



PRESS RELEASE

Zug-based company revolutionises Big Data

Firefly makes management fast and reliable

Zug, June 30, 2014 – **For the most progressive companies in the world, the mentality of “think globally, act locally” is already built into how they work. However, the actual practice of leveraging company data across geographical boundaries in a more intelligent way to generate value is fast emerging as the next wave of “Big Data.”**

Leading the way in this field is Swiss entrepreneur, Martin Schiesser (45), who founded Firefly Information Management AG in 2014. Firefly helps companies create “brilliant data” that is combined into a condensed source of information, enabling accelerated and reliable corporate governance.

At the heart of Firefly’s technology and approach is to define and connect internal corporate strategy and decision-making points from global to local levels, and merging with external developments. “We help company management obtain accurate pictures of the operational state of the company at any given time, allowing them to respond much more quickly than before,” says Martin Schiesser, CEO of Firefly. “Firefly also identifies and leverages external developments that may be relevant for a company’s ability to act and relates them to internal decision making contacts”.

With Firefly’s approach, management structures are provided with a new form of enterprise data management, into which customers and suppliers may also be integrated, making it possible to obtain an overall view of the state of the company at any given moment. This new leadership tool, which is not external to the management structure but is instead an integral part of it, is called “Semantic Super Layer”. It is used to accelerate management decisions based on reliable data in a way that was not possible until today.

Martin Schiesser adds, “We are already developing applications of this new type of management system today with our clients in the field of digitisation of the value chain”. Firefly has established partnerships with SAP, Camelot Innovative Technology Labs, in addition to our first contract with a Fortune 500 company.

The high transparency of optimising internal processes made possible by Firefly creates opportunities to develop and bring new products and services to market faster, with increased sales and earnings as a result. Firefly develops management capabilities that bring an outstanding and measurable improvement in the ability of companies to compete.

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