

# **CONTENTS**

A bit about us

You

What we do



# ABIT ABOUT US.

# **ABOUT US**



**WHICH MARKETS** 

UK, Europe, Asia, LATAM, and US NUMBER OF PEOPLE

and growing

TECHNOLOGY/ EXPERTISE

Microsoft Azure, AWS,
Google Cloud Platform &
Analytics 360, Adobe
Experience Cloud, SQL, R,
Python, Power BI, Qlik,
Tableau

# **OUR CLIENTS**



























# **CAPABILITIES**



#### **DATA STRATEGY**

We work with you to develop outcome-driven data strategies that help you build and measurably grow your business.



#### **DATA PLATFORMS**

We can tune existing technology or build from scratch. Truly agnostic, we draw from a diverse pool of infrastructure, platforms and tools to support your goals.



#### **DATA SCIENCE**

Our data scientists build AI solutions using ML techniques to help plan today and predict tomorrow. And our team of commercial analysts dig deeper to find those critical insights.



#### **DATA PEOPLE**

Jarmany people cover a full range of capabilities – from consultants and commercial data analysts to data scientists, platform architects and technicians.



# YOU.

### **TYPICAL PAIN POINTS**



#### Marketing spend

how to develop multi-channel attribution models that drive superior marketing performance



#### Supply chain

predict the right stock, the right channel and the right production levels



#### Customer experience

understand the customer journey and the respective pain points



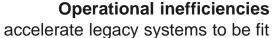
#### Sales opportunities

understand which channels, categories and audiences you should be targeting



### E-Commerce

determine what you should be measuring and how you are performing



for the digital age using ML and Al





# WHAT WE DO.

# **TYPICAL ENGAGEMENT NEEDS**

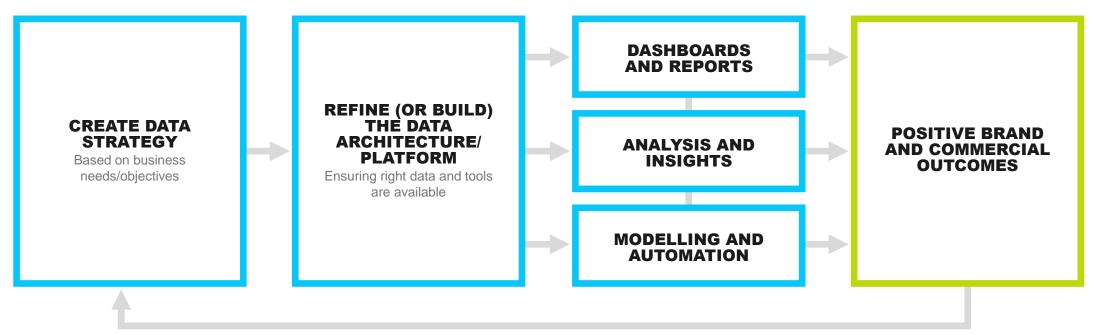
1	DATA STRATEGY	Based on business objectives	Requirements assessed against the Jarmany framework that includes data quality, data management, application and finally usage and impact
	<b>PLATFORM</b> e.g. Azure	Developing Single Source of Truth	Relevant data to support strategy, accurate enough to drive confident decision making, timely enough to drive competitive advantage
T TYPE	<b>APPLICATION</b> Examples	Marketing Investment Optimisation	Developing multi-channel spend attribution or econometric models that drive superior marketing ROI
		Sales and Supply Chain Efficiencies	Forecasting sales, predicting stock requirements by channel and customer, and aligning relevant stakeholders
ROJEC.		E-Commerce	Determine what you should be measuring and how you are performing
Ï		Customer Experience Improvement	Understand the customer journey, (physical and virtual) and identify what would make their experience better
	AUTOMATION	Making Processes Smarter	Use AI and machine learning to speed up decision making, make work flows more efficient and ensure businesses are fit for the digital age
<b>↓</b>	PEOPLE	Plugging the Skills Gap	Help build capability fast, support delivery of tight deadlines and ensure internal skills shortages are not an excuse for not meeting ambitions



# **OUR APPROACH**

How we work is based on specific customer needs, but there are a number of consistent themes that always emerge.

#### **Jarmany Analytics Framework:**



Feedback to adjust objectives and improve the platform



# **DATA STRATEGY**

- Key step to ensuring the right changes (if any required) are made to drive maximum value.
- Requires support from key stakeholders.

#### **JARMANY FRAMEWORK**

1. Data quality

- Relevance
- Timeliness
- Accuracy
- 2. Data management
- Structure
- Systems and software
- · Processes and procedures

3. Application

- Dashboards and reporting
- · Insights and storytelling
- Modelling and automation
- 4. Usage & impact
- Communication
- Organisational engagement
- Commercial impact

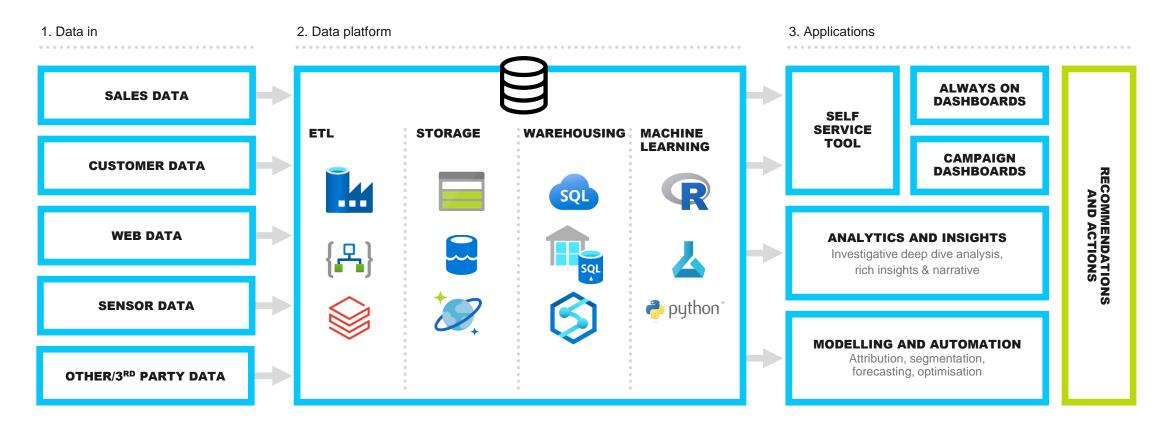
#### **JARMANY PROCESS**

- 1. Data/systems/infrastructure audit
- 2. Stakeholder interviews
- 3. Benchmark assessment & scoring
- 4. Ambition/gap analysis
- 5. Root cause analysis
- 6. Strategy design
- 7. Short, medium and long term actions
- 8. Roles & responsibilities, target setting and timings



# **ARCHITECTURE/PLATFORM**

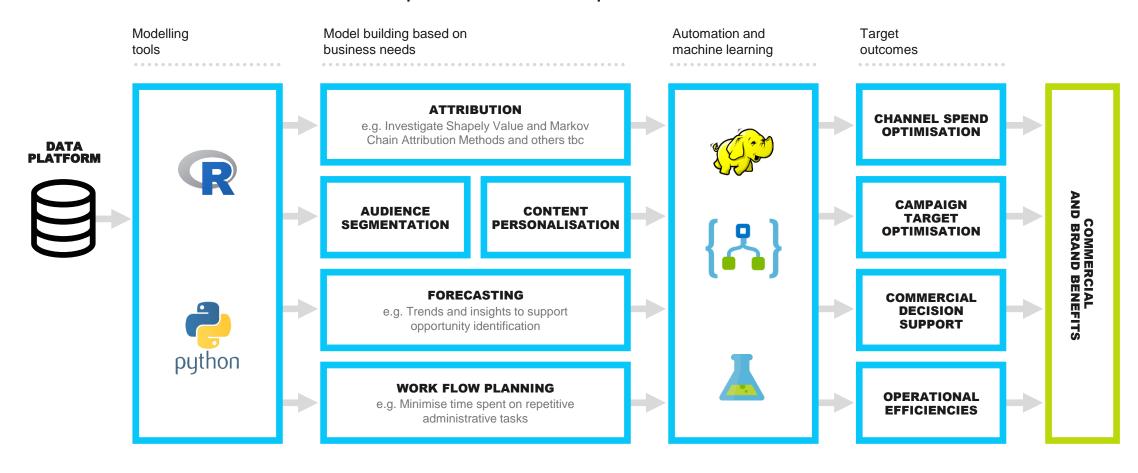
We typically help organisations pull multiple data sources into a single flexible platform (e.g. Azure) that is able to use appropriate tools to extract optimal value from the data





# **MODELLING & AUTOMATION**

Critical to delivering best-in-class solutions, but need to work with business to understand what stakeholders require and what is possible with the data available.





# **ANALYTICS & INSIGHTS**

· Interrogate the data

- According to Forrester, "74% of firms say they want to be data-driven, but only 29% are actually successful at connecting analytics to action".
- Our approach digs deep to find insight, but works even harder to convert to action.



Relevant visuals

· Specify who/when



Hold to account

Analytics

# THANK YOU.