



World of Data
18/09/2025 Basel
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Press Release

From Roche to PostFinance: Real-World Data Cases at World of Data 2025

Basel, September 4, 2025 – World of Data (WoD) is just around the corner: on September 18, one of the leading events for Data, Analytics & AI comes to Basel. When it comes to data, it's not about buzzwords – it's about results. That's exactly what WoD delivers: companies such as Roche, AXA, Pilatus, PostFinance, Swisscom, and Swiss Post will provide exclusive insights into their projects. With 25 presentations, a partner exhibition, and an interactive "Thesis Arena," attendees will experience the full spectrum of Data, Analytics & AI.

Impactful Keynotes

The event kicks off with a powerful statement from WWF Switzerland: in the Opening Keynote, Franziska Tiefenauer and Michael Wolf will show how data analytics is being used in the fight against climate change and biodiversity loss. In the afternoon, extreme mountaineer Dani Arnold will inspire the audience with a unique perspective: what do extreme alpine challenges have in common with data-driven projects?

Practical Data Solutions

From building a sustainable data culture at Swiss Post, to Data Mesh at AXA, to "Social Data Engineering" at Pilatus – the presentations and case studies at this year's WoD are as diverse as they are hands-on. Another highlight is the Thesis Arena in the afternoon, where current trends and controversial

questions around Data & AI will be debated live on stage.

A Personal Atmosphere

"World of Data is deliberately not a large, anonymous trade show, but an event with a personal atmosphere. For us, it's important to create a space where people can truly connect, share ideas, and build real partnerships," says Klaus Blaschek, founder and managing director of b.telligent, organizer of WoD.

Partner Exhibition & Networking

AWS, Microsoft, Snowflake, Veeva, and other technology partners will showcase their solutions in the accompanying exhibition. In the evening, the event will wind down with live music and a shared dinner in a relaxed atmosphere – the perfect opportunity to make new connections or deepen existing ones.

World of Data 2025 at a Glance:

- 25 hands-on presentations
- 10 technology partners
- **Date:** September 18, 2025
- **Venue:** Theater Basel

Tickets & info: www.worldofdata.com

Watch the official event trailer: [Trailer WoD 2025](#)



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About the World of Data (WoD)

What started in 2014 as the “BI Congress” has since evolved into one of the leading events for data analytics, AI, and consulting in the DACH region. World of Data brings together data professionals, decision-makers, and software manufacturers in one day – dedicated to networking, celebration, and the exchange of trends and best practices in the data industry. From big data and cloud to AI and customer intelligence – WoD impresses with hands-on presentations, strong case studies, and an exhibition of innovative partners. Since 2023, the event has alternated annually between Germany and Switzerland. In 2024, around 850 participants from a wide range of industries came together in Munich.

About b.telligent, organizer of WoD

smart data. smart decisions.

b.telligent is a technology-independent consultancy specializing in optimizing digital and data-driven business processes, as well as customer and supplier relationships. More than 400 employees work across ten locations in Germany, Austria, Romania, and Switzerland, serving over 500 clients.



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Press contact

b.telligent

Andrea Beier

Senior Specialist Marketing & Communication

email: pr@btelligent.com

www.btelligent.com