



## **PRESS RELEASE**

For Immediate Release

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### **QUALEX CONSULTING SERVICES (QLX) TO PROVIDE A SPORTS-CENTRIC DATA WAREHOUSE FOR THE WASHINGTON REDSKINS**

**Miami, FL.** — We are pleased to announce that The Washington Redskins have selected Qualex Consulting Services, Inc. (QLX) to build a sports-centric data warehouse as part of their business operations to better serve their fans and business partners.

Professional sports teams have successfully implemented QLX [iQ-Sports™](#) Solution across the country by helping them improve fan insight and engagement, operations and marketing.

“Our fans are the best in the NFL and we want to give them the best possible experience when they interact with the Washington Redskins,” said Terry Bateman, Executive Vice President and CMO of the Washington Redskins. “We’re always looking for new ways to better serve our customers and we think Qualex is the best choice to help us build out an effective enterprise data warehouse.”

“We are excited to add the Washington Redskins to our growing list of professional sports clients,” said Clive Pearson, CEO of Qualex. “The Redskins are one of the most recognized brands in the sports industry and their addition to the Qualex family of clients extends our iQ-Sports™ solution to teams within the NFL, NBA, MLB and MLS.”

The Redskins have been looking for an Enterprise Data Warehouse (EDW) expert to help them deliver a strong fan experience – on and off the field. QLX will leverage years of experience in Sports by helping the football team to send communications and promotions across multiple channels, including their many specialized websites and mobile apps.

**ABOUT THE REDSKINS:** Headquartered at Redskins Park in Ashburn, Virginia, and owned by Daniel Snyder, the historic Washington Redskins Football Club has won five World Championship titles including the 1937 and 1942 National Football League Championship games, as well as Super Bowls XVII, XXII and XXVI. The team has

become one of the most recognizable professional sports franchises in history. The Redskins began playing their home games at FedExField in Landover, Md. in 1997.

**ABOUT QUALEX CONSULTING SERVICES, INC.** is an award-winning predictive software consulting company that puts the latest Big Data and real time technology solutions at your fingertips. QLX's areas of expertise include: enterprise data warehousing, business intelligence, analytics, database marketing and predictive modeling.

For more information about Qualex go to: [www.qlx.com](http://www.qlx.com) or contact: Jim Parker at (702) 595-7771 or email him at: [jim.parker@qlx.com](mailto:jim.parker@qlx.com)

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