

# ACCELERATOR

for Customer Analytics

**Rearchitecting how your data for Customer Analytics is gathered, stored and utilised within your business.**

Data is at the heart of the digital revolution, helping companies to make smarter decisions, faster, with predictable outcomes. Every click, touch, like or share hints at what someone wants or will do, offering an insight into the mind of the customer.

But data on its own is useless. Organisations today collect more data than they know what to do with, often wasting its potential by keeping it locked in technology or organisational silos.

Customer experience is the competitive battleground of the digital era. To beat the competition, companies must harness data to personalise every customer interaction, improve decision making and increase efficiency.

# Acrotrend

Customer insights & analytics

## Acrotrend's Accelerator for Customer Analytics service puts your data to work.

Through a comprehensive review of your Customer Analytics Architecture, assessing how data is collected, stored, analysed and used throughout your organisation, our team of experts will determine what's going well and what could be improved, ensuring your data is used to make better decisions so your business grows faster.

### WHAT WE NEED

Participation of business, marketing & IT stakeholders in workshops & interviews.

Access to system documentation.

Sample data from each system (can be anonymised).

Guidance on privacy & data security policies & requirements.

### WHAT WE AUDIT



Data Management, Collection, Storage, & Quality



Performance & Accessibility



Reporting & Analytics

### WHAT WE DELIVER

- 1) Gap Analysis
- 2) Recommendations
- 3) Future State Cloud Architecture
- 4) High Level Architecture Roadmap

Application Architecture Overview (As Is)



Current state, recommendation and future state

Current State	Recommendation	Future State
<ul style="list-style-type: none"> <li>Complex data architecture with multiple data sources and silos.</li> <li>Fragmented data across various systems.</li> <li>Lack of data integration and governance.</li> <li>Manual processes for reporting and analysis.</li> <li>High data volume and complexity.</li> <li>Legacy systems and data formats.</li> <li>Complex data integration and governance.</li> <li>High data volume and complexity.</li> <li>Legacy systems and data formats.</li> </ul>	<ul style="list-style-type: none"> <li>Integrate the separate data sources and silos into a single data warehouse.</li> <li>Implement data governance and security.</li> <li>Automate data integration and reporting processes.</li> <li>Implement a modern data stack.</li> <li>Implement a data lake for unstructured data.</li> <li>Implement a data catalog for metadata management.</li> <li>Implement a data security and access control.</li> <li>Implement a data privacy and compliance framework.</li> <li>Implement a data quality and monitoring framework.</li> <li>Implement a data analytics and reporting framework.</li> </ul>	<ul style="list-style-type: none"> <li>Single source of truth for all customer data.</li> <li>Unified data architecture and governance.</li> <li>Automated data integration and reporting.</li> <li>Modern data stack for structured and unstructured data.</li> <li>Data lake for unstructured data.</li> <li>Data catalog for metadata management.</li> <li>Data security and access control.</li> <li>Data privacy and compliance framework.</li> <li>Data quality and monitoring framework.</li> <li>Data analytics and reporting framework.</li> </ul>

Pain Points & Challenges Illustration



Business Vision and BI Objectives



## What You Get

Avg. delivery 4 to 5 weeks

**A clear vision to get the most value from your Customer data.**

We've recently successfully completed this service for a Healthcare company. To hear more about this case study, and to see some of the inputs and outputs, please contact us.



**Amelia Callow**  
Data Architect

## Your Accelerator Leader

Amelia is an experienced Data Architect, with 7+ years experience in BI consulting and delivery across various industries and domains, combining business knowledge with data and privacy best practice.

Her skills span end-to-end data architecture – from mapping the as-is architecture and data analysis, to creating the to-be architecture, data modelling, SQL and reporting. Specialises in data warehousing.

**About Acrotrend:** We are a Customer Insights & Analytics consultancy who use the right technology, the right data and ask unusual questions to get better business outcomes.

Who we work with:

