



DATA IN ACTION

Enterprise-ready solutions to help you unlock the hidden value within your existing data.

The first step in modernizing your data estate is optimizing your platform and evaluating your data sources. However, in order to realize value quickly from those investments and turn your data into a competitive advantage, you need to unify, enrich, unlock and enable your data. Valorem Reply's Data in Action framework utilizes proven methodologies to uncover hidden insights within your enterprise data assets and apply advanced AI, IoT, Machine Learning and Data Science techniques to transform large volumes of disparate data into clear decision points that prove or disprove your business theories.

Data in Action provides a methodical process for extracting insights from your data using data science, technology and business strategy. Our approach can be broken into four-stages:

- 1 Hypothesize**
data-based theories for answering your business questions with analytics
- 2 Assess**
A deep dive into your data inventory to understand how it can be used to answer your business questions and establish a unified data vision for your organization.
- 3 Test and Enrich**
Integrating advanced algorithms, data science and additional data sources to improve the quality of your data models
- 4 Operationalize**
Integrating your model outcomes into business process and managing the organization change needed to support your data vision.

👉 Find the right data for answering your business questions

👉 Confidently draw accurate conclusions from your data

👉 Enrich data to inform your decision-making process



HYPOTHESIZE

To begin your path to meaningful business intelligence, Valorem Reply will help you first identify the business questions that if answered, could have the largest impact on your organization. Our team of analysts and scientists will develop effective propositions to answering those questions and drawing actionable business conclusions with your data.

- Identify and prioritize hypotheses that align with anticipated experience optimization
- Define parameters for success
- Establish business imperative priorities
- Engage required business stakeholders

ASSESS

Once you have identified your most critical business questions, it is time to deep dive into the viability of the data you will use to prove or disprove your hypotheses. At this stage of Data in Action, Valorem Reply's team of data and digital strategy professionals help you evaluate the amount, quality, richness, accessibility and accuracy of your data sources. Through interactive sessions we will determine the best course of action in analyzing your data assets to prove or dis-prove your hypothesis.

- Assess current technology to support imperatives
- Understand current data estate capabilities
- Understand current business landscape and capabilities
- Assess data sources
- Define, identify and access the data required to prove or disprove your business hypotheses

TEST & ENRICH

At the enrichment stage you have identified the business questions you wish to answer and identified the available data sources to test your hypothesis. Taking it a step further, our data science experts will guide you in finding new ways to manipulate and extract more insight from your data. Through a build, test, iterate and repeat process, we'll help you create data models that find hidden trends, variations, correlations and outliers that could inform your theories. Our specialists will make recommendations along the way for any necessary revisions to your original hypotheses or additional data sources needed to enrich your data models and reach your desired outcomes.

- Uncover opportunities to enrich your data with 3rd party or additional internal data sources
- Evaluate results and quantify potential ROI
- Fine tune hypotheses and business questions
- Iterate with additional models / algorithms
- Consider any scenarios that may limit or contradict your findings
- Predict and address potential objections to your data analysis
- Communicate findings



As business leaders we need to understand that lack of data is not the issue. Most businesses have more than enough data to use constructively; we just don't know how to use it. The reality is that most businesses are already data rich, but insight poor.

– Bernard Marr

Big Data: Using SMART Big Data, Analytics and Metrics To Make Better Decisions and Improve Performance



OPERATIONALIZE

Once you have found the right data sources and robust, accurate models to answer your original question(s), defend against potential objections, and address any limitation on your conclusions, it is time to operationalize your findings. Our data and change management specialists will help you use the results of your data analysis process to decide your best course of action. In addition to integrating the output from your analysis into business process, you must also create a culture and environment of continued experimentation within your organization in order to turn your data into a true strategic asset. Through early and often integration of change management techniques at each stage of the journey, Valorem Reply's Adoption and Change Management team help you optimize the return on your data investments.

- Industrialize and make the process / solution repeatable
- Operationalize advanced data models
- Create a change management and adoption plan
- Engage additional lines of business / departments

Organizations with systematic processes for extracting knowledge from data are making faster, more confident business decisions to gain market share. Our Data in Action solutions allow you to envision the economic impact of focused data asset investigation and engage and align your stakeholders with a common data focused vision to answer your biggest business questions, test your theories and reach your highest-value goals.



Our team of data scientists, strategists and engineers provide the scale, agility and expertise to get you to your data goals faster. For a free data consultation to determine where you are on the modernization journey, reach out to us at marketing@valorem.com.