

## Media release

Zürich/Uzwil, 28. August 2018

### CREALOGIX and Bühler win Brandon Hall Group Gold Award 2018

The partners CREALOGIX and Bühler were awarded for their training program "ChocoGenius" with the Brandon Hall Group Gold Award in the category "Best Customer Training Program". This coveted award recognizes the interactive approach through video courses: Complex learning content is made tangible to chocolate line operators through a coach and simulated real-life situations. The cloud-based solution enables consistent knowledge transfer, leads to more efficient troubleshooting and ultimately to improved, sustainable product quality in chocolate production.

Bühler's goal was to give its line employees of customers easy access to its state-of-the-art chocolate production machines. Together with the specialist CREALOGIX, the technology group has developed the comprehensive and user-friendly training program "ChocoGenius". The Brandon Hall Excellence Awards in Learning awarded both companies the Gold Award in the category "Best Customer Training Program" for their solution. The service is part of a blended learning approach that combines web-based courses with face-to-face training at Bühler or at the customer's site.

#### **"Joe" knows it all**

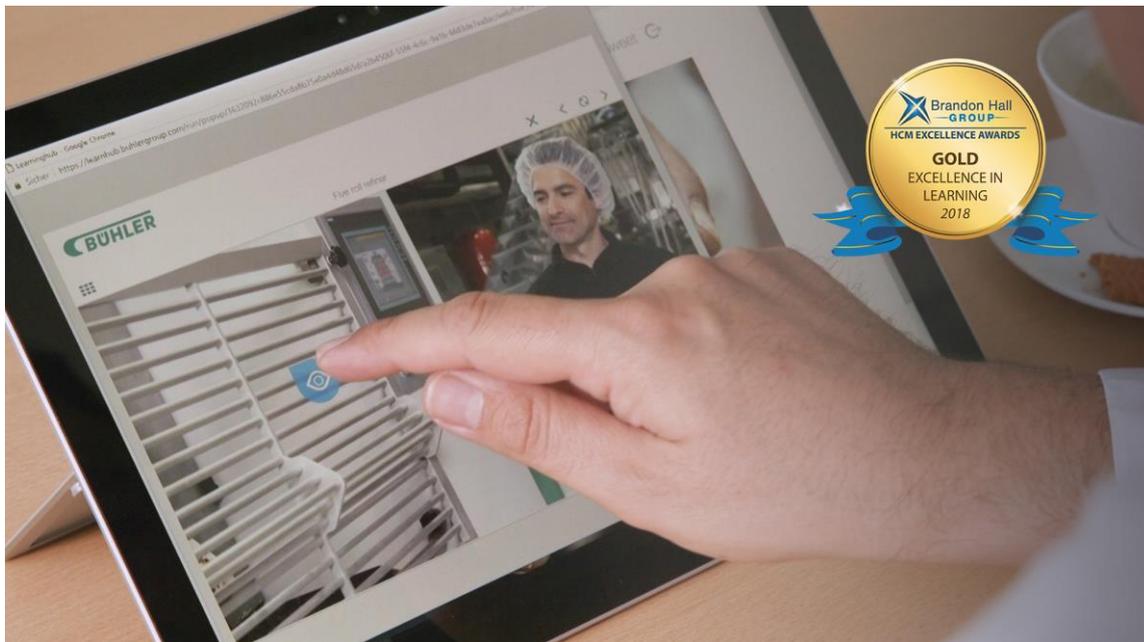
On tablets and desktops, videos with Coach "Joe" give every new machine operator a personal introduction to his field of activity. In addition, the interactive recording style visualises complex processes with animations and diagrams. With virtual trial-and-error scenarios, machine operators exercise best practice procedures and find support for troubleshooting. "The training accompanies machines of the entire production line and provides the basic principles in the art of chocolate making – thanks to the cloud solution everywhere and at user's own pace. In this way, employees not only know what to do and how to get there, but they also know why," says Marcos Bobzin, product manager Consumer Foods at Bühler.

## Second gold for CREALOGIX

"The second time in a row that Brandon Hall has awarded us gold underlines the innovative and unique character of our solutions. The training feels personal and encourages employees to get involved in the scenarios, make decisions and see the consequences. This type of training and awareness raising leads to efficient knowledge transfer and ultimately to improved product quality throughout the entire company," says Urs Widmer, Senior Vice President Digital Learning at CREALOGIX.

## Why ChocoGenius gained the upper hand

A panel of experienced, independent industry experts, senior analysts and executives of the Brandon Hall Group evaluated vendors and product solutions based on the following criteria: What is the product's groundbreaking innovation? What makes the product unique and how does it differ from competing solutions? Which problem does the product solve and/or which needs does it satisfy? What benefits can customers expect when they use this solution? Those were the yardsticks for ChocoGenius, and the joint solution from CREALOGIX and Bühler proved to come up with the best answers.



*Capture: The partners CREALOGIX and Bühler were awarded with the coveted Brandon Hall Gold Award for their interactive and personal customer training program "ChocoGenius".*

Find out more about ChocoGenius, watch the video and get a free trial:

[buhlergroup.com/global/en/28116.htm](http://buhlergroup.com/global/en/28116.htm)

Learn more about the Brandon Hall Group Excellence Awards:

[brandonhall.com/excellenceawards/](http://brandonhall.com/excellenceawards/)

**About Bühler**

Every day, billions of people come into contact with Bühler process technologies to cover their basic needs for food and mobility. Our solutions ensure healthy and safe food for two billion on a daily basis, and they help move one billion people per day. Together with our customers and partners, we develop innovations for a better world with a focus on sustainability, health, safety, and energy efficiency. We help manufacturers produce healthy and safe food, manufacture higher-efficiency vehicles, improve eyesight, advance telecommunications, and make buildings more economical.

As a leading technology group, Bühler invests up to 5% of its turnover every year in research and development. In 2017, around 11,000 employees in over 140 countries generated a turnover of CHF 2.7 billion. As a globally active Swiss family-owned company, we are particularly committed to sustainability.

We want our customers to be successful. We want every human being to have access to healthy food. We want to protect the climate with energy-efficient cars, buildings, and machinery.

**About CREALOGIX**

The [CREALOGIX Group](#) is a Swiss Fintech 100 company and is among the global market leaders in digital banking. CREALOGIX develops and implements innovative fintech solutions for the financial institutions of tomorrow. Using digital solutions from CREALOGIX, banks, wealth managers, and other financial institutions can better respond to evolving customer needs in the area of digital transformation, enabling them to hold their ground in a very demanding and dynamic market and remain ahead of their competitors. The group, founded in 1996, has more than 700 employees worldwide. The shares of CREALOGIX Group (CLXN) are traded on the SIX Swiss Exchange.

**About Brandon Hall Group**

[Brandon Hall Group](#) is a research and analyst firm for Human Capital Management (HCM), that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition, and HR/Workforce Management. Our vision is to inspire a better workplace experience. Our mission is to empower excellence in organizations around the world through our research and tools each and every day.

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