



Flux Insights

THE TSUANMI OF DATA & HOW TO DEAL WITH IT

DATA
INFORMATION
INTELLIGENCE
INSIGHT

WWW.FLUXINSIGHTS.CO.UK
INFO@FLUXINSIGHTS.CO.UK



02

A Strategic Opportunity?

**THERE IS MORE DATA
AVAILABLE, BUT IT'S
HARDER TO EXTRACT
INSIGHT FROM IT**

Data
Information
Intelligence
Insight

Sound familiar?

Are you overwhelmed by the data traversing your ecosystem? You may be unaware of this, but companies that leverage semi and real-time data to drive decision making within their organisations and across their network of relationships outperform their competitors.

Since data is the new oil. How are you planning to transform data, into information, intelligence and insights?

Is it, to drive new product development?
Forecast demand with greater precision?

Pre-empt business outcomes that may materially impact your business in a negative or positive manner?

To mitigate the downside and amplify any upside?

Or reimagine your business model?





Vital Work

APPROPRIATING THE
GREATEST VALUE FROM
ECOSYSTEM DATA

Data
Information
Intelligence
Insight

Gain Greater Control Over Activities that Drive Business Outcomes

Operational: Employee and customer dissatisfaction, and an increased cost of operations.

Leading companies to deploy additional resources to correct errors.

Tactical: An always-on world, demands that semi and real-time information is accurate.

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

Strategic: Poor data, and limited automation of activities. Increase the difficulty in defining and executing organisational

strategies, that can capitalise, on semi and real-time in the field data.

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.

Leverage data to gain greater control and foresight over outcomes that you as an individual or as part of a team are mandated to deliver.

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

SOMETHINGS TO CONSIDER

ADAPTING TO AN ERA OF AUTOMATED DATA DRIVEN DECISION MAKING

How can you use data generated within your ecosystem to advance business outcomes?

From optimising supply chains, the delivery of personalised healthcare, fashion and travel experiences.

To ensuring, high performing teams incumbent within critical departments are furnished with semi and real-time data.

This will be essential for platforms, owners that engage in high volume transactions.

The optimisation and automation, of decision making, based upon evidence, and experiments instead of gut instincts.

Supported by algorithms, IT infrastructure, digital products, and application programming interfaces (API's).

To enable in the moment opportunity exploitation.

May be critical in the development of a sustainable competitive advantage.

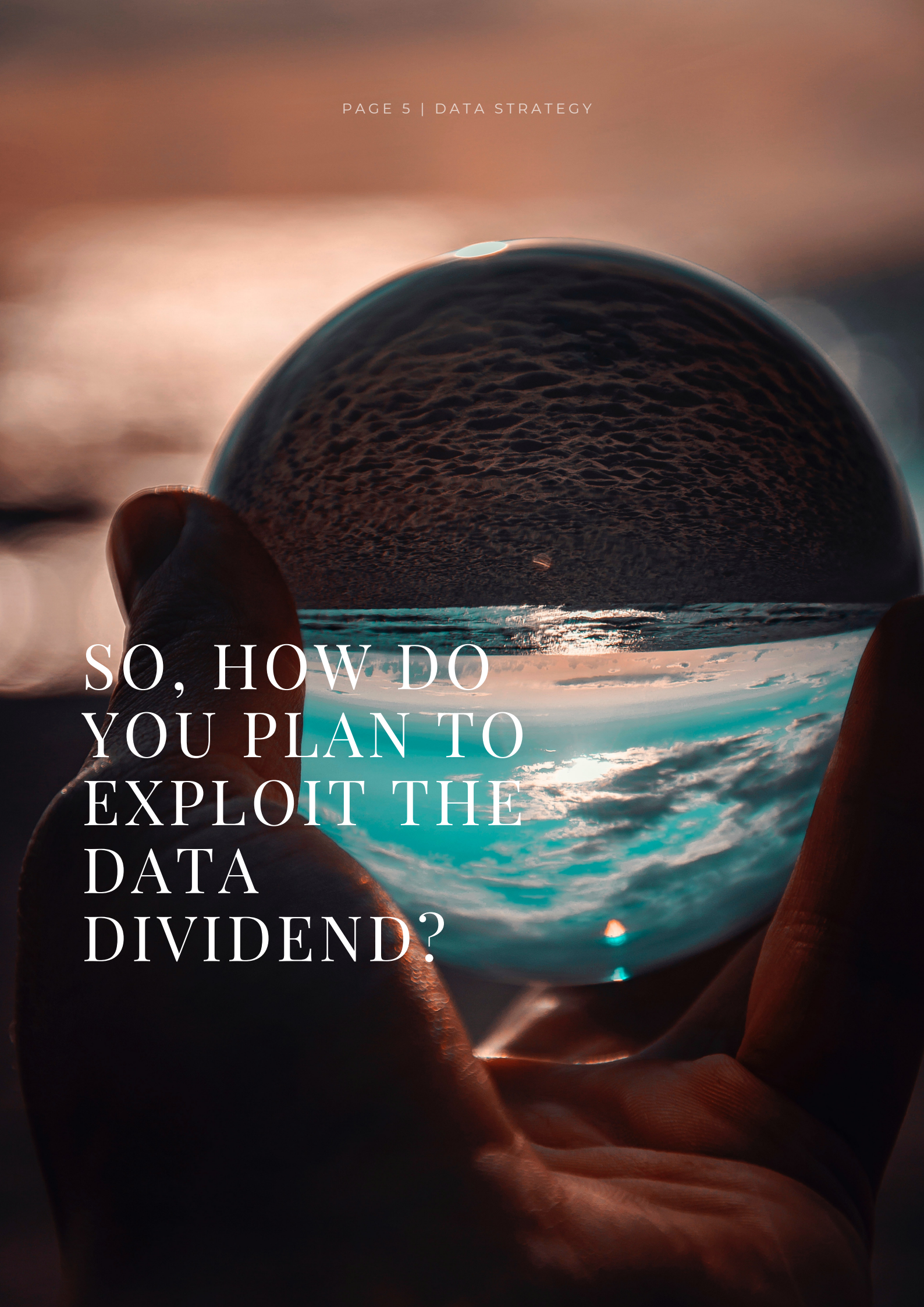




ELEVATE YOURSELF

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.

A hand holding a crystal ball that reflects a sunset over a body of water. The scene is captured in a warm, golden light, with the sun low on the horizon, creating a shimmering reflection on the water's surface. The crystal ball is held in the foreground, and the background is a soft-focus landscape of a beach and ocean.

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

JANUARY 2020

FLUX INSIGHTS

Contact Us!

DATA
INFORMATION
INTELLIGENCE
INSIGHT

www.fluxinsights.co.uk
info@fluxinsights.co.uk

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.*

JOHN MAEDA

Simplicity is about
subtracting the obvious and
adding the meaningful.

WWW.FLUXINSIGHTS.CO.UK

email: marketng@fluxinsights.co.uk