further) development; implementation and training, as well as maintenance and support.