FIUX DATA STRATEGY INSIGNTS

DATA
INFORMATION
INTELLIGENCE
INSIGHT

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02

Data Strategy Neltdown?

WHAT IMPEDIMENTS ARE HINDERING THE EXECUTION OF YOUR DATA STRATEGY?

Data Information Intelligence Insight

In a data-first economy, the emergence of a complete and accurate view of customers, and the interactions with organisations you collaborate with to bring goods and services to market.

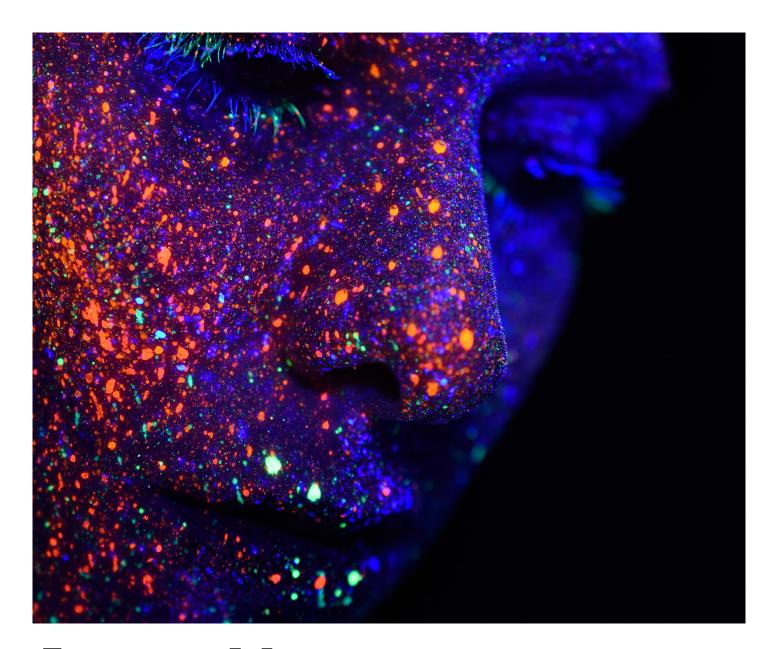
Necessitates the development of a data-first strategy. Companies, that view data as a strategic asset, concentrate on what matters.

The collection and automation of information and intelligence, that drives their overall strategic, financial and operational goals.

However, for data to be useful.

The cleansing, collection, integration and matching of structured transactional and unstructured non -transactional data fragmented across departments, apps and third-party organisations.





Intangible Assets

DELIVER A DATA STRATEGY THAT WORKS

Data Information Intelligence Insight Is paramount to bring an accurate verifiable picture of consumers, new markets and product opportunities into focus.

In a world awash with data, it would be a capital offence not too!

There are 3 core areas where this matters to business,

- improving decision making,
- · improving operations and
- the monetisation of data.



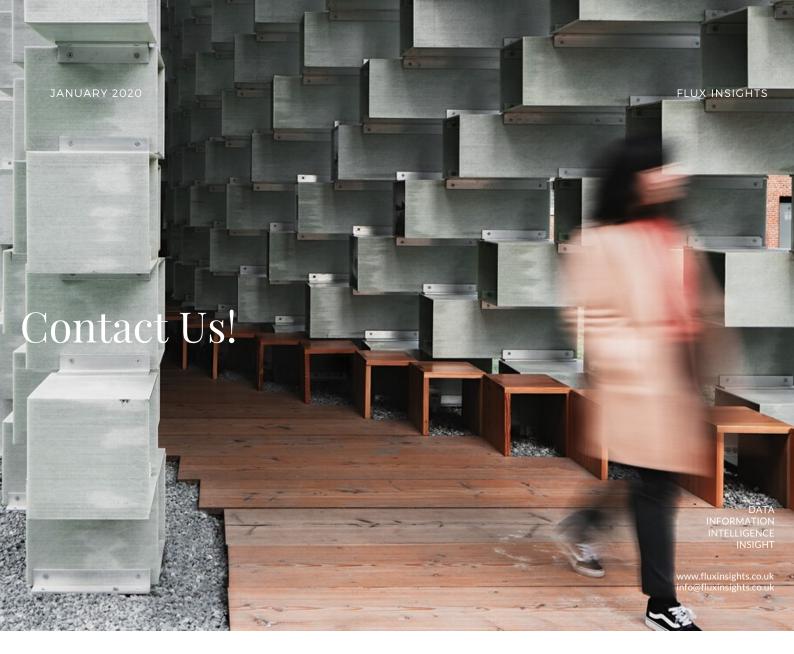




ELEVATE YOURSELF

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.



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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