

Media Release

Zürich, 16 March 2010

D1 Solutions Strengthens Management with Dr. Simon Hefti

Dr. Simon Hefti has been appointed the new full-time Chairman of the Board of Netcetera's subsidiary D1 Solutions. Together with Managing Director Hans Peter Gränicher, he will further develop the company, which has successfully established itself in the Business Intelligence market. By joining D1 Solutions from Netcetera, Simon Hefti ensures optimal use of synergies to boost future growth.

Dr. Simon Hefti has been with the Netcetera Group since 1999. As a member of the company group's management and in his latest role as Head of Consulting he has contributed significantly to Netcetera's expansion and successful market positioning. Simon Hefti completed a PhD in space physics at the University of Bern, followed by postdoctoral research at the US University of Michigan. He is married and father of three children.

Netcetera Group CEO, Dr. Andrej Vckovski, comments on Simon Hefti's career move: «Now that D1 Solutions has successfully completed its development phase, it is important to exploit the growing market potential for Business Intelligence and data-based decision-making. The Netcetera Group is designed to be flexible and quick in recognizing such growth opportunities and staffing any key positions with the right people. Simon Hefti's former responsibilities at Netcetera will gradually be integrated into the Business Development led by Mike Franz. To this end, Simon Hefti will remain a member of Netcetera's top management team until the middle of the year».

D1 Solutions Managing Director Hans Peter Gränicher is convinced that the demand for data processing and analysis will continue to grow: «Improved tools and the competitive edge gained through an in-depth understanding of own data are key drivers of growth. As a seasoned executive, Simon Hefti is the ideal man to optimize the range of products and services offered by D1 Solutions».

Some recent articles on the flood of data, its consequences and opportunities:

- [The data deluge](#), 25 February 2010, The Economist
- Special Report [Data, data everywhere](#), 25 February 2010, The Economist

Media Contact

Netcetera
Sabine Bamert
Head Corporate Communications
sabine.bamert@netcetera.ch
T +41 44 247 70 70
F +41 44 247 70 75

Jenni Kommunikation
Theo Froelich
theo.froelich@jeko.com
T +41 44 388 60 85
F +41 44 388 60 88

D1 Solutions
Hans Peter Gränicher
Managing Director
hanspeter.graenicher@d1solutions.ch
T +41 44 435 10 10
F +41 44 435 10 15