

Appointments Build UK Presence at CPM Vendor prevero

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European business intelligence and corporate performance management specialist prevero, challenging the dominance of US vendors with a solution that is faster and less costly to implement, and easier to use, has made two key appointments as it builds a bridgehead in the UK.

Alice Allegrini, formerly UK and Ireland head of sales and marketing at Tagetik, has been named prevero UK managing director. She is joined at the company's newly-opened office in Richmond, Surrey, by pre-sales manager Andrew Chubb who was previously at Adaptive Insights.

Allegrini, who has an honours degree in business administration from Luigi Bocconi University in Milan, previously held sales positions at SAP and BGP Management Consulting. Chubb is a qualified accountant and had finance roles at companies including DELL and Michael Page International.

With its integrated, intuitive and easy-to-use corporate performance management solution, prevero has for the third year in a row been named a 'visionary' in Gartner's 2015 Magic Quadrant for corporate performance management suites.

prevero's solution includes pre-configured business insight that gives users a head start on deployment, with full implementations being achieved in as little as three months. Uniquely easy to set up, the solution further empowers users to become self sufficient in deploying their own applications.

prevero was founded in 1994 and has customers in 30 countries, with users including Audi, BMW, Swisslife, Pilkington, Endemol, Heidelberg and Konica-Minolta. The company is headquartered in Munich and has offices in the US, the UK, Singapore France, Italy, Belgium, Austria, and Switzerland. It posted revenues of more than 17.5 million Euros for 2014.

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High resolution photographs of both appointees are available upon request.