



# Tapping Into the Value of Data

## How ZeroedIn helps you get where you want to go

Data holds the key to innovation, greater profitability, and increased competitiveness. But dealing with **mountains of data** from disparate sources can be overwhelming. Furthermore, piecemealed analysis that requires employees to dig through reports and dashboards for answers may do more harm than good. Additionally, when limited resources exacerbate the data management issues you may be suffering.

When you can't deliver analysis in one comprehensive report, **your team may simply give up** trying to build data-driven decisions into their workflows. Or even worse, they may continue making decisions based on data that is untrustworthy, has significant gaps, or both. If your organization is struggling to overcome these problems, **ZeroedIn has your solutions.**

### PROBLEM #1:

#### Data Paralysis

Your company is struggling to evaluate the current state of its data or even make a recommendation for how to bring information together for effective reporting.

- Data is located in varying, disparate systems, in different formats
- Data isn't clean and can't be trusted as accurate
- There is no way to bring multiple data sets together into one comprehensive report

### PROBLEM #1: Solution

Our **Data Management Workshop** provides you with a tactical analysis of the current state of your data, where it lives, and how it moves throughout your tech stack. In this interactive, hands-on workshop, we will focus on:

- **Access:** Identify where your existing data is, how accurate it is, and how it's accessed.
- **Aggregate & Discern:** Discover which data to track and which to ignore based on specific outcome and question being asked. Learn how to bring together data sources, including historical, third-party, and benchmarking.
- **Review & Evaluate:** Review and evaluate your inbound, outbound, bi-directional, third-party, and exported data systems for comprehensive reporting and analysis
- **Organize:** Get your data ready for action with customized dashboards and bite-size reporting built for individual, team, department, and enterprise accountability checks
- **Build Your Team:** Whether you need data management, recommendations, reporting, support, or more in-house resources to meet your needs, ZeroedIn has your back.

### PROBLEM #2:

## Messy Data & No Time to Fix It

You may already be aware of the fact that your data is a mess, and maybe that's what's keeping you from creating a reporting system that works. You may have a small team with no time and expertise for data management or you may not have a team at all.

### PROBLEM #3:

## New Team, No Team, or No Infrastructure

You know your organization would be better off if it could just improve its data management, but you don't know where to begin, you lack the expertise, or you're missing the resources and infrastructure to manage this project over time.

- Where to begin with measurement
- How to support the business with new requests
- How to update and maintain data efficacy across multiple systems
- No way to get approved headcount and no bandwidth from existing internal resources

## What to know more?

Reach out to [sales@zeroedin.com](mailto:sales@zeroedin.com) or at (410) 242-6611. Our team will answer your questions, share additional insights, and engage with you personally.

### PROBLEM #2: Solution

Our core competency is supporting the extraction, transformation, and loading (integration) of multiple data points and sources. **ZeroedIn ETL services** take it one step further by providing you with the people you need in order to accomplish your data management and reporting goals. If your organization doesn't have the resources or the people needed for your next big project or to manage day-to-day data, we are here to help!

- **Ownership:** We can work collaboratively with your team, or they can own the work while we support with review, troubleshooting or targeted work and effort as needed
- **Long-Term Agility:** Our agile, end-user facing data visualization technology helps drive reporting and dashboard delivery and utilization long term
- **Staging:** Our technology solution can stage end-state data for User Acceptance Testing (UAT) and preview of end-state utilization whether you use our technology or your own for reporting and data visualization/delivery
- **Independence:** Provide a "headless" system for use with existing tools and tech long term

### PROBLEM #3: Solution

We tailor a team to meet your specific needs, taking into account existing resources, targets & goals, current state of data, reporting, and more, as well as overall budget and timeline considerations. **Our managed services** are some of the most comprehensive in the industry.

- **Expert Guidance:** Our experts are here to help you with your data management, data analysis and/or data review needs no matter where you are in the process. In addition, we can help support the strategic initiatives and charter for our analytics team (what should be measured and what difference will it make to the overall business, etc.).
- **Personalized Troubleshooting:** Our resources will feel like an extension of your team. We'll be there to solve issues as they arise.
- **All Hands on Deck:** Part of the beauty here is that we're in it with you to help you get your data out of systems you have and reported in a consumable way
- **Tailored Reporting:** We will customize a reporting plan to meet your organization's needs, whatever they may be