

# TRANSFORMING DISPARATE DATA INTO ACTIONABLE INSIGHTS

How Kenway Consulting drove operational improvements and increased visibility for a client through the development of a firm-wide Business Intelligence capability

## CLIENT PROFILE

**Industry:** Software  
**Solution:** Business Intelligence  
**Client:** IT Cyber Security Firm

A recently acquired IT cybersecurity provider was experiencing inefficiencies related to gathering, interpreting and reporting basic performance metrics. The ubiquitous lack of visibility throughout the firm resulted in missed opportunities for cross-functional synergies, slow reaction times to changes in consumer buying trends, and an inability to track success of marketing investments and new product features.

## OPERATIONAL IMPACTS

Operational teams that relied on product data were severely hindered by the lack of a standardized Business Intelligence function within the firm. These particular operational teams were unaware of what data was available, and worse, were unsure how to access it. Furthermore, the data that was available was not relevant or useful due to the lack of standardized KPIs and data validation processes.

The company first needed to understand what was happening in the business and why it was happening, to eventually tackle the question, "What can we do about it?"

*The lack of a formalized Reporting and Analytics function had adverse consequences to the business.*

# THE PROBLEM

## WIDE AND DISPARATE DATA

Given the heterogenous operational data sources, employees were left to obtain ad hoc data elements and reconcile various results themselves.

This process was not only inefficient and time consuming, but also prone to manual errors.



### DECREASED SPEED AND ACCURACY

The sales team's time was consumed by acquiring and validating data, rather than delivering high-quality and timely monthly sales reports. Consequently, customer satisfaction was compromised.



### LACK OF INSIGHT

Internal teams lacked the insight into granular sales and product information needed to drive tailored, customer-specific marketing and account management strategies.



### CONFUSION FOR USERS

The absence of a formalized reporting function caused confusion regarding how to acquire data elements, thus resulting in redundant efforts and decreased productivity.

**KENWAY'S CAPABILITIES** extend beyond summarizing and monitoring data. We help provide context and investigate data at a deeper level to drive actionable recommendations by:

- Proactively defining and managing data as an organizational asset
- Organizing data into easily consumable reports while emphasizing key data points
- Interpreting and analyzing reports to extract meaningful insights
- Implementing a data-driven, decision-making process to improve performance

# THE SOLUTION

## DEVELOP A STRATEGICALLY ALIGNED BUSINESS INTELLIGENCE ROADMAP

Kenway interviewed operational team resources to better understand strategic objectives, gather requirements, and identify reporting needs across business units. Based on details gathered, reporting requirements were synthesized, impact was measured, and each item was given a complexity score. Additionally, synergies around measurements of success across teams were identified.

- Standardized Toolset Roadmap
- Standardized Metrics
- KPI Dictionary

## STAND UP FORMALIZED REPORTING AND ANALYTICS FUNCTION

Kenway developed a standardized reporting request intake process, socialized the capabilities of Business Intelligence tools, and established a consistent firm-wide understanding of metrics and KPIs. This resulted in a formalized, streamlined process for adding to the roadmap, reusable Business Intelligence assets across all functions, and the elimination of inefficiencies caused by multiple teams building similar reports.

- Business Intelligence Request Process
- Training Videos and User How-To Guides
- Change Management Collateral

## BUILD AND INTERPRET REPORTS

Leveraging the Business Intelligence Roadmap, Kenway built dashboards which emphasized significant data elements and metrics necessary for decision-making. By extracting key data points, Kenway helped the business focus on the key performance indicators to help drive informed, actionable recommendations.

- In-Depth Trend Analysis
- Company Performance v. Macrolevel Data Analysis
- Interactive “What If” Scenario Features

## ESTABLISH SUSTAINABLE VALUE REALIZATION

Kenway established the framework for sustainable, cost-effective value realization by standardizing requirements gathering and implementing an agile and iterative approach to application development. This brought time to delivery down, and ensured business stakeholders understood and agreed with analytics being built. Ultimately, Kenway transitioned the reporting function to full-time resources.

- Requirements Gathering Template and Agile Process Definition
- Detailed Documentation, Guidelines and Job Aids
- Aesthetics Style Guide

# WHAT WE DELIVERED

## IN-DEPTH PRODUCT ANALYSIS



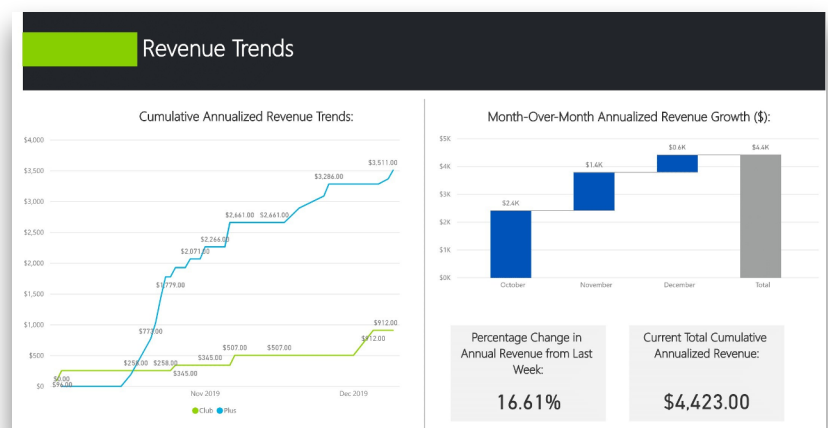
*Real-time insights into product operation metrics and performance*



## INTRODUCED MACROLEVEL EXTERNAL DATA



*Macrolevel factors and market trends to provide context to KPI fluctuations*



## USER REPORT CONFIGURATION



*Interacting with data to customize the dashboards and perform "what if" analysis*

**Report Configuration**

Customer Selection: Mercer

PrivacyArmor Plus Price Selection: \$3.50

Customer Detail: Customer\_ID: 388, Customer\_Name: Mercer

Account Manager Selection: None

Subscriber Enrollment Date Slicer: 5/21/2008 to 11/1/2019

Salesforce Remediation Selection: "Not Me" Alerts: 231, PII Compromised: 12

# THE RESULT

**94%**

**Time Savings**

## CENTRALIZED DATA AND ACCESSIBLE REPORTS

Utilized a centralized Power BI dataset as the catalyst for cross-functional collaboration and increased data governance. Eliminated confusion from business users surrounding data usage, and ensured sustainable access to relevant information through Business Intelligence tools and systems.

**96%**

**Automation  
Enhancement**

## SUSTAINABLE VALUE REALIZATION

Transitioned reporting function to full-time resources for sustainable, cost-effective value realization. Equipped the firm with documentation on how to maintain existing dashboards, and delivered a process for the team to continue to develop and design new dashboards.

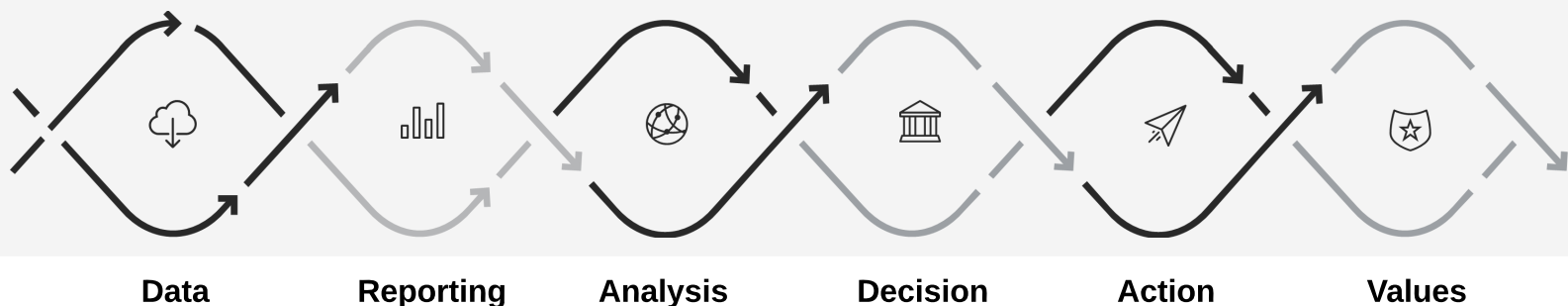
**6X**

**Efficiency  
Improvement**

## BRIDGING THE GAP BETWEEN DATA AND ACTION

Provided access to real-time data and metrics, enabling the business to be positioned for quicker and more accurate responses to market changes. Emphasized and provided context to key data points to pull insights from reports and drive actionable decisions.

## VALUE DERIVATION PROCESS



By first ingesting unstructured and dirty data and cleansing it, Kenway set the foundation to build out reports using complete and accurate data. Furthermore, Kenway went beyond summarizing and monitoring data and gleaned insights using in-depth analyses. The client was able to take action and maximize value to the organization from the recommendations and insights in the reports delivered.

Contact us today and turn your disparate data into actionable insights!



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