

PRESS RELEASE

High-Tech Region Karlsruhe

## **Forecast Specialists Blue Yonder Land Cyberchampions Award**

*Blue Yonder have been announced as winners of the Cyberchampions Award 2011/12. The Karlsruhe-based predictive analytics specialists were honored for their innovative software, which turns scientific findings into business benefits. The company's forecasting solution is particularly useful for analyzing large volumes of data, offering companies from many different industries a vital foundation on which to base their decisions in future.*

Karlsruhe – November 17, 2011 – Innovative, market-oriented, and epitomized by strong entrepreneurial figures: In Karlsruhe on Wednesday evening, Blue Yonder was named winner of the Cyberchampions Award for the “High Potentials” category. The awards honor young, expanding companies based in the Karlsruhe technology region, whose solutions demonstrate a high level of economic benefit. Blue Yonder's NeuroBayes Predictive Analytics Suite helped the company to win first place among the six finalists in their category. The provider of forecasting and data pattern recognition solutions enables companies to gain highly valuable insights for their corporate management by looking at the gigantic amounts of data companies see being generated on a daily basis. Numerous well-known companies such as dm, Otto Group and Vodafone are already using their solution. As Corinna Thumm, leader of the Cyberchampions Award project, explained: “By combining neuronal networks with mathematical algorithms, this software is able to forecast many aspects with far greater accuracy than other solutions available in this area. The panel of judges were also impressed by how the founder of the company, Professor Michael Feindt, has succeeded in transferring insights from the world of physics into business applications. It is precisely innovations like these that we want to support and promote as part of our CyberForum network.” The network organizes the contest once each year. It brings together around 900 high-tech companies from in and around Karlsruhe, allowing them to exchange their experiences and know-how.

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For more information, see: <http://www.cyberforum.de/angebote/angebots-uebersicht/cyberchampions-award/>

**About Blue Yonder ([www.blueyonder.com](http://www.blueyonder.com))**

With its highly successful NeuroBayes solution, the Karlsruhe and Hamburg-based company Blue Yonder is one of the leading providers in the fields of forecasting and data pattern recognition, or "predictive analytics" for short. Through using this solution, companies are able to gain highly valuable insights for their corporate management from looking at "Big Data", the term used to describe the gigantic amounts of data companies see being generated on a daily basis. Such insights help companies to optimize their business processes, making them as profitable and as sustainable as possible, while also turning vast amounts of data into capital. NeuroBayes is currently used to great effect in procurement, sales and marketing, production control, as well as in innovation management. Customers of the company, which was founded back in 2008, include OTTO, dm and insurance company BGV. Its Predictive Analytics Suite is the result of around 350 man years that have been spent researching and developing the solution. It has already helped the company win the prestigious Data Mining Cup on three occasions. The combination of expertise in the area of statistical methods and neuronal networks leads to a Predictive Analytics Suite that is truly unique within Europe.

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