

**PRESS RELEASE** – For immediate release

## **dimedis recruits data analyst Julian Cortemme**

**New expertise in the field of business intelligence – Data analyst Julian Cortemme makes data available for use by FairMate customers**

Cologne, July 17, 2019 – With data analyst Julian Cortemme, [dimedis](#) has added new expertise in the field of business intelligence. With extensive experience in data analysis and as a consultant in this field, he is responsible for the further expansion of the [FairMate](#) module [Business Intelligence](#). He is reporting to Thorsten Klein, who is responsible for FairMate at dimedis.



*New data analyst Julian Cortemme is strengthening the business intelligence expertise at dimedis. (Photo: dimedis)*

The qualified finance and business informatics specialist was most recently employed as a database marketing analyst at Kroschke

sign-international GmbH, where he was able to build up extensive expertise in the field of data analysis during a staff development program and through participation in company-wide projects.

At dimedis Julian Cortemme is responsible for making comprehensive data available for use in the trade fair sector and for supporting trade fair customers with operational and strategic decision-making using FairMate Business Intelligence. By creating automated reports including visualizations, he works together with the customers to derive recommendation for action, advises them on the use of FairMate Business Intelligence and further develops the reporting system with the involvement of said customers.

Julian Cortemme, the new data analyst at dimedis, talks about FairMate Business Intelligence and his plans for the future: "FairMate Business Intelligence visualizes complex data and is thus the central information point for trade fairs. The product enables our customers to easily understand the data and collects relevant statistics and information from all connected FairMate modules and external sources in a data warehouse. With the aid of the specialist software Tableau, one of the largest platforms for the analysis and visualization of data worldwide, these complex data correlations are visualized in an appealing and user-friendly fashion. The trade fair staff from different departments thus receive the information that is important for their area of responsibility and are hence able to make well-founded decisions quickly. In this way, the trade fairs are able to collect a wealth of data and turn their findings into hard cash.

During my work I concentrate on using dimedis's own trade fair know-how as well as well as the customer's ideas in order to continuously further develop FairMate BI for our customers."

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### **About FairMate**

FairMate is the complete visitor management solution for trade fairs, events and exhibitions of any size. The flexible and powerful system combines tools for entry, ticketing, marketing and administration all in one and covers every aspect of the visitor management process – before, during and after events. FairMate consists of modular and integrable hard- and software solutions that facilitate the relationship between visitors, exhibitors and event organisers. FairMate enables you to plan your visitor marketing well in advance, maintain an overview and respond quickly to any issues that might arise.

FairMate is used successfully in several trade fairs all over the world. Customers like Stockholmsmässan, Reed Exhibitions Germany, Messe Düsseldorf, Hamburg Messe und Congress, Messe Stuttgart, Westfalenhallen Dortmund and Koelnmesse rely on FairMate.

For more information please visit: [www.fairmate.eu](http://www.fairmate.eu)

### **About dimedis**

dimedis stands for digital media distribution. Founded 1996 in Cologne, the software company is specialized in trade fair- and digital signage solutions. FairMate is a visitor management solution and kompas a digital signage and wayfinding system. The customers are amongst others Messe Düsseldorf, Koelnmesse, Stockholmsmässan, Hamburg Messe und Congress, Messe Stuttgart, Reed Exhibitions Deutschland, Schalke 04, Borussia Dortmund, Bosch, snipes, a chain of supermarkets in France called "Casino" and shopping malls from ECE, SEC, mfi and Abu Dhabi Mall. More than 70 employees currently work for dimedis.

For more information please visit: [www.dimedis.eu](http://www.dimedis.eu)

### **665 Words / 4671 Figures**

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