

Progress through Networked Data

ONE LOGIC Is Becoming One Data: Rebranding Reinforces Brand Presence and Positioning

The rebranding efforts focus on becoming a software vendor as part of a new strategic direction / The software solution One Data Cartography generates novel value from data / The company and products are united under the same name: One Data / The new brand reflects the company's values, vision and mission

Passau, 12 January 2023: The data science and AI specialist **ONE LOGIC** is repositioning itself. In the future, it will operate under the new brand name **One Data**. Founded in Passau in 2013, the 300-strong company is a fast-growing software firm that develops smart AI software to give companies a competitive advantage while paving the way for the sustainable ongoing development of society at large.

One Data – The Data Product Builders

The rebranding will reinforce the future market position of **One Data GmbH** as a software vendor: In the future, the AI specialist will focus on its product **One Data Cartography**, an enabling technology that bridges the gap between those who prepare data and those who use it – thereby putting companies in a stronger position to implement their data strategies.

One Data Cartography allows companies to quickly and efficiently create data products that their business users need in order to generate genuine added value: "Every company and every institution needs a data strategy. With the combination of our software and our highly experienced team of data and software specialists, data experts can collaborate across different data silos in a fast, automated, and quality-assured way. This puts these firms in the driving seat when it comes to operationalization and monetization: Through our AI software, we enrich data by decrypting it, connecting it and visualizing it. The results are transparent data products on an internal company level that deliver all-new insights and guarantee a competitive edge. On this new basis, companies can make better and quicker decisions while heading toward a sounder economical and sustainable future. Not only is our product an effective tool for additional productivity, but it conserves our natural resources. This is our way of aligning profitability with sustainability," explains Dr. Andreas Böhm, founder and Managing Director of **One Data GmbH**.

Data – the only raw material that can change the world

The core element of **One Data Cartography** is an interactive map that gives data experts a full overview of all relevant data sources. Patented data-linking algorithms and automated workflows deliver profound, transparent insights into ownership structures behind data sources as well as their quality and how they are connected. This leads to credible, understandable and easy-to-access data products. Modern data management concepts such as data mesh and data fabric are supported on a technical level.

"A world enlightened by the truth and value of data – our corporate vision is to bring to light the truth that is present in data. We are facing major new challenges, including the climate crisis, a scarcity of resources and changes to our global transportation and goods flows. We have to find smart answers to these challenges. Fortunately, they are directly in front of our noses – the answers can be found in data. By connecting data, we can create genuine economic benefits, not least more stable supply chains, better forecasts, faster R&D processes and more efficient data teams," explains the company founder.

New logo symbolizes rapid processing of data for value creation

The new brand presence is also reflected in the mission and corporate values embodied by the firm: **One Data** serves its customers with respect, commitment and sincerity. In the new name, "**One**" continues to stand for the uniqueness of the Passau-based firm. "**Data**" meanwhile refers to the central raw material that is processed into products: data from customers such as Payback, ZF Friedrichshafen and thyssenkrupp Steel as well as various medium-sized enterprises.

The new logo – still in the familiar corporate green – visualizes the core elements of the **One Data** brand while offering strong new graphic accents. The logo unites the world and data as part of an interwoven geometric structure that orbits around and within itself. It symbolizes how new value is created from data that can change the world. The hexagon at the center of the logo stands for **One Data Cartography**. This symbol represents the individual data products on the interactive map. The dynamism of the new logo also highlights the speed at which customers are able to turn their data into new value and gain key insights from this.

Focus on various target groups for One Data

Through its new brand and its focus on the software solution One Data Cartography, the AI specialist is focusing on the following target groups:

- CTOs and CIOs of companies that – as of yet – have not found a way to turn their terabytes of data into products that add value and derive solutions from this value;
- Investors who recognize the huge potential of the Passau-based firm and its products, and who are prepared to invest funds in its future and its ongoing scaling efforts;
- Talented data and AI experts at universities, companies and agencies who are attracted to **One Data's** values and goals;
- Existing customers, employees and other stakeholders who want to accompany, support and help advance the company;

"Many firms have yet to sufficiently harness the huge potential offered by data. This is due to the fact that it is difficult for any company to prepare existing data for use in this way while putting new knowledge generated through the application of AI into practice. This is exactly where our product comes in: Our software closes the gap between knowledge and application by building data products that business users need and can manage. At the same time, data science and AI are complex materials that require an explanation. This is another reason why communicating to our customers in a sincere, empathic and understandable way is at the heart of our corporate philosophy," explains Dr. Andreas Böhm in closing.

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About One Data

One Data GmbH is a German software company and a leading name in the use of applied artificial intelligence (AI). Founded by Dr. Andreas Böhm in 2013, the company – with its 300+ employees in Passau, Munich, Frankfurt and Berlin – provides an AI-powered Data Product Builder designed specifically for innovative and collaborative data teams. This enables such teams to create and use comprehensive data products, establish a data-driven culture and unlock the full potential of data. The One Data team helps customers improve data quality through powerful AI analytics and implement new data architectures such as data mesh. Data Product Builder makes it quick and practical to implement data projects: data is transformed into identifiable, reliable, system-compatible and secure data products. As a result, data assets no longer remain inaccessible, incomprehensible information sequences reserved for experienced data experts alone. Instead, they become data products available to everyone in the company for application in use cases. The outcomes include more stable supply chains, more accurate forecasts, faster R&D processes and more efficient data teams.

More information visit www.onedata.de and follow us on [LinkedIn](#).

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