

DataArt to Partner with HypoVereinsbank for UniCredit Appathon 2015 in Munich, Germany

Submitted by: SBC London

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DataArt, a technology consulting firm, will partner with HypoVereinsbank in Munich to provide technical expertise at Appathon 2015, the UniCredit 24-hour hackathon taking place simultaneously in Italy, Austria, and Germany November 6-8, 2015.

Providing the infrastructure and inspiration to invent, design and develop prototype mobile apps for the financial services sector, UniCredit Appathon will reward the best three ideas presented by multidisciplinary teams composed of app developers, web designers, financial executives and marketing specialists, competing in three categories:

- Wearables & Mobile Banking,
- Private Banking
- Premium Services.

The nine-judge panel is partially comprised of members of the top management of Unicredit, HypoVereinsbank, and Hubert Burda Media management.

Event Details:

Venue: HVB Forum
UniCredit Bank AG
HVB Forum
Kardinal-Faulhaber-Straße 1
80333 München

Date and Time:

Nov. 6, 18:00

Nov. 7, 8, 17:00

Program:

Presentations, pitches, team building, live stream with Austrian and Italian counterparts, followed by an award ceremony.

The partnership with HypoVereinsbank started with DataArt's Financial Services team winning special prizes at two consecutive Hackathons: in 2014 for 'Doo'nation' app for tracking users' donated money and in 2015 for Puls'ation iPhone app which allows users to "exchange" calories burnt during exercise for tangible rewards.

DataArt's FinServ team will share relevant experience with the competitors, review their source code, making sure that APIs function smoothly and offer its main Enter'Prize for the winning app – a comprehensive evaluation and a technical business plan, indicating the investment needed to get their prototype to market or enterprise.

For inquiries and more information contact:

Ik Oligboh
SBC London
0207 104 2215
ik@sbc.london

About DataArt:

DataArt (www.dataart.com) is a technology consulting firm that creates end-to-end solutions, from concept and strategy, to design, implementation and support, helping global clients in the financial services, healthcare, hospitality, media and IoT sectors achieve important business outcomes. Rooted in deep domain knowledge and technology expertise, DataArt designs new products, modernizes enterprise systems and provides managed services delivered by outstanding development teams in the U.S., UK, Central and Eastern Europe, and Latin America. As a recognized leader in business and technology services, DataArt has earned the trust of some of the world's leading brands and most discerning clients, including McGraw-Hill Financial, Collier Capital, BankingUp, Ocado, artnet, Betfair, Skyscanner, Collette Vacations, Booker and Charles River Laboratories.

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