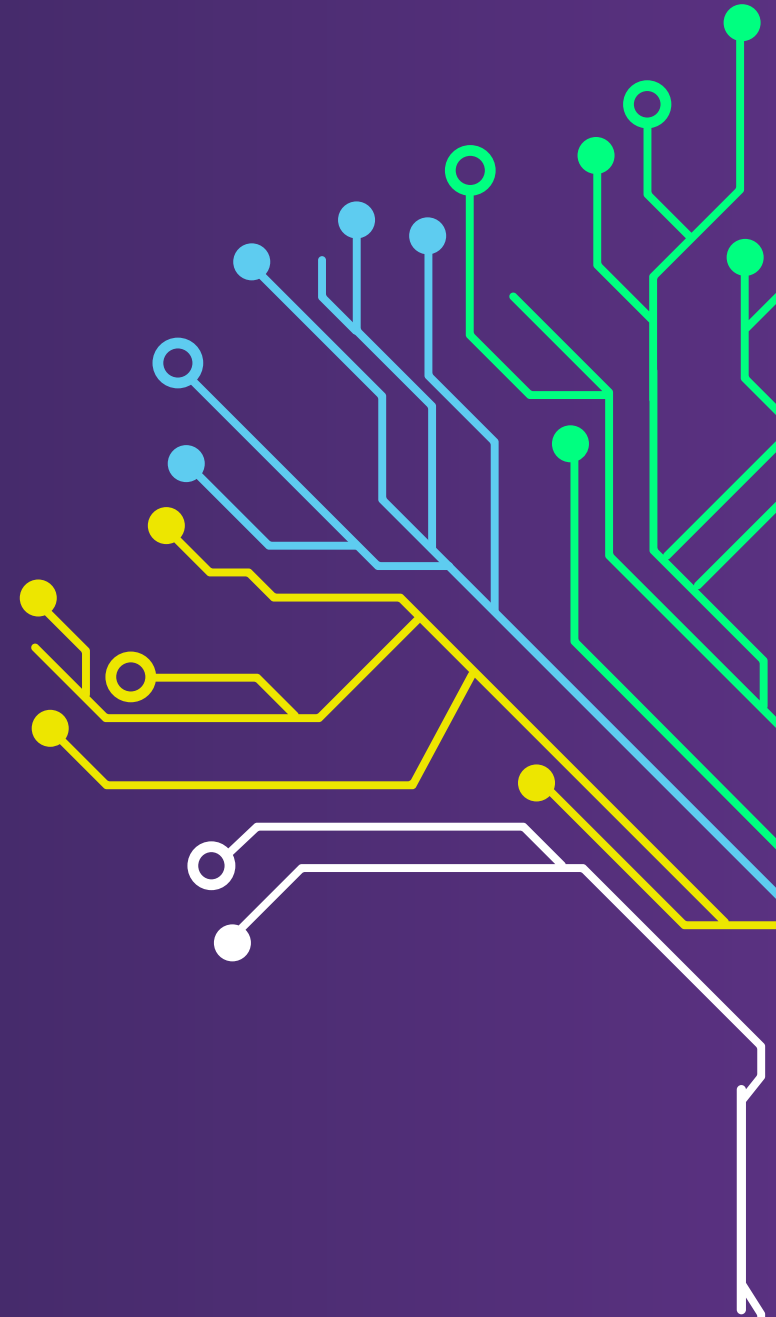




ebook

Harness the power of  
the greatest asset you  
already own – Data.

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## The Data Dilemma

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**Traditional business decisions usually require trusting your gut. Choices are made based on what happened last time, what should happen this time, and what happened when others did the same. Combined with market research, a little wishful thinking and tightly crossed fingers, it can often deliver positive results – but it's not a sustainable approach.**

According to Accenture, over **48% of employees** tend to follow their gut instinct rather than rely on data-driven insights<sup>1</sup>. So, short of stumbling across a crystal ball, operating on little more than history and a hunch is about as good as it gets for many organisations when it comes to making the right calls.

That is, of course, until they unlock the insights hidden within their business by better harnessing their data.

**No matter what sector you operate in or what your company does, below the surface is a treasure trove of information just waiting to be transformed into actionable insight. Insight that can truly move the needle for your business.**

But you've probably heard this before...

You'll have read stories about the magic happening at companies that have successfully managed to unleash the power of their data. Shining statements about the efficiency, the cost savings, the new opportunities, and the growth they've achieved. You might have even investigated capturing some of that magic for yourself, only to find that it requires skills you don't have in-house and technology you don't own.

And while you may be gathering some of this data already, using spreadsheets or other systems to seek out answers to business-critical questions, the promised land of true data-driven decision-making and analytics still seems like a distant dream.

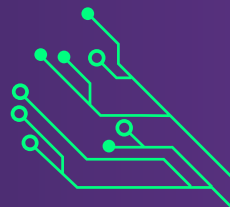
But don't write it off.

The fact is, with the right approach, the right tools and the right partner, any organisation of any size can harness its data in transformational ways. Yes, you too can be one of those giddy data-wrangling evangelists you see online. Or, if you're not one for shouting about your successes, simply someone whose business achieves its maximum potential by doing more with its data.

**Over 48% of employees** tend to follow their gut instinct rather than rely on data-driven insights<sup>1</sup>

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**Whichever path you choose, this eBook is designed to highlight the data opportunities available and how, with Coeo in your corner, you can make them a reality for your business faster than you might think...**



## Struggles on the journey to data-driven success

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**Despite the growing awareness of the benefits data can have across a wide range of sectors, bringing them to life doesn't happen with the flick of a switch. It's why many data-focused transformations fail or stagnate as organisations struggle to define the right approach to fulfil their needs or become overwhelmed by the many options available to them.**

As a relatively new and evolving area of business operations, securing the requisite data analytics and technical skills can be a time-consuming and often expensive undertaking. Meanwhile, fostering a **data-centric mindset** internally is also a challenge. And then there's the disparate nature of data faced by many.

Silos are not a friend of powerful modern analytics methods but have been prevalent since businesses began. From the days of record books and filing cabinets through physical hard drives and on-premises servers and now multiple different cloud-based systems for different lines of business, **consolidating data across several sources** can feel like herding cats.

If you've looked into developing your use of data before, you'll likely have run into some of these challenges early on. The very act of trying to answer key business questions with data often creates more questions than it answers in the early stages.

Without answers to these questions, however, driving data analytics forward can be much more difficult. From knowing what data you have and where it exists to defining the technology and platforms you need, **planning ahead** can make a huge difference.

Without a clear strategy, delays that come from deliberating over tools and architecture, processes, and more mean standard implementations take months, if not years. This time-consuming and labour-intensive work may also lead to delivery risks, errors and time-to-value delays.

Having worked collaboratively with organisations of all sizes with over fifteen years of data experience, Coeo has identified key questions to answer in order to help overcome these early pitfalls:

### **Where is our data, and is it trustworthy?**

The amount of data a business generates in a single day is staggering, but where does it go, and is it useful? Without knowing what data exists, where it resides or what value it can provide, organisations seeking transformation can often fall at the first hurdle. For this reason, it's important to achieve clarity over the data you hold as a business.

Understanding the various data silos within your business will make it easier to identify which are most important, where duplication may exist and more. It will also make life easier as you come to consolidate your data into a single source of the truth.



“

We recognised that we needed external expertise to execute our vision. In that respect, Coeo stood out clearly as the right partner.

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Roger Jones,  
Head of Data,  
Castle Trust Bank

## Struggles on the journey to data-driven success

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### Do we have the skills in-house to leverage data?

Harnessing data is getting easier, but implementing and overseeing a data strategy and the technology that goes with it still requires specific and highly sought-after personnel. Without them, it can be difficult to make progress, limiting the power your data can provide.

Likewise, data is only a powerful asset if your people know how to manipulate and interpret it. Assess what skills you have in-house and what's needed ahead of time to avoid getting stuck at a later stage.

### Is our current technology up to the task?

Taking a good look at your existing estate and determining whether it's fit for purpose will help define key actions faster. For example, is some data on-premises, are you fully cloud-based, or is it a mixture of the two? Where will be the best place to store your consolidated data, and will there be platforms and hardware that can be retired as a result of your transformation?

Understanding where you are and where you want to be can help develop a clear path forward for your business. In some cases, it even helps you save on ongoing infrastructure maintenance and licensing costs.

### What do we want to do with our data?

This question isn't always as simple as it seems. By setting out early on how you plan to leverage data, you can make key decisions regarding how you use it and which areas of the business it will benefit.

With a clear picture in mind, you can also take early steps to ensure you can adapt to different use cases as your business evolves. In addition to your overall business data goals, consult with different areas of your organisation and ask them what insights they need and how data could help them achieve more.

### Will we be able to protect sensitive information in this new environment?

We once lived in a world where your office was your castle. Everything inside it was protected by physical security, maybe off-site backups too, plus network firewalls and other digital protection methods. The cloud has changed all that and, even with arguably more effective security measures in place, many are wary of relinquishing control of their data.

Getting to know how your data is protected in the cloud and considering your organisation's regulatory and compliance requirements will help provide peace of mind as well as define specific actions to take to safeguard your cloud-based data.



“

While Triumph continues to explore its new solutions and build a thriving data culture, it has the reassurance of an ongoing proactive managed service contract with Coeo.

Lee Pears,  
Head of Data Insight,  
Triumph Motorcycles

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Overcoming pitfalls with the help of an experienced partner.

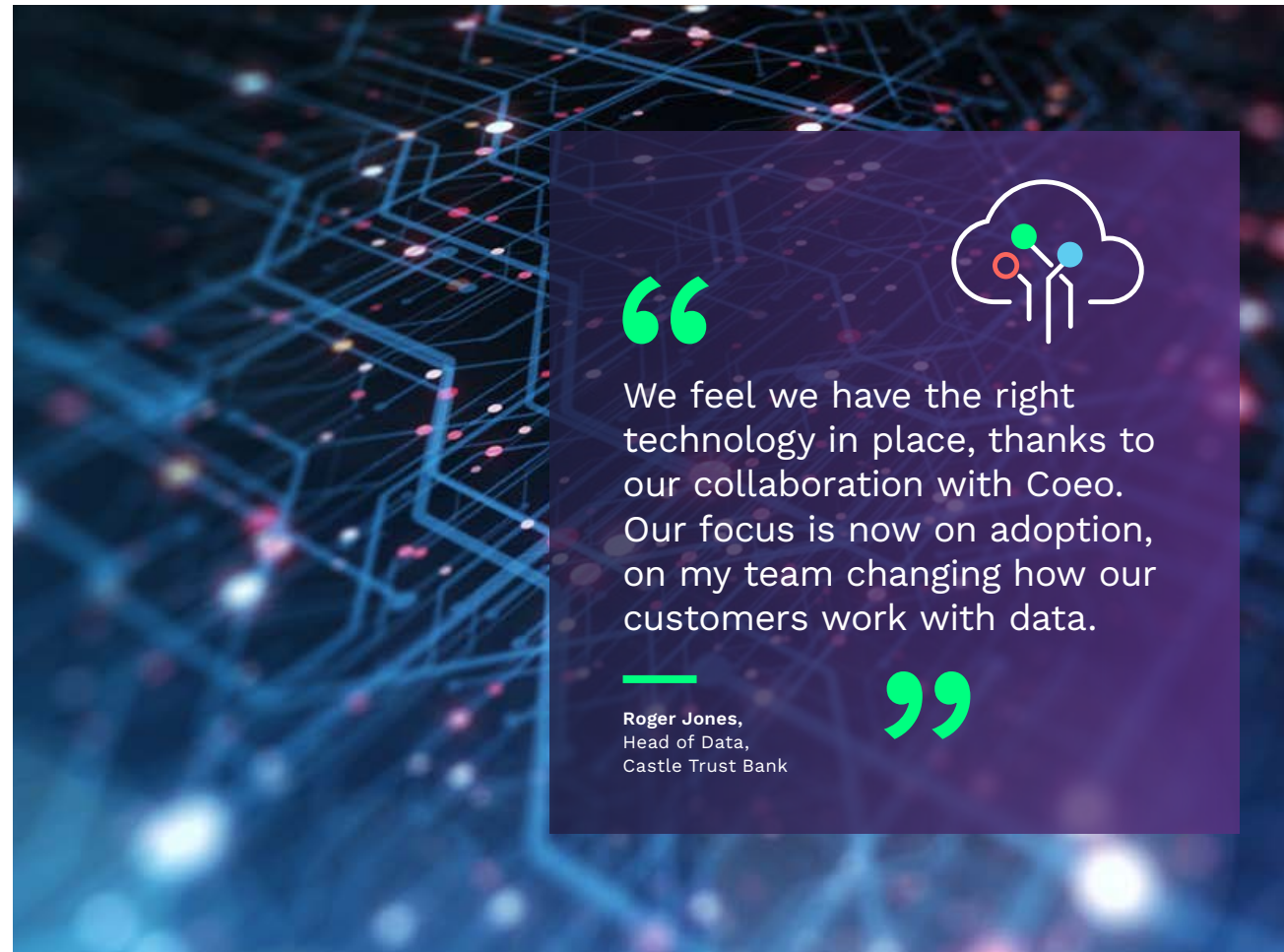
**When it comes to your specific data needs, you might be facing one or all of the challenges covered above. You might have a different issue entirely. The fact is, without data-specific knowledge or a dedicated data team in place, change of this nature is difficult, especially the initial technical steps.**

At Coeo, we appreciate that there is no one-size-fits-all when it comes to a data analytics implementation. However, there are ways to speed up and simplify the technical aspects to benefit any business. That's why we take a collaborative approach, getting to know your organisation, understanding your processes and existing technology, and identifying your challenges as well as unique opportunities.

**And then we turn on the afterburners...**

As a **Microsoft Data & AI Partner**, we leverage our skills, experience and unique IP to fast forward the highly technical initial steps. By quickly taking care of the parts in the process where most organisations fall down, we help overcome the most common pitfalls to ensure the focus remains on achieving value for your business.

Our proven delivery framework leverages cutting-edge Microsoft technologies and our own IP to turbocharge your data analytics implementation. Using **Velox**, our automation tool and framework, we remove the mundane technical foundation steps, connect your data in Azure, process it and make it ready for you to use in days, not months.



“

We feel we have the right technology in place, thanks to our collaboration with Coeo. Our focus is now on adoption, on my team changing how our customers work with data.

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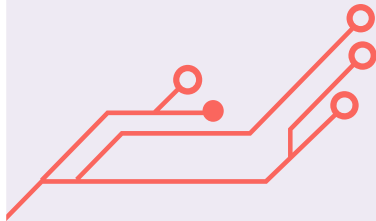
Roger Jones,  
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## Overcoming pitfalls with the help of an experienced partner.

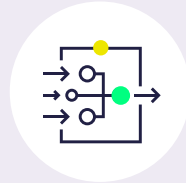
### What is Velox?

The answer to accelerating your data analytics implementation.

Velox is an automation tool and framework used by our consultants to deliver Microsoft Azure components that are pre-defined based on our experience and a proven standard architecture.



### What does it include?



#### Deploy & Ingest

Azure environment setup, including pre-defined Synapse pipelines connecting to commonly used data sources.



#### Process & Transform

Best practice data lake and warehouse architecture with standardised software code templates.



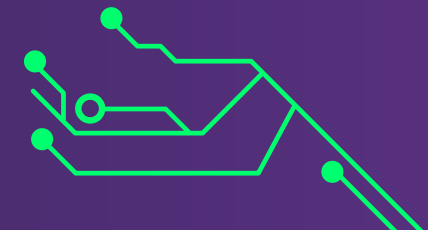
#### Monitoring

Consolidation of logs from pipeline runs and transformation steps.

### What does that mean for me?

- 1 Standard Approved Architecture**  
To cut out the mundane steps so our consultants can focus on your specific requirements.
- 2 Pre-defined Components, Modules and Framework**  
To deliver an efficient and consistent implementation that's ready for Operational Support.
- 3 Low-code Automation**  
To cut down manual effort on your implementation from days to mere minutes.

**Leveraging our unique tools and automation, we ensure your implementation progresses seamlessly, helping you to see value faster. By working as an extension of your team, you gain access to our technical and process skills so you can accelerate your data journey, developing a clear path to achieving your goals and evolving your internal data culture as we progress.**



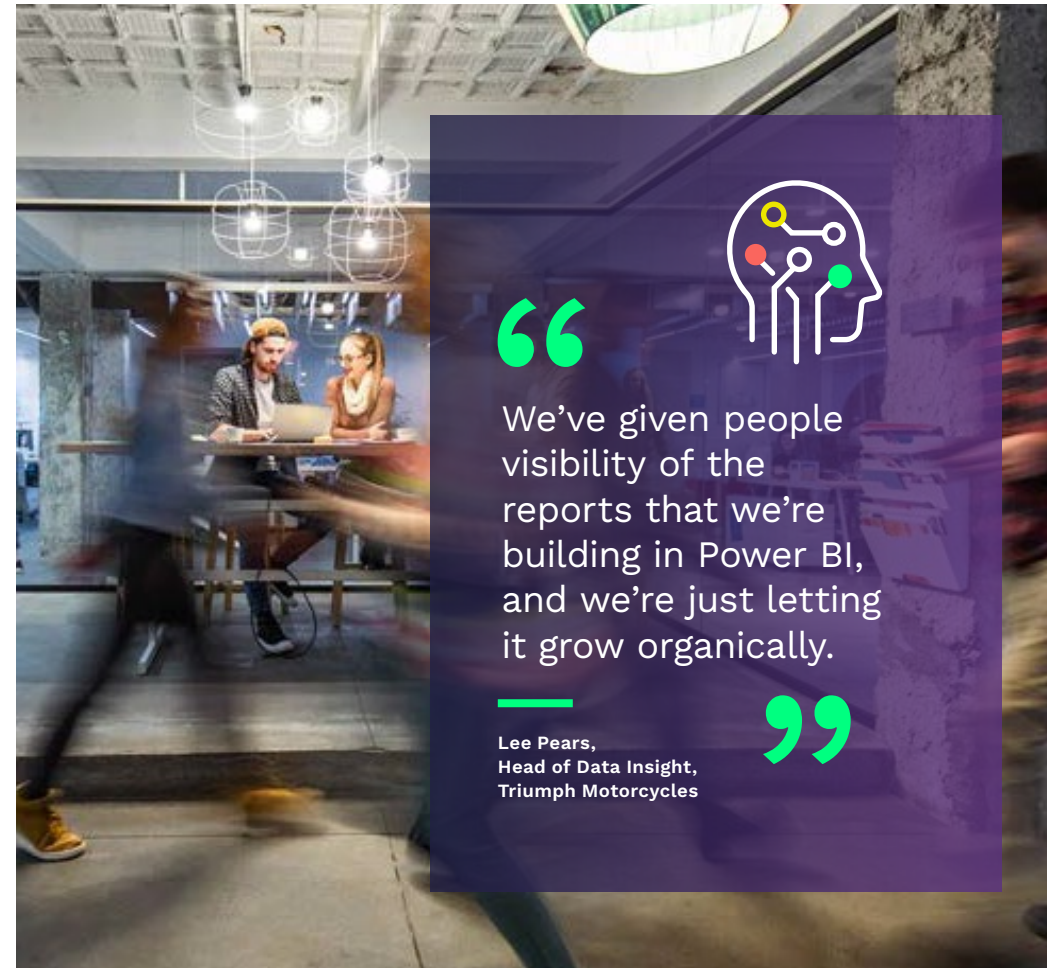
## See the benefits of data analytics sooner

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By rapidly yet safely moving through a process that can take some organisations years, Coeo helps you to begin achieving your data goals far sooner. Rather than get bogged down in technical complexity, it means you can start taking advantage of your data to support your business in new and exciting ways.

### Using data analytics, you could...

- 1** Gain a **deeper understanding** of your customers by analysing customer data to identify trends, preferences, and behaviour patterns. This insight can then be used to personalise customer experiences, drive engagement, and increase customer loyalty.
- 2** **Optimise operations** by identifying inefficiencies, bottlenecks, and other areas for improvement. By analysing data in real time, you can make informed decisions about resource allocation, process improvements, and other strategic initiatives that can improve operational efficiency and drive cost savings.
- 3** Stay **ahead of the competition** by identifying emerging market trends, competitive threats, and new opportunities. By leveraging data insights, businesses can make strategic decisions about new products, services, and marketing strategies that can help them gain a competitive edge in their industry.
- 4** **Mitigate risks** by identifying potential threats such as fraud, cyber-attacks, and supply chain disruptions. By monitoring data in real time, businesses can respond quickly to potential threats and take proactive steps to protect their assets and operations.



## Get ready to grow

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**Nobody said achieving game-changing modern analytics would be easy, but the right team and technologies can make it a faster and frictionless experience. Whether you're starting from scratch or taking the next step on your analytics journey, understanding where you are now, identifying your goals and accessing the right skills will be crucial to a seamless implementation.**

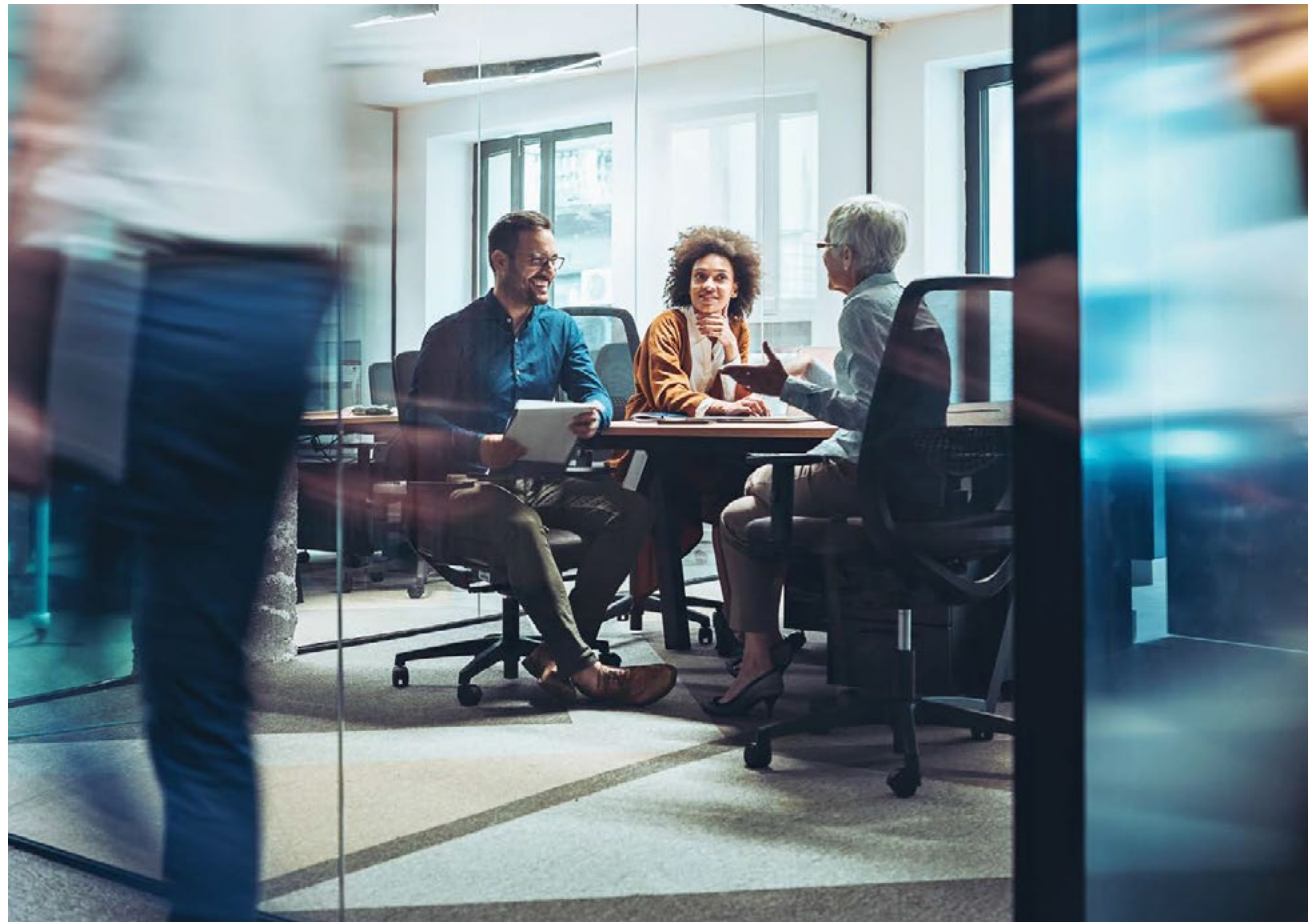
In an increasingly complex, data-driven business environment, a modern analytics platform can help give you a competitive edge, enabling you to weed out sources of inefficiency, reduce costs and improve agility.

Surfacing your data using modern platforms to access crucial insight will support your people in adapting quickly to changing market conditions and customer expectations, identifying trends and future demands, and proactively responding to challenges and opportunities.

With a strong foundation in place, your analytics platform can grow as your organisation evolves, helping you to embrace new and emerging technologies far faster, fuelling further innovation and unlocking exciting new offerings for your business.

While it may feel like a major undertaking, the ongoing benefits far outweigh the initial effort. And with the support of a partner like Coeo, it's even easier to achieve.

**All it takes is a conversation to get started.**



## Harness the power of your data in days

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Wherever your organisation is on its journey to the cloud, Coeo can help you do more with your most valuable source of insight. With a team of Microsoft analytics and data platform specialists underpinned by cutting-edge IP, tools and automation, we help you harness the power of your data faster.

Working as a trusted partner with over fifteen years of data experience, we make enterprise-grade Microsoft technology available and accessible to organisations of any size, helping you make more informed decisions to weed out inefficiency, capture new opportunities and drive business growth.

## Talk to us about your data-driven ambitions.

Get in touch for a free 1-hour Analytics Envision Workshop with an expert principal analytics consultant to kick-start your data journey.

**Email:** [info@coeo.com](mailto:info@coeo.com)

**Phone:** +44 (0)20 3051 3595



**COEO**