

Helping Businesses to Achieve Actionable Intelligence





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01

SECTION 01

Helping Businesses to Achieve Actionable Intelligence





In an age of Big Data, Cloud-hosted Data Warehouses, and progressively complex data structures, it is increasingly difficult for businesses to navigate their data landscape as they search for actionable insights.

These insights are crucial, as both national and global markets become more and more competitive and the margin for error gets finer. Rather than strategies relying on gut feeling and instinct to gain the upper hand, the role of data throughout a business has been well and truly realised.

With a wide range of applications and use cases, businesses must prioritise and reconsider how they interact with their data on all levels of their operations. Some of these use cases include:

- Providing **key insights** on previous, and current, customer behaviour.
- Depicting the **success of various campaigns** through engagement and conversion rates, ROI, and other key metrics.
- Projecting potential **future outcomes** through **Predictive Analytics**, enabling a proactive stance.
- Enabling businesses to seek out new streams of revenue through **untapped opportunities**.
- Displaying current challenges and trends that affect **sector-specific operations**.

The importance of a data-driven culture



A data-driven culture ensures that all team members are aware of the importance of consistent and high-quality data, its place within a business, how they should interact with data, and what best practices are.

Through implementing a strategy and culture that truly values and prioritises the use of data throughout an organisation, businesses can gain access to the wide range of insights that data delivers, while also avoiding common issues such as data silos.

Data silos are notoriously harmful to the productivity, growth, and other vital insights within a business. Separate packets of information held by individual teams inhibit successful strategy by eliminating access to key information, introducing unwanted bias and restricting perspective.

A data-driven culture removes this possibility by raising awareness of the importance of connected, quality data. As well as enabling businesses to maintain the lead over their key competitors, it opens a discourse on other fundamental aspects of a data strategy, such as the importance of data management and the role of Business Intelligence.

Data management – The foundations of BI



For a data-driven culture to be successful in the long term, it's essential to incorporate clear and well-communicated data management efforts. This allows businesses to utilise their data to its full potential by ensuring that at all times it is high-quality, consistent in approach, and secure.

When successful data management efforts are implemented, businesses create the foundations for prosperous Business Intelligence (BI) projects.

There are a wide range of data management principles that businesses should consider – from implementing Data Warehouses to automating consistent backups to the Cloud for peace of mind. As a result, organisations can rest easy with the knowledge that any insights gleaned are reliable and secure, providing a full account of operations rather than separate packets.

Business Intelligence takes advantage of this clearly communicated data-driven culture and data management efforts to generate current, actionable intelligence – the end goal of a data strategy.

From gaining the very latest feedback on campaign results to identifying ongoing trends and risks, BI gives organisations access to an expert toolkit that aims to inform, visualise, and predict strategic decisions.

A partnership that empowers



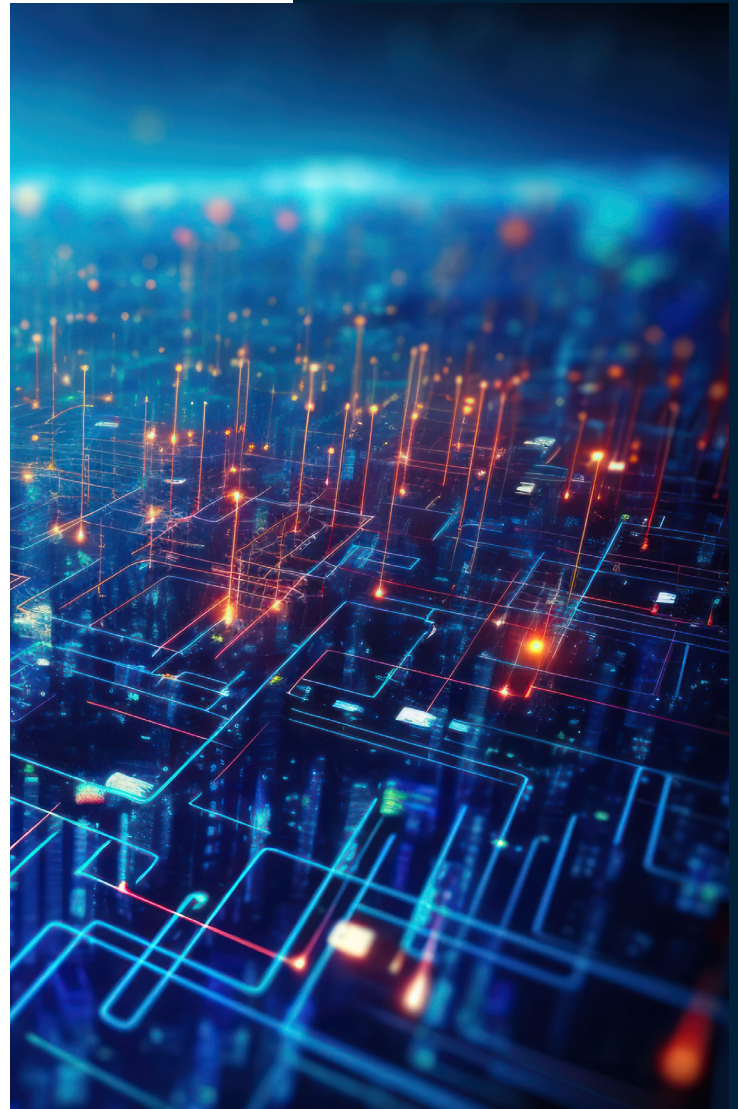
As market-leading Business Intelligence consultants, we here at Transparency combine decades worth of industry experience with the very latest innovations and a market-leading methodology, giving organisations throughout many sectors the tools necessary to empower their data and reach intuitive, intelligent insights.

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SECTION 02

The Transparency Methodology



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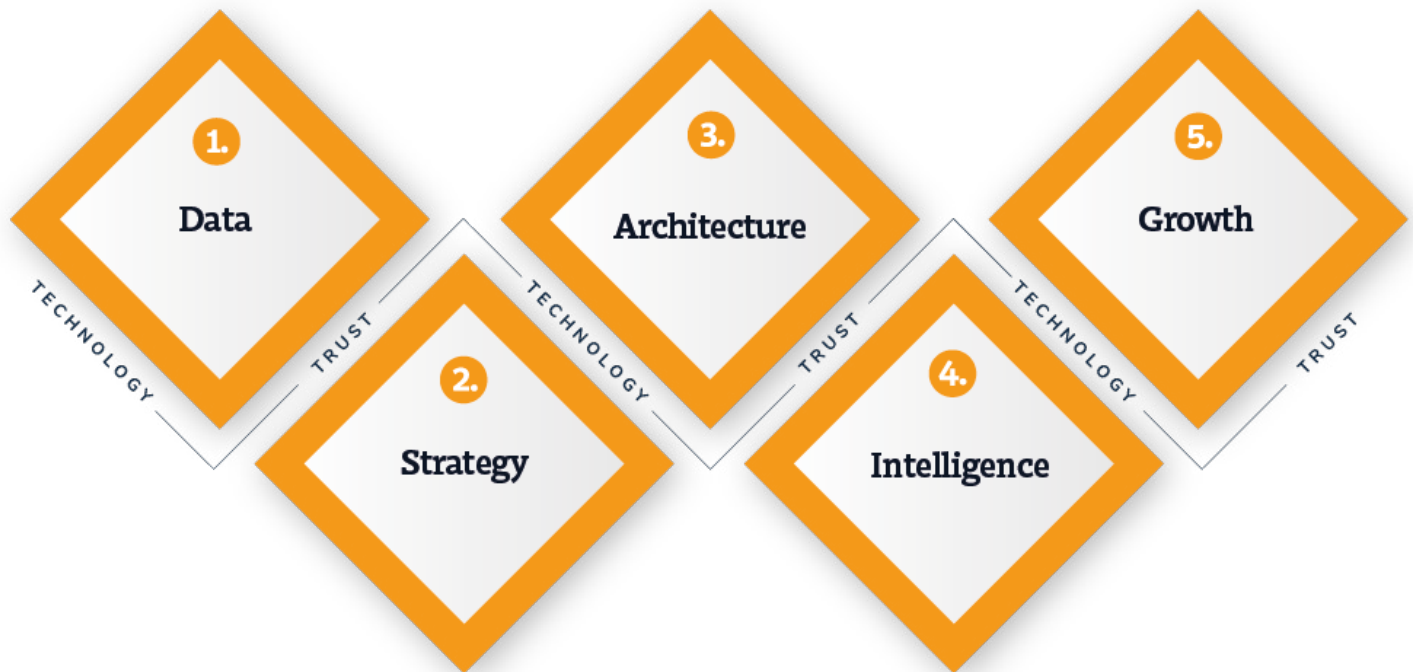
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Your data strategy, insights, and market success are our core priorities.

We establish ourselves as collaborative partners in all of our projects, ensuring consistent communication and excellent client service. Throughout our industry experience, we have been able to formulate a unique methodology that serves as the backbone to our processes.

With five, easy to follow steps, we can ensure that we're delivering the highest quality level of consultancy to all our clients – a service we are continuously proud of.

These five steps are:



1.

Data

1. Examine the current data landscape

Every client's landscape poses a unique set of challenges, requirements, needs, and risks. Before implementing a new project, we start our partnership by examining your current data landscape and overall architecture.

This involves gaining an understanding of current data storage locations, any pre-existing data management processes, how teams currently interact with collected data, as well as any current vulnerabilities.

Through this process, we hope to gain an in-depth notion of your data landscape that will enable us to optimise projects and solutions – giving us the foundation to optimise your data to its full potential.

2.

Strategy

2. Create a bespoke, enhanced strategy

Once we've worked to thoroughly examine your current landscape, we encourage our partners to consider short and long-term data goals, before we mould a data strategy to move towards these goals.

We'll also discuss future projects and timescales to create a timeline to understand how to achieve your defined long-term goals.

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3.

Architecture

3. Implement optimised architecture

Great data strategies begin with reliable foundations. We'll optimise your core architecture to create the best structure possible to reach your designated goals. Alternatively, we'll work to design and implement a new architecture that addresses and maximises how your data is stored, collated, and examined for optimum results.

This ensures that the data used in your teams is secure, reliable, and trusted. When implemented, your data architecture will provide a scalable approach –adapting on-demand as your datasets grow.

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4.

Intelligence

4. Integrate advanced intelligence

Once your architecture is implemented and optimised, we then integrate advanced intelligence tools.

For your business, this means a level of critical understanding capable of informing strategy, operations, and many other areas. Trends, predicted behaviour, promotions, and possible strategies can all be achieved with the correct data strategy and architecture, and we'll work alongside you to actualise this.

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5.

Growth

5. Guide long-term growth

After we've implemented a solution tailored to your architecture, we establish ourselves as partners able to deliver key advice for long-term growth. Our consultants are there to answer any questions, queries, or additional projects that may arise on an ongoing basis, with in-depth knowledge of the intricacies of your unique landscape.

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A value-first view for maximum impact



We ensure that all our projects follow a value-first ideology. This means that businesses can be assured that they are gaining the maximum value from any proposal that we work on.

If we don't feel that a plan is designed to provide the best option possible for your business, we'll work alongside you to develop optimised projects that ensure your business can access true, empowered data that adapts to your evolving demands.

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03

SECTION 03

A Broad Range of Tools to Empower Your Data





Here at Transparency, we pride ourselves on our diverse skillset across the Microsoft technology stack - which allows us to meet a broad range of partner demands with flexibility and ease.

As established BI consultants and one of the most highly-accredited Microsoft Partners in the UK, we've defined ourselves as quality specialists with a proven track record of delivering outstanding client services while remaining up to date on the very latest trends, developments, and innovations.

Our current range of data services are split primarily across three main areas: Business Intelligence Consulting, Project Delivery, and Retained Engagement. In addition to our suite of data services, Transparency offers a range of managed services, consultancy, workshops and assessments across the Microsoft technology stack. From Azure to security, Dynamics to modern work and beyond - our experts will build solutions that are secure, intelligent and crafted just for you.

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Business Intelligence Consulting

With a broad range of tools, our BI Consulting efforts are intricately designed to enable true data-driven insights. We can work to implement a project – such as building data analysis capabilities, or engage over a longer timeframe to rehaul and develop an optimised BI strategy that incorporates all aspects of data collection and use.

This may include establishing a designated Data Warehouse or collaborating to design a bespoke BI strategy for scalable, future-proofed intelligence regardless of the size of your datasets.

Whatever the issue, our BI Consulting services give your business the tools needed to reach intelligent strategic decisions reinforced with trusted data, on-demand.

Project Delivery

In any BI project, the principles remain the same – equip businesses with the tools needed to retrieve actionable insights from unique architectures. Our range of project delivery services supports this in multiple aspects.

Examples of this include establishing Extract Transform Load (ETL) processes for seamless data management, building scalable Cloud-hosted architectures that adapt to evolving demands, or implementing intuitive Data Visualisation capabilities to allow for accessible insights at-a-glance.

Regardless of the size of the project, our team of experts are equipped with the skillsets needed to navigate challenges with ease.

Retained Engagement

Our unique retained engagement approach ensures that our clients are supported in the long-term, with advice and guidance, as well as ongoing maintenance, from experts that are already familiar with your architecture. This means that our clients always feel supported and confident in their data requirements.

An ongoing retained engagement agreement means that an expert can be supporting you in a wide range of roles with a defined SLA, meaning that your teams lose as little time as possible and can continue developing market-leading strategies with ease.

04

SECTION 04

Achieving Trusted Intelligence





At Transparency, we are passionate about delivering intelligence that users and key decision-makers can trust. This is essential in creating a truly data-driven culture, as it ensures that users feel truly confident in their results – relying on insight instead of instinct.

One key aspect of this is in providing data transparency.

Users often resort to manual processes, such as creating separate spreadsheets, when they don't feel confident in current architecture.

However, if users can see exactly where their data came from, how visualisations were achieved, what datasets they relied on, and where these datasets are hosted, they will be more inclined to trust the results.

By establishing an overarching trust in collected insights throughout the entire organisation, we can eliminate these harmful attitudes in favour of listening to results gained through analysis.

Values that reflect our passion

Our values guide all that we do, and are fundamental to any partnership with Transparency. These are:

Transformation

Bringing your IT environment into the digital age with best-of-breed

Microsoft Cloud solutions.

A world-leading Microsoft Partner

To learn more about the previous projects that we have been involved with, view our case studies online or read more of our insights in our blog.

For any further questions or enquiries, you may have, feel free to contact us. We always enjoy talking about the potential of Business Intelligence and what it can do for your business.

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Partnership

We'll work together with you to understand your organisation's unique needs, then design and implement a solution that will fulfil them.

Clarity

We pledge to provide honest, no-jargon advice and will never recommend a solution just because it's more convenient for us.

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