

# Flux Insights

DATA OBSOLESCENCE

DATA  
INFORMATION  
INTELLIGENCE  
INSIGHT

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# A Strategic Opportunity?

**P O O R D A T A Q U A L I T Y  
C O S T S B U S I N E S S E S A N  
A V E R A G E O F U S \$ 9 . 7 M I L  
P E R Y E A R - G A R T N E R 2 0 1 9**

Data  
Information  
Intelligence  
Insight

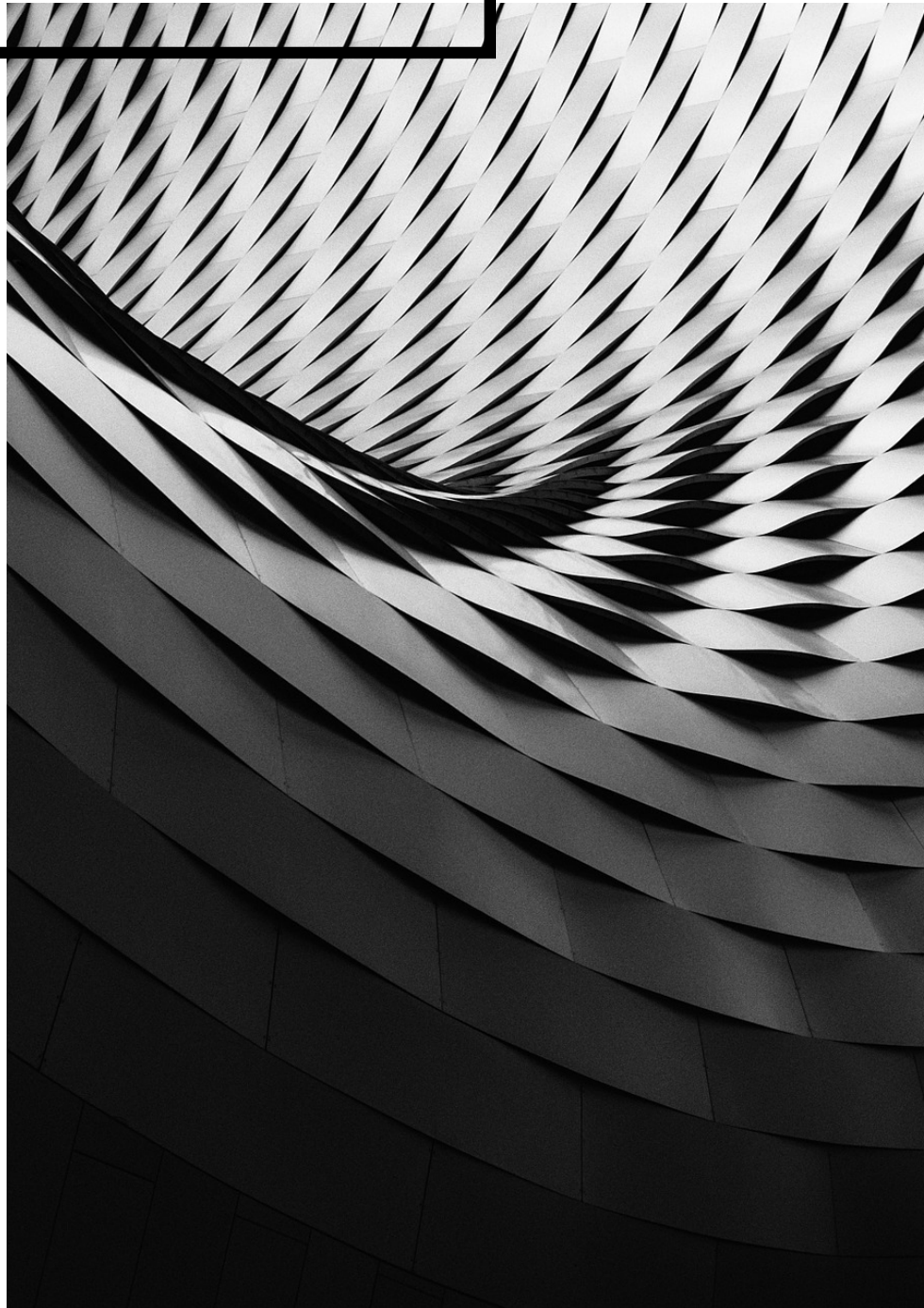
Dynamic, real-time, proprietary data that is intrinsic, unique and difficult to replicate.

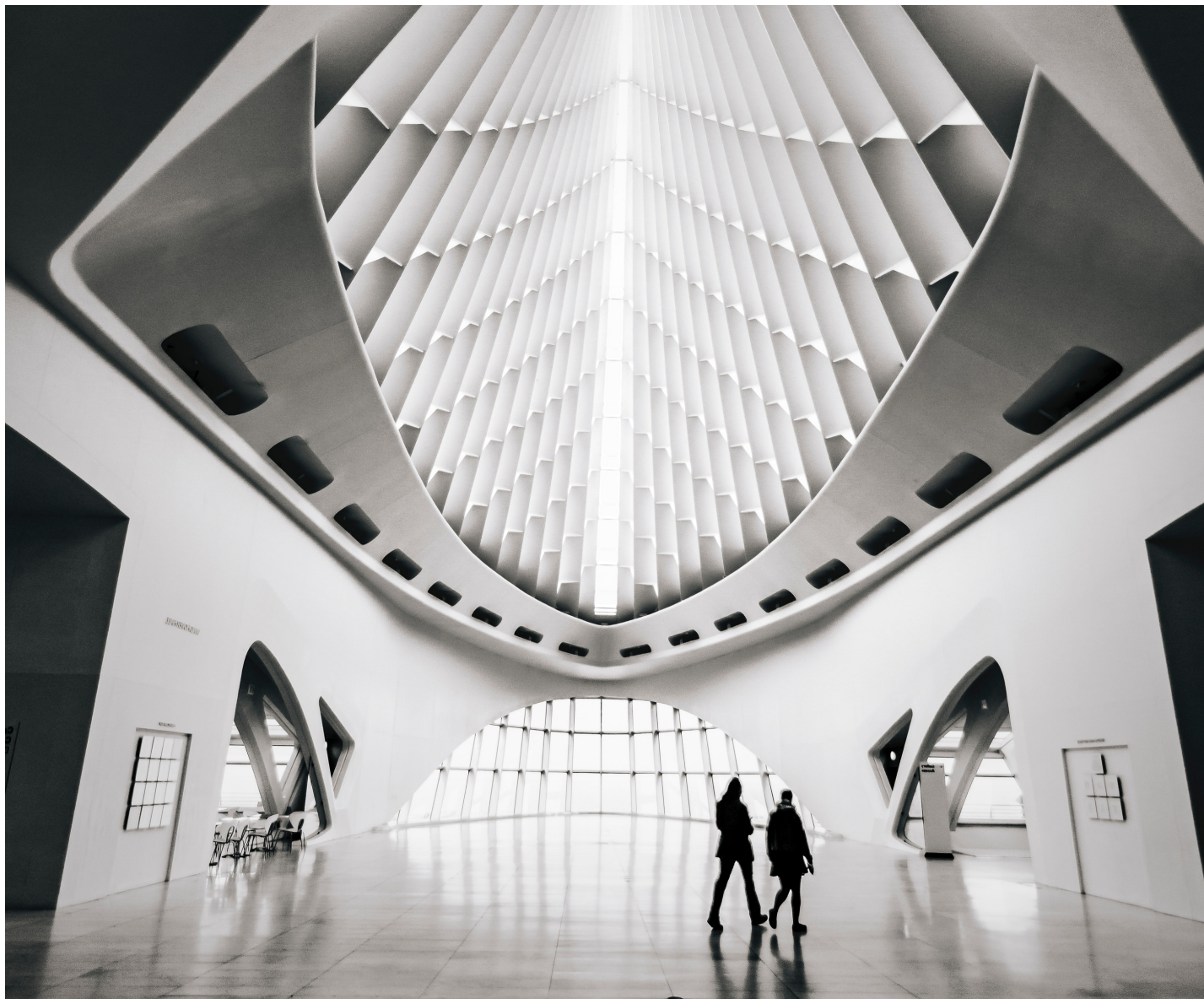
Aligned to solve business problems, or address consumer demand can and should be collected and in some instances monetised.

Furthermore, the acquisition, modelling and customisation of a variety of data sources to meet the needs of an addressable market profitably may be essential for success.

Since data is the new oil. How are you planning to capture multiple sources of information to drive semi and real-time decisions?

What legacy systems could potentially obstruct this process? Companies that leverage up to date information to drive decisions generate significantly higher revenues than their peers.





# Data Reset

TAKE BACK CONTROL  
OF YOUR  
INFORMATION

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Data  
Information  
Intelligence  
Insight

Gain Greater Control Over Activities that Drive Business Outcomes

**Operational:** Inaccessible data, leads to employee and customer dissatisfaction, and an increased cost of operations. In that companies, are forced to deploy additional resources to correct errors.

**Tactical:** In an always-on world, it is critical that semi and real-time information are accurate.

To engender confidence and trust within and between actors that utilise this information to make in the moment decisions.

**Strategic:** Incomplete data leads to and increase in the difficulty to define and execute organisational strategies, that

exploit the rise in the volume and variety of data.

To make strategic decisions regarding, what new markets to enter, new products to develop and how to re-imagine the business model of an organisation.

Take back control of your data. And remain relevant in a world that will be defined by how data is captured, shared and disseminated to deliver value to consumers and business.

In a world awash with data, it would be a capital offence not to.

# SOMETHINGS TO CONSIDER

## ABOUT THE IMPORTANCE OF ACCURATE DATA

Dynamic, real-time, proprietary data that is intrinsic, unique, and difficult to replicate.

Aligned to solve business problems, or address consumer demand can and should be monetised.

Furthermore, the collection, modelling and customisation of a variety of data sets to meet the needs of an addressable market, profitably is essential for success.

Transactional and other proprietary data that is unique to an organisation. Is highly valuable and may be utilised to develop a sustainable competitive advantage over peer competitors.

The analysis of this information may provide insights to drive corporate strategy, business decisions and at an operational level the behaviour of cross functional team's incumbent within business units.

Essentially, the capture, cleansing, integration and automatic updating of proprietary data across internal strategic business units.

In parallel with combining it with external sources of unstructured data.

Will enable firms to define and orchestrate the right behaviours of key stakeholders across the value chain of their network.

To enhance financial performance, increase operational efficiency, and improve customer and employee engagement.





# ELEVATE YOURSELF

At FluxInsights we work with organisations to leverage open source technologies, and statistical models to analyse proprietary and non-proprietary data.

This information may potentially be combined with external data sources To enhance business decisions, operations and create new services that are monetisable.

SO, HOW DO  
YOU PLAN TO  
EXPLOIT THE  
DATA  
DIVIDEND?

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FLUX INSIGHTS

Contact Us!

DATA  
INFORMATION  
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## Flux Insights

In God we trust. All others  
bring data

W. EDWARDS  
DEMING, STATISTICIAN,  
PROFESSOR, AUTHOR, LECTURER,  
AND CONSULTANT.

If I had to pick one word to  
describe what a chief data  
officer does. It would be  
neither data nor analytics. It  
would be strategy.

CDO - INDERPAL  
BHANDARI CAMBIA HEALTH

DATA IS A PRECIOUS  
THING AND WILL LAST  
LONGER THAN THE  
SYSTEMS THEMSELVES.

TIM BERNERS-LEE

The goal is to turn  
data into  
information, and  
information into  
insight

Carly Fiorina.

It is a capital mistake to  
theorise before one has  
data.

SHERLOCK HOLMES

ISSAC ASIMOV

*I don't fear computers. I  
fear the lack of them.*

Simplicity is about  
subtracting the obvious and  
adding the meaningful.

JOHN MAEDA

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