



# Data Intelligence Strategy

Learn about Data Intelligence and why  
you need it in 2023 and beyond.

**simoda**



# Content

---

Let's talk about Data Intelligence	03
What actually is Data Intelligence?	04
Our Data Intelligence Framework has 3 key stages	05
Data Services	06
BI and Analytics	07
Intelligent Automation	08
Other Considerations	09
The advantages of deploying Data Intelligence	10
The value of keeping the human in the loop	13
Sample industry use cases	14

# Let's talk about Data Intelligence

Here at Simoda we believe that building Data Intelligence value is a journey, from building a firm foundation in terms of strategy and management, through analysis and understanding to exploring the emerging possibilities of intelligent automation technologies.

We are working with a wide variety of customers from multiple industries, across a broad range of IT services related activities. With data at the heart of all of those other activities (be it creating it, protecting it, backing it up, storing it, and moving it around), we are now increasingly being asked to help them to really understand Data Intelligence and how to maximise its value.



# What do we mean by Data Intelligence?

Data intelligence refers to the process of transforming data into actionable insights that organisations can use to make better informed decisions more quickly. In today's data-driven world, organisations are looking to leverage their data to gain a competitive advantage and improve business outcomes.

However, with the increasing amount of data being generated, it can be challenging for organisations to make sense of it all. This is where data intelligence comes in, as it provides a structured approach to data analysis and helps organisations turn their data into actionable insights.

Technology investments are a top priority

# 75%

of companies are focused on automation, upskilling, and deploying advanced technologies such as AI.

- PwCs 26th Annual Global CEO Survey



# Our Data Intelligence Framework has 3 key stages

---

01

**Data  
Services**

Firm  
Foundations

02

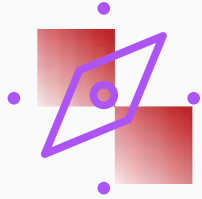
**BI and  
Analytics**

Advanced  
Understanding

03

**Intelligent  
Automation**

Smarter  
not Harder



## Data strategy:

The first step in the data intelligence process is to have a plan for how an organisation will collect, manage, and leverage data to achieve its goals. A strong data strategy is vital for success in today's data-driven world, and it should be a key component of the IT strategy and in turn the overall business strategy.



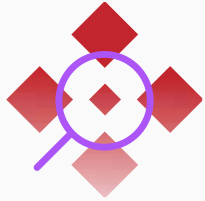
## Database Optimisation:

Ensuring your data is running efficiently is important for performance and user productivity. Using best practice configurations and ensuring patching and licensing are up to date can also help to minimise exposure to costly downtime.



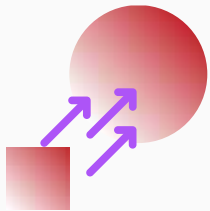
## Data Management:

It then of course vital to collect and organise the correct data. This includes identifying the sources of data (internal and external), defining the data collection methods, and establishing the data pipelines, storage (on prem, hybrid or cloud) and management systems. Organisations should also consider data privacy and security when collecting data.



## Data analysis:

The next step is to analyse the data and identify patterns, trends, and relationships. This can be done through a variety of techniques including statistical analysis, machine learning, and data visualisation. It's important to have effective data transformations and preparation in place and to use the right analysis method to get the most accurate insights from the data.



## Data interpretation:

The next step is to interpret the data and turn it into actionable insights. This requires a deep understanding of the business and the data being analysed. It's important to involve stakeholders from across the organisation in the interpretation process to ensure that the insights are relevant and valuable.

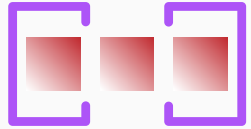


## Data communication:

The final step is to communicate the insights to the relevant stakeholders. This requires clear and concise communication, as well as effective visualisation to help stakeholders understand the insights and how they can be applied to the business.

# Intelligent Automation

---



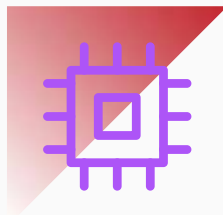
## Data processes:

Exploring how data moves around the organisation and considering how repetitive, rules based manual tasks and processes can potentially be enhanced using Intelligent Digital Workers (IDW).



## Low Cost Digital Transformation:

More effectively connect functional silos and legacy systems together to reduce data conflict and provide a common platform for effective business decision making.



## AI Solutions:

Deploying AI solutions - such as pre-modelled Computer Vision for data extraction and NLP/NLU for customer service activities, through to more complex omni-channel conversational platform solutions integrated into multiple existing business systems and even bespoke advanced data science solutions.



# Other Considerations



## Data Governance:

To ensure the success of the data intelligence strategy, organisations should consider data governance policies and procedures. This includes defining roles and responsibilities, establishing data quality standards, and implementing data security measures.

## Technology:

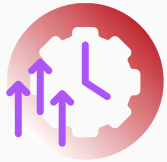
The use of technology is critical to the success of a data intelligence strategy. Organisations should invest in tools and systems that support data collection, analysis, and communication. This can include data management systems, data visualisation tools, and automation and machine learning solutions.

## Talent:

Organisations also need to invest in the right talent to support their data intelligence strategy. This can include business analysts, data scientists and data engineers, as well as stakeholders who understand how to apply the insights to the business. This can involve internal personal development, recruitment and engaging external expertise.

# The advantages of deploying Data Intelligence

---



## **Boosting Productivity:**

By using IDWs to complete certain appropriate tasks and processes within the organisation it frees up your peoples time (the most valuable resource you have) to concentrate on higher value tasks, thereby enhancing their efficiency – working Smarter NOT harder and doing more with less.



## **Improved data accuracy and consistency:**

Intelligent automation can help ensure that data is collected, processed, and analysed in a consistent and accurate manner. This can help improve the quality of insights generated from the data.



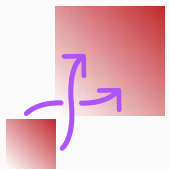
## **Enhance satisfaction:**

Both for staff who have fewer monotonous jobs to perform and for customers who can receive a better, faster service (24/7/365).



### **Increased efficiency:**

Intelligent automation can help organisations process large amounts of data in a fraction of the time it would take to do manually. This can help organisations make faster and more informed decisions.



### **Enhanced scalability:**

As organisations collect and analyse more data, intelligent automation can help them scale their data intelligence processes to meet the growing demand for insights especially when deployed into the cloud.



### **Improved decision-making:**

By automating the data intelligence process, organisations can provide accurate & timely insights to stakeholders, enabling them to make better informed decisions quickly and effectively.





## The value of keeping the human in the loop

While many decisions can potentially be deferred to IDWs, it may also be important to note that while intelligent automation can bring many benefits to the data intelligence process, it should be used in conjunction with human expertise. The technology should augment the work of human analysts, not replace it, as human intuition and judgment are still critical in interpreting the results of data workers.

It is vital to engage with staff when considering Intelligent Automation opportunities. They are the ones doing the work at the moment and will have invaluable insights as to how it might be done better!

# Our Microsoft Partnership

Microsoft rated #1 in Gartner's Magic Quadrant for Analytics and Business Intelligence Platforms, 2022.



Power BI



Power Automate



Power Apps



Power Virtual Agent

# 72%

Increase in use of Power Platform year on year within the UK.

Making it one of Microsoft's fastest growing markets.

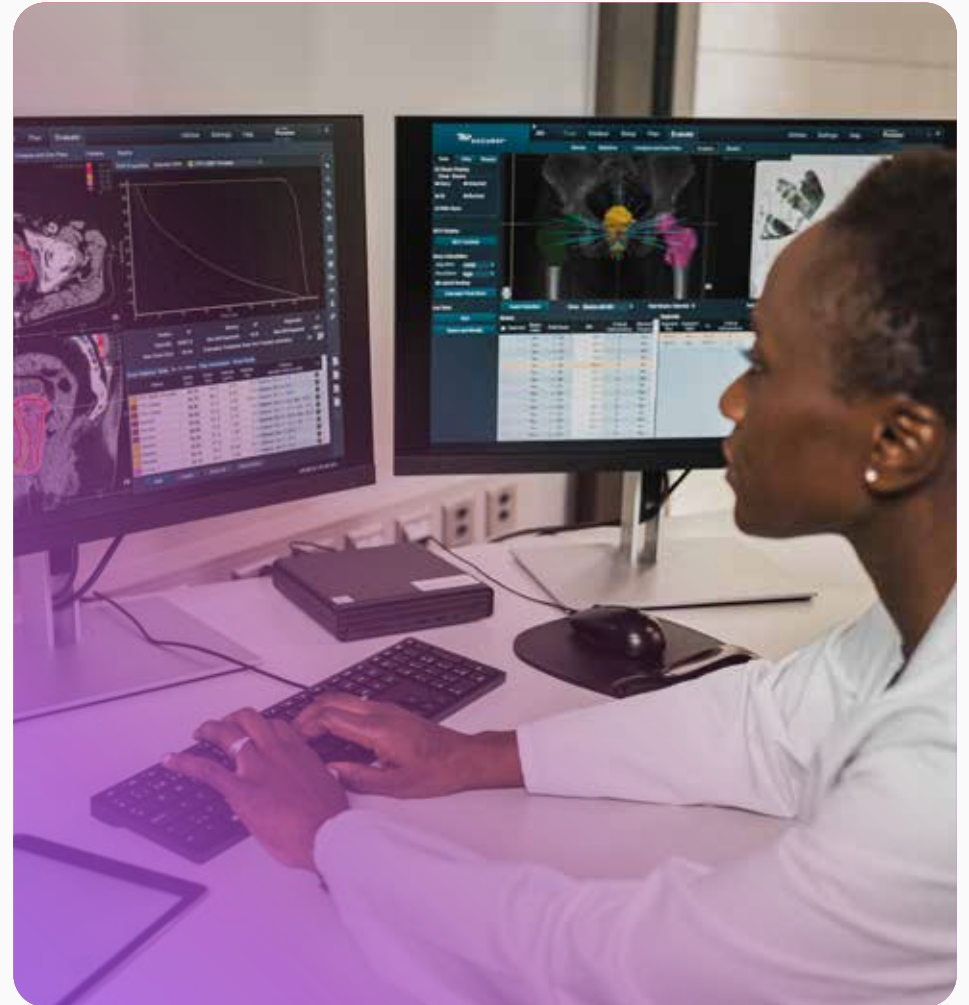
# Sample industry use cases

---



## Healthcare:

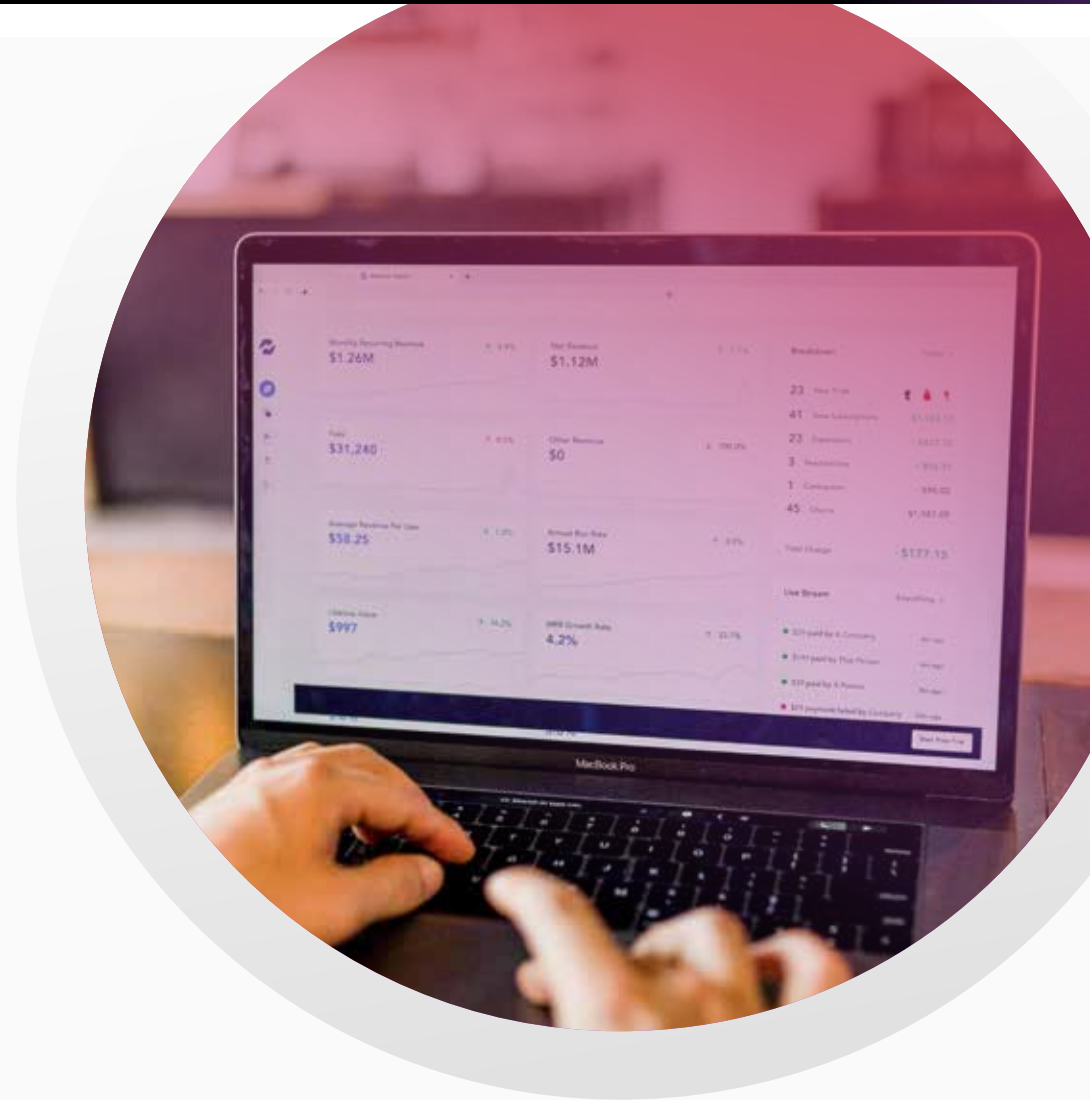
In the healthcare industry, intelligent automation can be used to improve patient care. For example, by using cloud-based electronic health records (EHRs), healthcare providers can access patient data from anywhere and make more informed decisions. Additionally, intelligent automation can be used to automate administrative tasks, such as appointment scheduling and insurance claims processing, freeing up time for healthcare providers to focus on patient care.





## Finance:

In the finance industry, intelligent automation can be used to improve risk management. For example, by storing financial data in the cloud and using intelligent automation to process and analyse it, financial institutions can more accurately assess risk and make better informed investment decisions. Additionally, intelligent automation can be used to automate compliance processes, reducing the risk of regulatory violations.



# Sample industry use cases

---



## **Retail:**

In the retail industry, intelligent automation can be used to improve customer engagement and sales. For example, by collecting customer data through cloud-based customer relationship management (CRM) systems, retailers can use intelligent automation to personalise marketing campaigns and improve customer engagement. Additionally, intelligent automation can be used to optimise pricing and inventory management, increasing sales and profitability.





### **Manufacturing:**

In the manufacturing industry, intelligent automation can be used to improve efficiency and reduce costs. For example, by using cloud-based manufacturing execution systems (MESs), manufacturers can monitor production processes in real-time and use intelligent automation to optimise production schedules. Additionally, intelligent automation can be used to automate quality control processes, reducing the risk of defects and improving product quality.





# Sample industry use cases

---

## Transportation:

In the transportation industry, cloud computing and intelligent automation can be used to improve supply chain management. For example, by using cloud-based transportation management systems (TMSs), transportation companies can track shipments in real-time and use intelligent automation to optimise routes and delivery schedules. Additionally, intelligent automation can be used to automate administrative tasks, such as invoicing and payment processing, reducing the risk of errors and increasing efficiency.



An astronaut in a full space suit stands on the surface of the moon, looking out at a vast, dark sky filled with stars and a large, glowing orange and red nebula. The moon's surface is covered in craters and dust, with the astronaut's shadow cast on the ground.

**Simplify • Modernise • Accelerate**

**Get in touch today.**  
Let's see where we can help you.

0114 553 3600 | [www.simoda.co.uk](http://www.simoda.co.uk)

Follow our socials

@simodalimited







simoda

[simoda.co.uk](http://simoda.co.uk)