

# Power BI Co-Development and Training

## Client Challenge

Barlow Research Associates, Inc. provides data-driven analytics and action-oriented consulting to the commercial banking industry. Barlow's process of gathering and analyzing market data provides their clients with a competitive advantage and insights to make decisions.

Before working with Beyond Impact, Barlow presented their findings back to clients in well-organized, yet flat views of the content. Specifically, insights were presented in static PowerPoint. This did not allow them to show dynamic visualizations or interactions with the source data.

“...Beyond Impact found the sweet spot: they worked with us to help us learn and ensure that we met our goals. Our clients are happy, our team is energized, and we're very happy with the results.”

- John Pike, CTO  
Barlow Research



## Our Solution

As a progressive organization, Barlow was looking for a modern way to present the outputs to their clients and drive more compelling storytelling. They realized that Power BI would be an excellent tool for this mission.

Beyond Impact was selected for this effort and used our knowledge of Power BI to transform their presentation materials into a set of compelling visualizations that Barlow could use with their clients.

“Our engagement with Beyond Impact was highly successful on two fronts: our team got training and hands-on experience working with Power BI, and we were able to co-develop a real-world proof of concept. The proof-of-concept was so good, in fact, that we were able to put it directly into production as a client-facing report embedded on our website. Plenty of consultants offer a one-day training session and wish you luck as they disappear, and plenty of contractors would create what was needed on a project basis but teach us nothing. Beyond Impact found the sweet spot: they worked with us to help us learn and ensure that we met our goals. Our clients are happy, our team is energized, and we’re very happy with the results.”



## Results

The Barlow team was very pleased with the end result and so were their clients. Not only did Beyond Impact create a visually appealing Power BI solution, we also completed a full knowledge transfer and Power BI training.

Once the work was completed, Barlow was able to completely own the solution and came away with a new skill set to better serve their internal and external customers.

- John Pike, CTO  
Barlow Research

