A complete service guide for

MICROSOFT DATA ANALYTICS ENABLEMENT

Decisive Data
insight for decisions

Microsoft

A brief introduction exclusively for Microsoft employees and customers:

In early FY12, Decisive Data decided to go all-in on becoming a Microsoft approved supplier, continuing a strong relationship developed over time with Microsoft by a core set of data-driven consultants going back to when our company was founded in 2007. Our mission was clear: empower organizations within Microsoft to gain deeper insight into how they could increase Microsoft partner channel velocity and drive enhanced customer adoption of Microsoft solutions. This strategic relationship has proven to be essential to our mutual ability to better serve customers, and it's central to Decisive Data's identity.

Now, Decisive Data is not only a supplier to Microsoft, but a Gold Data Analytics and Gold Data Platform partner as well, specializing in knowledge and delivery of Microsoft solutions such as Azure and Power BI. Why has our partnership been so successful? It could likely be summarized by one word: "Innovation". Microsoft has led the way with innovation when it comes to enabling customer's digital transformation and journey to the cloud, and Decisive Data has continuously innovated in how we stay on the cutting edge of Microsoft solutions and knowledge of data architecture.

In FY19, this partnership will expand even more, providing opportunities for deeper insight within Microsoft, and accelerating adoption of Microsoft cloud solutions to help create lifelong Microsoft customers. Decisive Data has never been more focused, invested, and prepared to deliver on this promise of innovation. I truly believe FY19 will be our most successful year yet.

I hope you find the tools in this book useful and effective as you work to serve both internal stakeholders and Microsoft partners & customers.

Enjoy the book – I look forward to talking to you soon.

Jonathan

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Microsoft
Partner

Gold Data Analytics
Gold Data Platform

Microsoft

TABLE OF SERVICES

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UNIQUE TO MICROSOFT

MICROSOFT DATA ANALYST

Since our founding 10 years ago to deliver data driven insights for Microsoft, Decisive Data has focused exclusively on Data Analytics. Since then, we've delivered value for hundreds of clients nationally while supporting our close working partnerships with Microsoft's own internal businesses.

Conveniently located in Redmond Washington, DD has deployed data analysts for many projects across a wide range of departments. Our deep understanding of the Microsoft enterprise allows us to effectively assign the right analyst to your project.

Enabling clients to make data driven decisions is central to our mission – and our only business.

DEDICATED ANALYSTS

- **Cross organizational strategy** promotes and accelerates communication and project organization across Microsoft

- **Decade of experience** exclusive to Microsoft

- **Diverse data sources knowledge**, including: MSX, PSX, GDC, KPI Lake, MS Sales, Starlight, OEM BI, OCP CRM, HR, Azure Insights, DataMall (SDH), and more

- **Versatility**, our analysts have broad product and solution expertise with Power BI, Azure, and other Microsoft platforms

- **Onsite or mobile workforce** with a convenient Redmond, WA location

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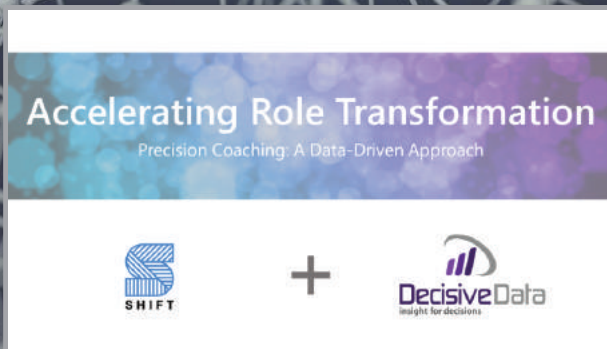
MICROSOFT DATA SOURCE CONSULTING

Decisive Data was founded 10 years ago to deliver data driven insights for Microsoft and has continued to focus exclusively on Data Analytics. Since then, we've delivered value for hundreds of clients nationally while supporting our close working partnerships with Microsoft's own internal businesses.

Our deep understanding of Microsoft's data sources allows us to add immediate value to your project, reduce project scoping time, and have an accurate project assessment during the discovery stage.

Enabling clients to make data driven decisions is central to our mission – and our only business. Our deep passion and knowledge of the Microsoft stack allows us to deliver actionable insight.

EXPERIENCE ACROSS DATA SOURCES

- **Cross organizational strategy** promotes and accelerates communication and project organization across Microsoft

- **Decade of experience** exclusive to Microsoft

- **MS Data Sources**: MSX, PSX, GDC, KPI Lake, MS Sales, Starlight, OEM BI, OCP CRM, HR, Azure Insights, DataMall (SDH), and more….

- **Full stack data platform**, highly experienced in Microsoft data platform technologies (Azure, Power BI, SQL Server)

- **Data modeling & ETL** using Microsoft data sources for visualization in Power BI

- **Onsite or mobile workforce** with a convenient Redmond, WA location

Accelerating Role Transformation
Precision Coaching: A Data-Driven Approach

SHIFT + DecisiveData insight for decisions

Estimated Execution Timeline

Scoping
Develop Assessment Power BI Report
Interviews
Behavioral Analytics
REPs   Coaching Kits
Data Refined & Optimized

Month 1   Month 2   Month 3

ACCELERATE ROLE TRANSFORMATION

Decisive Data was founded 10 years ago to deliver data driven insights for Microsoft and has focused exclusively on Data Analytics. Since then, we've delivered value for hundreds of clients nationally while supporting our close working partnerships with Microsoft's own internal businesses.

Along our journey we have forged partnerships with other third parties to deliver world class data analytics services. Our partnership with SHIFT The Work delivers actionable strategies to improve role enablement playbooks measured with DD's Data analytics.
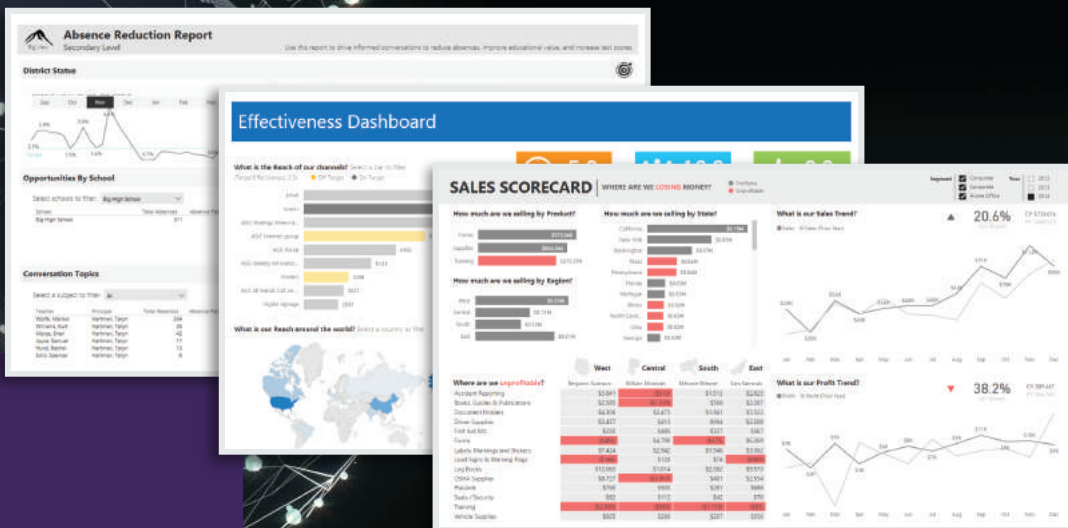
ROLE CONSULTING BACKED BY DATA ANALYTICS

- **Results Delivered** from DD & SHIFT within Microsoft Teams

- **Coaching enablement** increases the performance of teams and individuals backed by data metrics

- **Role enablement playbook** improved from your top performers best practices

- **Build impactful teams** using best practice training

- **World class Power BI dashboard** to visualize key metrics and KPIs

- **Improve employee effectiveness** using the right blend of coaching enablement and data driven insights

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DATA VISUALIZATION

CUSTOM POWER BI DASHBOARDS – $10,000

Since our founding 10 years ago, Decisive Data has focused exclusively on delivering data driven insights and building self-service Data Culture. Since then, we've delivered value for hundreds of clients nationally while supporting our close working partnerships with Microsoft's own internal businesses. As a result, DD is among the best in the world at Data Visualization utilizing Power BI.
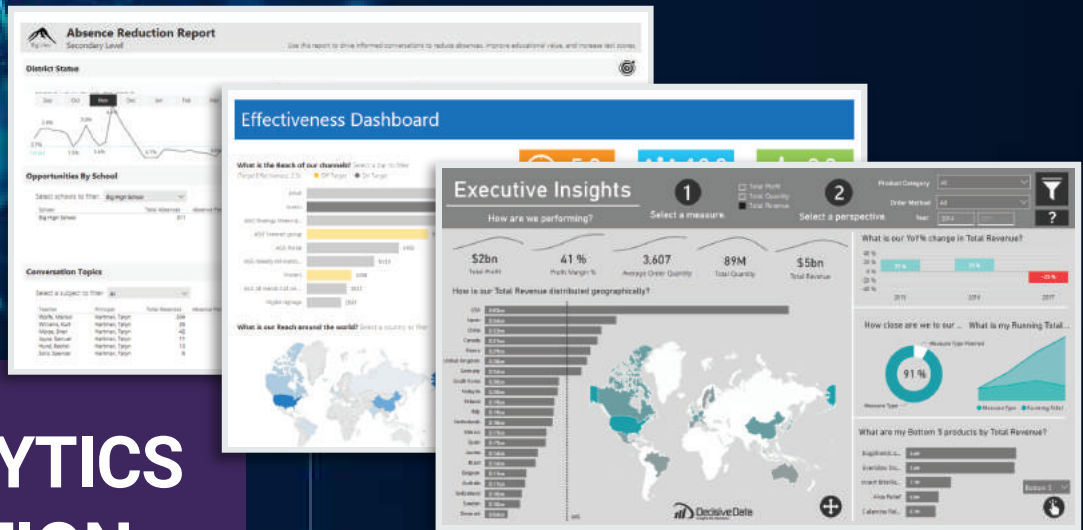
Using our proprietary design methodology, DD has worked alongside the world's largest brands, startups, and SMBs to deliver thousands of custom visualizations enabling clients to make high value data driven decisions. Now your company can utilize our world-class data visualization experts to create custom, world-class dashboards in as few as 7 days that will drive, inform, and assist in key business decision making.

WORLD CLASS DASHBOARDS

- **Five Elements of Dashboard Design** – Integrity, Flow, Color, Typeface, Charm

- **Proven Turnkey Process** – used in 100's of projects (Discover, Draw, Develop)

- **Drive Adoption** – people want to use our dashboards

- **Build Confidence in Your Data Culture** – quick wins for your executive sponsors!

- **Engagement is Easy** – fixed price, project based, or retainer based solutions

- **7 to 14-day Turnaround** (depending on client engagement)

- **Unleash the Power of Power BI!**

Gold
Microsoft Partner
Microsoft

DATA ANALYTICS VISUALIZATION CONSULTING – POWER BI

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Our deep passion and knowledge of Power BI, the full Microsoft stack, and our understanding of the analytics ecosystem allows us to deliver actionable, repeatable results at surprisingly cost-effective prices.

POWER BI ORIENTED SERVICES AND EXPERIENCE

- **Power BI Specific Service Offerings** – Design Workshops, Mentoring, Training, Quick Starts, Power BI Server Configuration and Optimization, Custom Dashboard Design, Center of Excellence.

- **Enablement** – office hours, mentoring, and training: onsite or virtual

- **Deep Vertical Expertise** in technology, finance, retail, construction, assisted living, hospitality, gaming, logistics, and more

- **Deep Horizontal Expertise** in sales operations, finance operations, marketing operations, and reporting automation/ optimization

- **Engagement** – fixed price, project based, or retainer based solutions

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DATA PLATFORM CONSULTING & ENABLEMENT

DATA PLATFORM CONSULTING – AZURE

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Enabling clients to make data driven decisions is central to our mission – and our only business. Our deep passion and knowledge of the Microsoft stack - and understanding of the Microsoft analytics ecosystem - allows us to deliver actionable, repeatable results at surprisingly cost-effective prices.

AZURE SERVICES AND EXPERIENCE

- **Enablement** – office hours, mentoring, and training: onsite or virtual

- **Data Quality** – rapid Data Capability/Maturity Assessments to evaluate the state of client data and map action plans for short/long term improvements

- **Data Platform** – consolidate, clean, scrub, and transform legacy data (data source agnostic); connect multiple legacy data sources to establish a single source of truth

- **ETL and ELT Services**

- **Data Visualization** – world class data visualization

- **Deep Vertical Expertise** – technology, finance, retail, construction, assisted living, hospitality, gaming, logistics and more

- **Deep Horizontal Expertise** – sales operations, finance operations, marketing operations, and business reporting automation/optimization

- **Engagement** – fixed price, project based, or retainer based solutions

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DATA CULTURES START WITH A SOLID FOUNDATION

Whether your data journey is just beginning, or you're trying to untangle a messy situation, empowering your organization to make data driven decisions using dashboards starts with a solid understanding of your data environment and a detailed plan to bring your vision to life.

In three short weeks, we will deliver a complete and cohesive plan that you can follow, step-by-step, toward a mature data culture.
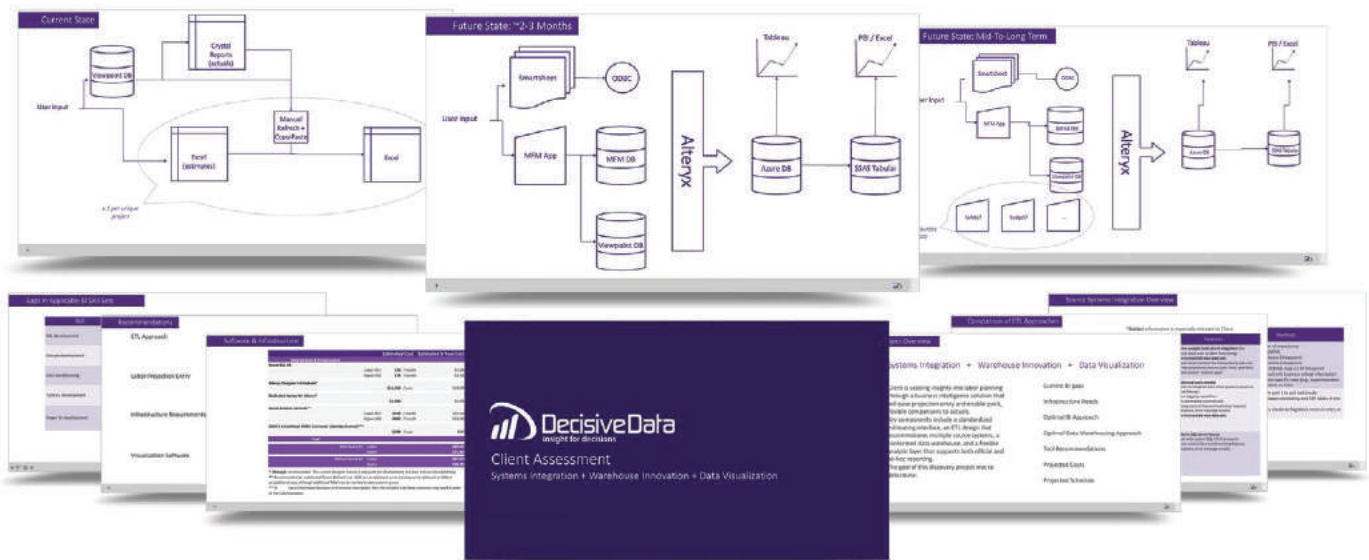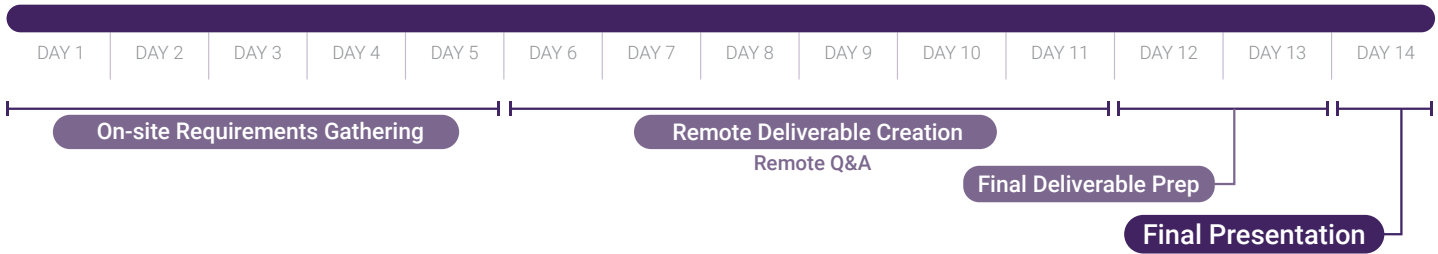
DATA CAPABILITY & MATURITY ASSESSMENT – STARTING AT $19,700

- Detailed analysis of your current data environment – at the departmental or enterprise level

- Complete skills and technical gap analysis with short-term and long-term action plans

- Clear and customized roadmap for internal or external execution

- Access to best practices from 200+ data engagements with startups to Fortune 100 enterprises

- Deep vertical expertise

- Actionable steps

- Nuanced understanding of how to integrate modern data tools and technologies

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DATA CAPABILITY AND MATURITY ASSESSMENT DELIVERABLE INCLUDES

- Project overview
- Business needs and technical solutions
- Source systems integration overview
- Common dimensions, measures, and KPIs
- Comparison of ETL approaches
- Current state

- Future state: ~2-3 months
- Future state: mid-to-long term
- Software and infrastructure
- Professional services
- Visualization software competitive analysis
- Recommendations

- BI skills gaps
- RACI matrix
- Resourcing plan
- Estimated timeline
- Proposed security features
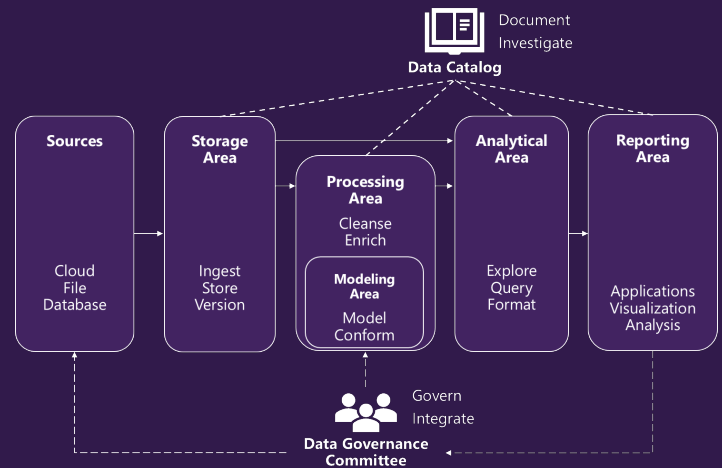- Project risks and mitigation
- Appendix

PROJECT TIMELINE   Data Assessment Project Cycle

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7	DAY 8	DAY 9	DAY 10	DAY 11	DAY 12	DAY 13	DAY 14

On-site Requirements Gathering

Remote Deliverable Creation
Remote Q&A

Final Deliverable Prep

Final Presentation

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BUILD & ENABLE A SELF-SERVICE DATA PLATFORM AND CULTURE – ROADMAP

Since our founding 10 years ago, Decisive Data has focused exclusively on delivering data driven insights and building self-service Data Culture. Enabling clients to make data driven decisions is central to our mission – and our only business.

Hundreds of successful data projects have given DD insight into effective best practices for building high performing self-service data analytics infrastructure and culture. The end result of this engagement can be to address single areas of concern or a complete customized roadmap to data nirvana.
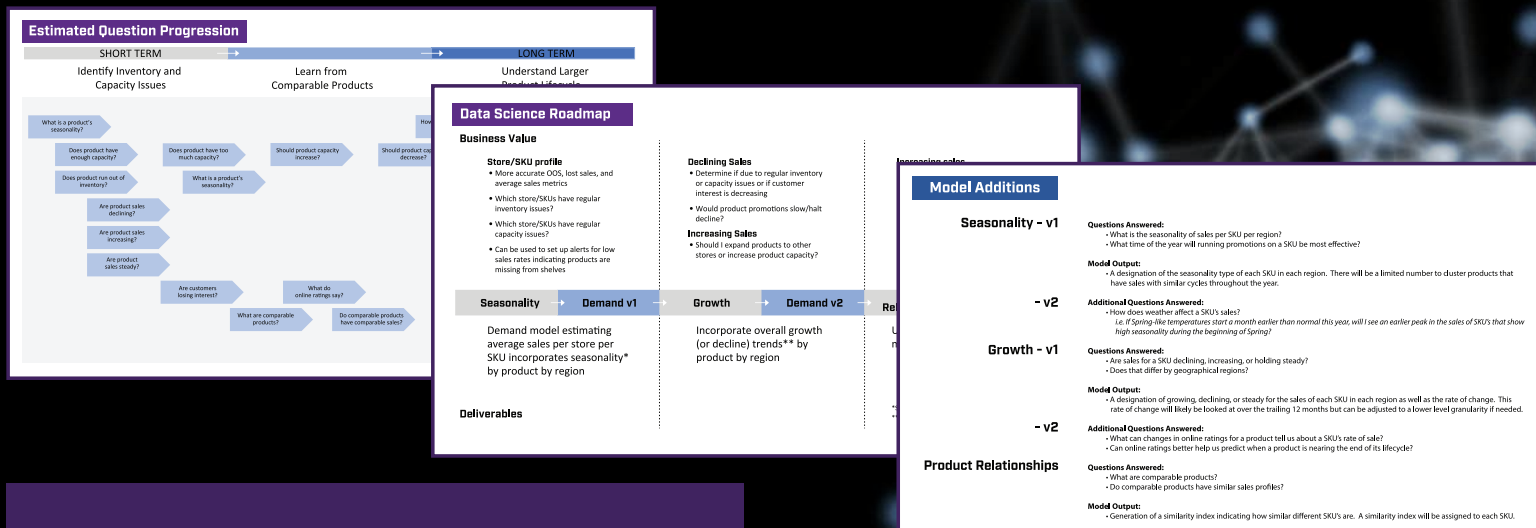
DATA INFRASTRUCTURE AND CULTURE ELEMENTS

- **Make Decisions Faster** – data automation and ETL/ELT services reduce time needed to power data visualizations

- **Competitive Advantage** – quickly accessing the right data, in the right visualization, at the right time allows you to gain insight and predict market trends before your competitors do

- **Data Governance** – increase report integrity and control the flow of data into your analytics architecture with a human governed set of data policies

- **Data Catalog** – quickly identify data sources and reports to reduce duplication and get everyone on the same page

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SPECIALTY SERVICES

ACTIONABLE DATA SCIENCE

Decisive Data helps organizations gain competitive advantage through practical data science. We have pioneered an outcome focused approach that generates business value at each stage of every project. This results in a great customer experience, actionable data insights, and decreased time to value.

Our Data Science Assessment combines strategic advisory and technology to address emerging trends to drive targeted outcomes for business executives. In less than 2-weeks our team will deliver a clear and actionable roadmap that unlocks the power of Data Science within your organization.

DATA SCIENCE ASSESSMENT

- **Clear and concise business problem definition** provides a roadmap of questions to answer that drive immediate and long-term value

- **"Sweet Spot Analysis"** showcases your optimal balance between cost of development and data model accuracy

- **Review of current data platform** outlines a technical roadmap that integrates data science into your current business processes

- **Immediate actionable value** is generated from our outcome focused approach

- **Detailed road map** delivers a phased project timeline with an identified technical deployment strategy

- **3rd party platform assessment** shows how DS platforms can accelerate time to value and reduce costs

- **A roadblock evaluation** outlines possible blockers that may prevent the execution of data science within your business processes

- **RACI matrix** describes the participation by all roles to ensure DS integration into business process

How do I optimize labor allocation, predict attrition, and successfully staff during peak periods?

What's the optimal model for stocking warehouses given seasonal buying and local construction permits issued?

How can my payments company / mobile carrier / subscription software business limit customer churn to increase profitability?

Which customers should I market to?

How do I identify vulnerable factory robots before they break down?

How do I fill online shopping baskets and sell adjacent categories?

DATA SCIENCE CONSULTING

Since our founding 10 years ago, Decisive Data has focused exclusively on delivering data driven insights and building self-service Data Culture – and delivered value for hundreds of clients nationally. As a result, DD is among the best in the world at Data Visualization and the full stack of Data Platform, Analytics, and Data Science technologies.

Sometimes self-service analytics and packaged solutions aren't enough to answer the big questions – and to extract maximum value from a client's own data. In those cases, clients need experienced data scientists heads down solving critical problems.

DATA SCIENCE SERVICES AND EXPERIENCE

- **Deep Data Science Experience** – DD's data scientists have PhD's, master's, and university level teaching experience coupled with real-world results

- **We Don't Do Black Box Models** – unless our client wants one! Your staff takes part in regular reviews with our data science team and will understand our work, the results, and the models

- **Strong Technical Experience** – developing and deploying analytic solutions leveraging many different languages and platforms

- **Advanced Modeling** – use powerful machine learning algorithms with other advanced analytics techniques for problems like classification, clustering, time-series and optimization

- **Enablement** – office hours, mentoring, and training: onsite or virtual

- **Data Quality** – data evaluations including capability and maturity assessments that map action plans for short and long term improvements

- **Deep Vertical Expertise** – technology, finance, retail, construction, assisted living, hospitality, gaming, logistics, manufacturing, and more

- **Engagement** – fixed price, project based, or retainer-based solutions

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Link to PDF: **ddata.link/science**