The Opportunity

Columbus®

Insights are a journey!

Data, analytics and AI accelerates digital transformation for every organisation through data driven insights and action. Outdated traditional BI solutions can't give your organisation the benefits of the latest advanced toolset from Microsoft. Migrating your analytics solution to the cloud can delivers real-time business value that will expand into a bigger solution allowing predictive modelling of key business metrics to give you a view of what may be to come, so you can act in advance. Columbus Analytics Quick Start is a rapid, focused engagement designed to show what is possible for your business, using the latest Analytics tools available from Microsoft by focusing in on key business indicators.

Analytics Fixed Price PoC Offer:
- Work with us to define your PoC and business case
- Design and document the technical solution
- Work with a limited agreed data set for quicker time to value
- Build an aggregated data store to support up to 5 key business KPIs
- Modern dashboard visualizations in PowerBI or Excel
- Presentation of results in 3 weeks or less

Analytics Quick Start can help your business:

- ✓ Save time trawling large transactional reports by aggregating and putting attractive impactful visualizations in front of your management team and line of business users.
- ✓ Enable a single version of the truth by creating a platform that in future can consolidate aggregated data from disparate sources including social media, web or public data sets.
- ✓ Drive down cost of BI solutions by using cloud analytics and switch from big capex spends to manageable opex.
- ✓ Get up and running quickly and expand the solution from a solid cloud platform.
- ✓ Flexible Cloud or on-premise deployment tailored to your strategic needs
- ✓ Utilize the latest Microsoft tool set and enhance your applications with intelligent business solutions using artificial intelligence, predictive modelling and big data analytics components.

The Columbus Difference

- ✓ The Columbus team know Manufacturing, Distribution and Retail processes and can help shortcut the development process - because we already know how to measure your business against industry benchmarks.
- ✓ Columbus have the ability to deploy pre-defined industry focused dashboards into your business
- ✓ Columbus can provide an agile methodology that suits your businesses needs and help you to meet the targets you want to achieve quickly
- ✓ Our unsurpassed knowledge of Dynamics and the technology stack around it, coupled with our industry experience, helps us seek out and mitigate the risks to your business that other partners won't consider

Business Analytics Solutions- Potential Use Cases to enhance your business

Operations
- Predictive maintenance
- Demand forecasting
- Operational efficiency
- Inventory optimization
- Operations anomaly insights
- Quality assurance
- Connected devices and smart buildings
- Supplier and spend insights

Marketing
- Personalization
- Customer insights
- Churn analytics
- Dynamic pricing
- Product innovation
- Marketing optimization
- Product recommendation

Finance
- Finance forecasting
- Fraud management
- Rise management

Workforce
- Employee insights
- HR insights
- Resource matching and planning

Service
- Intelligent contact center
- Customer care and service analytics

Sales
- Lead and opportunity scoring
- Sales insights

Components of the service

ITEM	DESCRIPTION	CORE/OPTIONAL
Envisioning Module	On-site workshop where the Analytics strategy is defined according to strategic business needs	Core
Analytics design Module	A time-boxed and agreed scope of works to deliver up to 5 Aggregated measures, dimensions or calculated measures aligned to key business KPIs agreed in the envisioning module	Core
Hosted Data Warehousing design	Design, documentation and deployment of hosted data warehouse	Core
Visualisations in PowerBI	Create of visualizations of agreed deliverables from Analytics design Module	Core
Industry Dashboards	Pre-built reporting backs	Optional
PowerBI Training & Remote Assistance	Training and Remote support for PowerBI	Optional
Unstructured Data Capture	Capture of unstructured data in a big data repository for later analysis	Optional
Sentiment Analysis	Connection and collection of textual data (e.g. customer complaints or social media feeds)	Optional

About Columbus

Our Technical Consultants have deep knowledge of the industries in which you work, whether it be from deploying solutions to support manufacturing operations, warehousing and distribution or e-commerce applications, our team have experience in building cloud solutions that run around the clock, 365 days per year.

To find out how Columbus can partner with you on your digital transformation please contact marketinguk@columbusglobal.com or visit www.columbusglobal.com