

## Top 10 Reasons to Attend Ironside's Data Visualization Event

In its purest form, data is incredibly intimidating. Rows upon rows of numbers and categories march by in a seemingly infinite array of tables. We all know that insights of great importance lie buried in this labyrinth of facts, but how can we uncover and act on those crucial bits of knowledge when the very resources we trust to deliver them end up delaying our progress? What path can we take that will cut through the noise and get to the heart of our mission critical concerns?

At Ironside, we're constantly pushing at the edges of what's possible with the latest data and analytics technologies and evolving our approach to deliver the most innovative, hand-tailored solutions possible to the clients we advise. We've become experts at reducing the complexity of data resources to drive real change that positively impacts how organizations see themselves and the industry in which they compete. After all, sight is one of the most powerful analysis tools we have. If our data makes sense to our eyes, we'll know the right answers almost instantaneously. This is why one of the most effective weapons in the Ironside analytics arsenal is data visualization.

Good visualizations complement our natural visual processing abilities, using observable characteristics like color, direction, and size to package data in a format we can intuitively interpret. To help you access the technologies that allow these kinds of displays, we've put together a four-day data visualization workshop that will unlock both the theories behind visualizations and the methods available for practically applying them. Still not convinced you need visualizations? Here are 10 reasons you should join us at the workshop and see them in action.

### 1. Beat the Competition by Three Years

As we've mentioned in some of our other posts, IDC's [big data and analytics predictions](#) for 2015 state that "visual data discovery tools will be growing 2.5x faster than the rest of the BI market" and that "investing in this enabler of end-user self service will become a requirement for all enterprises by 2018." Why wait three years to implement visualizations? Ironside can give you all the knowledge you need to get started right now, helping you drive the conversation around visualizations in your industry and outpace your competitors with unrivaled data consumption speeds.

### 2. Get the Why, Not Just the How

To build truly effective visualizations, you need to understand the theories and proven practices that inform them. Ironside's instructors will ground your exploration of the workshop's visualization tools in the information design principles that form the foundation for the functionality you'll experience. This will empower you with the conceptual knowledge necessary to match the visualizations you create to the optimal scenarios in which they should be implemented.

### 3. Pick What's Relevant to You

Because it's an emerging technology area, the experience level companies have with data visualization varies greatly from organization to organization. To help accommodate this and right-size our efforts to

different clients' needs, Ironside has modularized the data visualization workshop into different learning sections. Based on what you're looking to learn, you can sign up for anything from a single day of active report training to the full four-day schedule, which will take you end to end from active reports to applying visualizations to customization. Whatever your interest is, we can accommodate it.

#### 4. See Real-World Impacts Firsthand

It's difficult to really get a feel for how visualizations will integrate into your environment in the vacuum of a training room. That's why our instructors have pulled many cases from their own experiences with our clients to show you just how much of a difference visualizations can make in the hands of someone with the right skills. You'll even get a chance to walk through a dashboard makeover and see the amazing transformations you can accomplish.

#### 5. Meet Ironside Leaders

The data visualizations workshop takes place onsite at the Ironside headquarters in Lexington, Massachusetts. This location is the heart of our organization, and when you visit you'll have a chance to network and discuss your specific needs around visualizations with our experts and leadership representatives. Above all, we want to know what's going on in your infrastructure and help out any way we can, so take advantage of this great opportunity.

#### 6. Network with Peers

In addition to meeting Ironside team members, you'll also have ample time to socialize and converse with your fellow workshop students. We've planned several networking events during the week at which you'll get to relax a bit and get to know others who share a common interest in data visualization. It's a chance to build some valuable relationships with others embarking on the same journey as you.

#### 7. Arm Yourself with Powerful Tools

At this workshop, you'll learn about the best-in-breed visualization framework incorporated into the IBM Cognos Business Intelligence platform: the Rapidly Adaptive Visualization Engine (RAVE). We'll give you an all access pass to this exceptional product and show you the power and versatility that having a strong visualization system tied to a premier business analytics tool gives you.

#### 8. Attend Special Breakouts

Beyond the main course materials being presented during the workshop, there will also be several visits from Ironside experts to conduct some uniquely focused breakout sessions. Topics such as where you can go for great custom visualization ideas and templates and Ironside's groundbreaking AUX interface are just a couple of highlights of the engaging sessions you'll have access to.

## 9. Get Hands-On Experience

The core motivation of this workshop is giving you the skills and background knowledge needed to craft the best visualizations possible for your environment. For this reason, we've hand-built a curriculum full of practical, hands-on demos and workshops that will reinforce the concepts you discuss and give you a chance to flex your muscles with IBM's state-of-the-art technology. These exercises will ensure that you can hit the ground running when you go back to your daily tasks.

## 10. Become a Thought Leader

Visualizations are about more than just making your data look pretty. They give you the power to actually make your data come alive and dynamically inform the stakeholders in your organization. Mastering the art of data visualization will put you on the leading edge of your profession and will change the possibilities you see in your infrastructure. Equipped with this knowledge, you'll become a key player in the business analytics ecosystem at your company.

If these rationales for attending have piqued your interest, please check out our website for more details. The event will run from May 18<sup>th</sup>-May 21<sup>st</sup>, and we'd love to see you there! Let Ironside help you take the next step on the path to unlocking your information resources.

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