



PRESS RELEASE

Firefly Information Management AG launches innovative solution for "Linked Enterprise Data"

Zug, October 25, 2014 - **In a fast-paced business world, operating with global structures and complexities, an essential component of innovation and competitive advantage is to obtain information about the entire organization in real-time.**

However, companies are finding it hard to breakout of traditional approaches to information management and related business processes; despite increasing pressure to create and manage complex supply chains, distribution channels and delicate mergers, there remain ever more data silos.

Firefly, specializing in enterprise data management, is providing for the first time a solution that reflects the current Internet standard for enterprises: all data are semantically connected.

Thus, heterogeneous data, which is physically separated in different systems, with different data structures and access rights, can be linked together. This allows for:

- Full transparency of data across the entire value chain
- Identification of emerging synergies between divisions, processes and systems
- Elimination of „silo thinking" of people, departments, divisions and the company's management
- Automatic integration of external data, such as suppliers, customers, competitors and openly accessible data (regulatory, legal, compliance)
- Creating new contexts of data
- Analysis of complex semantic contexts through predictive analysis
- Insight into the semantic data quality throughout the entire enterprise chain

"Our *Super Semantic Layer* allows the customer, for the first time, to integrate all business-relevant internal and external data," says Firefly CEO Martin Schiesser. "This allows for global and business sector solutions such as integrated innovation value chain or integrated reporting, based on key performance indicators. "

Firefly works with Global 2000 companies and has partnerships with SAP, among others. The international team at Firefly has many years of experience from leading consulting firms, with deep industry expertise across different sectors, and the right mix of technology and strategic know-how.

<http://www.fireflyim.com>

Firefly AG is opening shortly additional offices in Germany and the Czech Republic.

Kontakt

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