



World of Data  
**18/09/2025** Basel  
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## Press Release

### World of Data 2025 in Basel

Inspiration, Exchange and Networking at Its Best

**Basel, September 24, 2025 – World of Data (WoD) 2025 at Theater Basel was a resounding success. Around 370 participants from a wide range of industries seized the opportunity to connect, share knowledge and take away new impulses for their daily work with data.**

#### Keynotes That Inspired

From the very start, the Opening Keynote by WWF Switzerland delivered goosebump moments: Franziska Tiefenauer and Michael Wolf impressively demonstrated how data analytics can help combat the climate crisis and the loss of biodiversity. The event closed on an emotional note with extreme mountaineer Dani Arnold, who – with powerful images and stories from his world of alpine climbing – drew striking parallels between challenges in the mountains and bold decision-making in business.

#### Real-World Insights From Leading Companies

Participants also greatly appreciated the variety of presentations: speakers from companies such as Roche, PostFinance, Swisscom, AXA, AMAG and Pilatus provided practical insights into their data cases. Whether sustainable data culture, modern architectures or concrete AI and analytics use cases – the program spanned the spectrum from strategic issues to operational solutions.

#### Partner Exhibition and Networking

Networking opportunities and the partner exhibition turned the day into a true industry meeting point. Among the technology partners present were Amplitude, AWS, Coalesce, Databricks, Datavault Builder, Denodo, Microsoft, Precisely, Snowflake, Stackable, Synabi and Veezo. The evening concluded in a relaxed atmosphere with live music and continued conversations.

#### Discussing Future Issues in a Community Atmosphere

“World of Data shows year after year how vibrant and practice-oriented the data community is. What excites me most is the openness with which knowledge is shared and future challenges are discussed in this familiar setting,” said Klaus Blaschek, Founder and Managing Director of b.telligent. “Especially in times when companies depend on data-driven decisions, this kind of exchange is of immense value.”

#### Looking Ahead: World of Data 2026 in Munich

Those who missed World of Data 2025 in Basel will soon have another chance: on June 11, 2026, WoD returns to Munich – once again at the historic Nockherberg venue. More information and impressions from Basel are available at: [www.worldofdata.com](http://www.worldofdata.com)





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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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