



# World of Data

06/06/2024 München

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## Press Release

### World of Data 2024 – another complete success

From AI to data analysis – data experts met for an exchange in Munich

**Munich, 6th June, 2024 – This year's World of Data took place in Munich on 6th June, 2024 with the motto of informing, networking and celebrating. Around 800 participants learned about the latest developments in the data industry. Fascinating presentations, interesting case studies and an impressive agenda on the topics of big data, business intelligence, IoT & cloud, data science, AI & data visualization as well as customer intelligence ensured an enjoyable experience for the attending BI visionaries, data experts and software manufacturers.**

It was another event highlight in the calendar of the data industry. World of Data 2024 at Munich's Nockherberg. For each of the more than 800 participants, a top-class agenda with around 30 lectures and break-time talks, 20 exhibitors as well as a stimulating thesis arena offered the latest trends and best practices from the world of data. "The atmosphere was terrific, the topics extremely fascinating, and we were able to bring together a lot of people from the data community for a lively exchange at a really high level," concludes Sebastian Amtage, founder and managing director of b.telligent.

Originally launched in Munich, World of Data is now held by b.telligent alternately in Munich and Switzerland on an annual basis. It serves as an exchange platform for all those enthusiastic about a smart analysis and use of data.

"For me, it is always fascinating how future topics are uncovered at WoD, some of which really go beyond the current status quo," says Klaus Blaschek, founder and managing director of b.telligent. And Klaus-Dieter Schulze, managing director of b.telligent, adds: "The fact that we are not only able to hit the nail on the head but have also been able to set new trends is again strongly reflected to us by all those attending this year."

This year, ProSiebenSat.1 Media, Renk, Miele and Payback, among others, gave interested listeners an insight into their data strategies, analysis tools and AI application examples. Also particularly well-received was the thesis arena in which a panel of experts responded to interesting propositions by the audience. Live and within 60 seconds, experts took a stand and thus ensured lively discussions. As one of the highlights, Stefan Mennerich, director of media & communications at FC Bayern Munich, presented a keynote speech on the record-breaking champion's digital and data strategies. In the evening, the data community continued to network at a beer garden with good food, and went on to jointly celebrate the successful World of Data until late at night – also thanks to a fantastic live band.

Next year, all data lovers will meet at WoD in Switzerland to exchange ideas, set new trends and celebrate.

All current information and impressions remain accessible at <https://www.worldofdata.com> and in the WoD newsletter.



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## About b.telligent

smart data. smart decisions.

b.telligent is a technology-independent consultancy specializing in analytics and data management. With over 300 employees at eleven locations in Germany, Austria, Romania and Switzerland, b.telligent supports companies in all project phases, starting with strategy, proceeding through analysis, design and implementation, right up to operation and advancement of solutions. The focus here is on optimizing digital and data-driven business processes as well as customer and supplier relations.

For the ninth time in a row, b.telligent is one of Germany's best consultants in the 2024 ranking by the business magazine *brandeins Wissen*, and attains 3rd place in the field of data & analytics; in the case of artificial intelligence, b.telligent tops the list in 1st place.

FOCUS Business for the third time named b.telligent in 2023 as one of the top consultants in the areas of analytics & big data, digitization, IT consultancy / implementation, as well as numerous sectors including automotive, banking, private equity, commerce (including e-commerce) and insurance.

More at [www.btelligent.com](http://www.btelligent.com).

## PR contact



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