

DATA ANALYTICS



USE YOUR DATA TO DRIVE BETTER BUSINESS DECISIONS

We all know data is everywhere and data is valuable. The challenge is harnessing its power to create insights and make informed business decisions — all in real-time. Concord's data scientists wade through the deepest data lakes to find the gems to help your business improve — be it increased sales, improved operational efficiencies, enhanced employee performance or anything else driving your business results.



Who Is Concord?

Concord is a consulting firm driving business value through the use of technology.

Our expertise is centered on data. Our execution is backed by our proven process of ALIGN, DEFINE, DELIVER.

We focus on the following capabilities: **Data Experience, Data in Motion, Data at Rest, Data Analytics and Data Privacy & Protection.**

Our Data Analytics services include:

- > Big Data Platforms & Analytics Tools
- > Data Quality & Validation
- > Data Discovery & Visualization
- > Data Science Techniques
- > Statistical & Predictive Modeling
- > Business Intelligence



If your organization is experiencing issues with any of the following, it's time to call in Concord's Analytics Experts.

- > **Strategic Projects:** Are you struggling with data silos, while measuring and driving results across your team or organization?
- > **Creating Value from Big Data Investments:** Have you invested big money into big data lakes with little business value to show for it?
- > **Marketing Analytics & Retail:** Has your customer data shifted dramatically to include a variety of sources and channels? Are you struggling to leverage analytics to drive multi-channel marketing strategies and increase revenue?
- > **Health Care Informatics:** Are your healthcare clients feeling the squeeze of consolidation and profitability pressure? Is it becoming critical to manage data assets in a more analytic fashion vs. old school reporting silos?
- > **Internet of Things (IoT):** Are you experiencing an increase in devices, a resulting volume of data, and growing security challenges?
- > **Synergy Across Practices:** Are you struggling to figure out where analytics fits into your organization?

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Implementation Success...It's Our Thing

Here are some case studies to highlight our expertise.

Data Overload

> **Industry:** Manufacturing

> **Project Overview:** Consider pulling information from every vehicle in a major city's highway during rush hour. Now extrapolate that to pull vehicle data constantly nationwide. It's no small task. Our client is an industry leader in driver safety and security services. They need to collect real-time telemetry information from vehicles on the road, but their existing system could not handle the data burden.

Concord was engaged to streamline the data management and help move their business forward. To create new insights, the Concord team needed to collect metadata in addition to factual telemetry, plus existing data warehouse solutions had to be augmented with a data grid that met analytics computational windows.

> **Results:** Our client was able to vastly improve response times through the optimization of cache loading functionality. Concord analyzed the platform and its caching component to identify specific changes to architecture and implementation that would improve responsiveness and scalability.

Building Smarter Emails

> **Industry:** Retail

> **Project Overview:** Using analytics to drive smart marketing decisions is key to seeing results. Our retail client wanted to increase the effectiveness of current email campaigns and explore the potential of analytics in personalization and real-time offers.

Our client had previously attempted to implement components of the IBM EMM suite, but had been unsuccessful. Concord was brought on for our experienced resources to help drive the implementation and ensure scalability.

Our solution comprised of a Hadoop-based event ingestion layer and an integration layer to manage the flow of real-time events entering IBM Interact, the component that targets personalized offers to visitors of inbound marketing channels.

> **Results:** The Concord team created new workflows, integrated data sources, provided training to business users, and served as SMEs for Interact best practices. The new email campaign was successfully launched and business users are now able to enjoy real-time feedback to the direct channels and streamlined marketing operations.



If You Want Something Done Right, You Have to Partner With the Right People.

If we couple our top notch services with best-in-class-tools from key players in the industry, it will be a win-win for YOU.

