



Knowledge Analyze Solve Happy

KASH Tech's Advanced Analytics Playbook

How to unlock breakthrough business insights



The amount of data organizations gather grows every day. The longer companies hold onto inefficient legacy systems and infrastructure, the more challenging it becomes to manage and extract value. Business leaders need to take steps to simplify and consolidate data systems to provide the actionable insights they need for today's business environment and prepare for the future.

In many cases, enterprises have yet to take the necessary steps to transform their data into a state that accommodates current needs for data-driven and analytics-driven decisions, let alone what's to come. It takes more than just consolidating data. It takes a reimagining of the current infrastructure.

There's an urgency as well. 43% of IT decision-makers say they do not believe their current infrastructure will support future data demands. This means the longer organizations put off creating a robust, futureproof framework for their data and analytics platforms, the more challenging it will be.

The Challenges of Extracting Value from Data and Analytics

Data is growing at an incredible rate. A decade ago, there were about 6.5 zettabytes of data being created, captured, copied, and consumed. In 2022, data amounts are expected to grow to [97 Zettabytes](#) and nearly double between now and 2025.

Managing this data and creating an infrastructure that provides the framework for the future is challenging for businesses at all levels. Some of the major challenges include:

01 Deploying self-service analytics

04 Lack of control of data

02 Creating actionable business insights

05 Inefficient data consolidation

03 Lack of consistency and accuracy

KASH Tech's approach to addressing these five business challenges is the advanced playbook for unlocking breakthrough business insights.

Deploying Self-Service Analytics

Despite digital transformation initiatives, a surprising amount of data still resides in silos, often locked with legacy applications or unavailable. It's time-consuming and challenging to integrate all of this data into a single comprehensive platform, yet failing to do so can lead to poor decision-making. Adding new business intelligence tools and third-party platforms may significantly increase the complexity and technical debt, requiring additional resources to support and develop the analytics required.

Yet, companies today are working hard at democratizing data and making it available to more employees, including frontline workers and their customers and business partners, with self-service tools. Without providing an infrastructure that pulls data together and keeps it in sync at all times, decisions made from incomplete data can be flawed.

KASH Tech's Solution

The KASH Tech solution begins with a process to uncover the business drivers and the foundational components of deploying self-service analytics.

An **Analytics Assessment** helps define the critical functionality required to meet the diverse needs of stakeholders within the organization. Understanding use cases and how data will be used by the business users helps to define what is needed.

A **Data Assessment** tracks data, where it lives, how it interrelates, with the goal of eliminating data silos and improving data accuracy. The assessment is a process that helps prepare your enterprise data architecture to support advanced analytics. We analyze your existing data architecture, identify data quality issues and provide recommendations for improvements.

With these assessments completed, we can define the task at hand to consolidate the data and build out the self-service tools businesses need to make informed decisions. We can then deliver the capabilities each of the user communities need — analysts, decision-makers, data scientists, frontline employees, or consumers/customers — customized to the line of business. We focus on creating intuitive, seamless analytical applications that require nominal IT dependency to increase adoption and lower support costs.

Creating Actionable Business Insights

Companies today understand that there is significant power in unlocking the insights within their data. More than half of senior executives in an EY survey say data and analytics are their [top investment priority](#) for 2022-2024 — more than a 50% increase from 2020.

Data itself is not the goal. It's the insights you can draw from data that provide strategic value. However, there's a big gap between extracting data and creating actionable insights. A Forrester report revealed that 74% of companies want to be data-driven but [less than a third](#) have been able to leverage data to create actionable insights.

Enterprises today need a simpler and more effective way to define, create, and deploy actionable insights for analytics-driven decision-making. At the same time, they want to have real-time access to data, lower the time to value, and minimize overhead costs.

KASH Tech's Solution

The KASH Tech solution includes defining and implementing a holistic data and analytics environment to streamline data transformation. This enhances the access to data within the organization to deliver the insights and information stakeholders need for analytics-driven decision-making. A modern data architecture eliminates the data silos and removes the barriers to access.



Lack of Consistency and Accuracy

When you have inconsistent, inaccurate, or incomplete data, any insights you develop may not be valid. Gartner estimates that poor data quality costs organizations as much as [\\$12.9 million a year](#) due to complex data ecosystems, which leads to poor decision-making.

Business leaders are frustrated with the lack of consistent, high-quality, and accurate information, which inhibits the ability to draw actionable insights from data. This lack of consistency and concerns about accuracy also undermine trust in the data itself.

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Data quality is directly linked to the quality of decision making. Good quality data provides better leads, better understanding of customers and better customer relationships.

- **Melody Chien**
[Senior Director Analyst at Gartner](#)

KASH Tech's Solution

KASH Tech helps define and deliver the business rules and processes to provide a single version of the truth so that business leaders can trust the data. Whenever users access and analyze enterprise data, they can use a single unified analytics platform that ensures data accuracy and conformity needed for reliable insights.

This requires consolidation and transformation of data to build a comprehensive view. It requires breaking down data silos and data trapped in legacy applications and eliminating duplicate data which can create outdated or inconsistent data.

Lack of Control of Data

With so much data being created and managed by users, there's often a lack of control. This can produce dramatically different insights depending on who is accessing the data and what data they can see.

Without a consistent framework for how data is stored, accessed, and analyzed, it's difficult to get what you need out of enterprise business systems.

KASH Tech's Solution

Because users are creating their own data and analytics, the challenge goes beyond the data itself. You must also bring consistency and control to data. This requires a holistic approach that spans people, processes, and technology.

Making relevant data available to the appropriate audiences within the organization can provide greater value and insights for more impactful business decisions, but there need to be guidelines for doing so to ensure optimal results. By democratizing data and providing [data visualizations](#) from a single source of truth, you can expand access to data while still maintaining control, creating more stringent data integrity.



Inefficient Data Consolidation

Organizations often struggle to assemble and consolidate their data efficiently and effectively. Most tech stacks have been built over time, incorporating legacy systems that may or may not integrate well with newer technology. Integrating these disparate components efficiently can be a challenge. Organizations may not have the skillset, the resources, or the time to untangle this complex web and consolidate it into an efficient, usable form.

While there are significant advantages to migrating data to the cloud, it's also easy to create additional complexities — especially in today's environment where businesses are incorporating multi-cloud and hybrid cloud solutions. Inefficient data consolidation can not only make it difficult to manage assets, but it can also lead to increased costs and risks for moving data around. For example, multi-cloud allows enterprises to use best-fit resources from various cloud service providers, but egress fees to transfer data can lead to huge surprise expenses if not properly planned for.

KASH Tech's Solution

KASH Tech has the experience and expertise to create efficient data consolidation to maximize access and minimize expenses. KASH Tech defines, designs, and delivers a data transformation program to accelerate your data conversion into actionable information for business users.

Not only does this create an efficient method for data consolidation, but provides an infrastructure to ensure future-proofing data resources moving forward.



Consulting Services

It's a sad fact that a high percentage of IT projects fail. As many as 70% of digital transformation projects fail. 45% of them are delivered late and another quarter gets canceled altogether. We find that it's often not the technology that's faulty, but the process enterprises go through to find the right solutions.

Off-the-shelf solutions just don't work. It takes a collaborative approach to identify the best-of-fit solutions for each organization based on their specific needs. Every infrastructure is different and every enterprise is at a different level of IT maturity.

[KASH Tech consulting services](#) includes advanced analytics and data management strategy and execution. We take a four-stage approach to find the right solutions for your business to unlock the value in your data and assure your digital transformation produces results.



Assess

The first step in building a playbook to unlock better business insights is assessment. Working alongside the client, we will build a deep understanding of the organization's processes, people, and technology that currently exists.

This stage will enable us to outline the problems and challenges within each department to develop a plan to break down data silos and streamline data relevancy and access to the appropriate users. This step provides the framework for deliverables, including project scope, timing, budget, and communication planning.



Design and Coach

The design and coach phase helps ensure the adoption of the solution. Working collaboratively, we design the solution with hands-on coaching to minimize potential shortfalls. This coaching is what allows enterprises to repeat processes themselves in the future as they uncover additional needs.



Execute

The execution phase is the construction phase of the solution to build the data architecture you need for robust data analysis. It includes design, build, and test phases to ensure success. As solutions are deployed, we also continue to provide coaching at each level, including the tool sets created, the application of the tools, and the skills needed for deployment planning.



Sustain

For any digital transformation to be sustainable, you need a comprehensive approach to create a shared knowledge base. This includes the data transfer, training, and mentoring of IT support teams and key stakeholders to build long-term value.

The people, processes, and technology must all work together to unlock the long-term value. This phase often includes enhancements to the solution based on the lessons learned and future requirements. Continued coaching provides training for the team that will manage the project moving forward and management on how to promote continued adoption and innovation.

Customized Solutions

During this process, we uncover what's unique about your structure and analysis needs to design and deploy the architecture you need. For example, if you have a specific request, we look for ways to incorporate it into your existing processes first, focusing on the people involved in the process and what insights they need visibility into within the data.

We bring a sense of urgency to all projects. Creating data-driven solutions and accelerating the adoption is crucial to cost-effective implementation. Time to value has become a critical measure of success for all of us. We utilize an agile approach for all projects to deliver timely solutions that increase the ROI and value to your company.

Once enterprises commit resources, they want results. Senior managers are under more pressure these days to deliver bottom-line value from investments in their analytics to make smarter decisions and uncover new revenue streams. We understand this and work with organizations, using proven methods and processes to help companies monetize their data for revenue creation.

Data Analytics Services

KASH Tech consultants have more than 20 years of experience helping organizations develop the strategy and modern methodology that leverage business intelligence and analytics for what's known as Augmented Analytics.

Augmented Analytics incorporates the latest artificial intelligence and machine learning frameworks to enhance the insights of the analytics generated.

We help create robust self-service reporting tools and data visualizations to help you leverage data for better decisions. Whether you are using Tableau, Power BI, QlikView, Excel, Spotfire, or other popular DV tools, we can help you find the right strategy to develop the data visualizations

you need. We can also help create dashboards and portals to pull together reporting and analysis from disparate sources to report and track KPIs across a broad range of users.

KASH Tech can also help you seamlessly embed reports, dashboards, and visualizations within your existing tech stack and custom business applications.

Additionally, we provide advanced capabilities such as predictive analytics and prescriptive modeling to help find correlations and trends to predict future performance and identify potential risk.

Data Services

Our [data services](#) include processing and preparation of data for transformation, data architecture design, data modeling, data and application integration, and data virtualization.

Processing of Data

As part of our implementation, our service delivery may include the preparation of data for analytics success. Ensuring your data is processed properly is crucial to delivering accurate insights but requires an understanding of how you want to use your data to create value now and into the future. As such, we create a data strategy to govern the collection, processing, storage, and use of your enterprise data assets.

We support data integration using three widely used technologies.

- Extract, Transform, Load (ETL) automates the process of moving large data volumes.
- Enterprise Application Integration (EAI) is designed to move smaller amounts of data with amplified frequency patterns.
- Enterprise Data Replication (EDR) are change-data capture products that create pointers to the last extraction point for tracking processed data.

Data Architecture Design

We design and build secure and adaptable architectures that are built to grow along with your business. A solid data architecture is scalable and flexible to support your analytics and business intelligence, data science, custom applications, and regulatory reporting.

Data Modeling

Data modeling is a process that helps companies prepare their critical data assets for analytical initiatives, and creates processes to ensure a standard way of managing data. As a service, we analyze the company's data, identify data quality issues and provide recommendations for improvement to their enterprise data architecture to support advanced analytics. More important than the data model itself, is knowing how to create the model that will deliver the best performance, highest quality insights and user friendliness. This approach provides a consistent process as you scale your analytics systems for your users over time..

Data and Application Integration

KASH Tech believes that data integration needs to be platform-independent. You need a consistent way to integrate your data and applications regardless of the platform you're using. We help build the data integration strategy and approach that addresses the limitations in your current technology architecture and assist in designing solutions that are focused on the desired business outcomes.

Data Virtualization

Data virtualization provides a modern platform for fast, efficient, and effective access to data. Rather than replicating data or moving data from its original source, virtualization creates a logical layer that allows fast query data access against multiple heterogeneous data sources, and federation of query results into virtual views in real-time without having to move data, saving time and money.

Application Development Services

We provide off-shore [development of applications](#) for cost-efficiency while also providing direct on-site leadership, support, and management. This saves you money without sacrificing control or expert oversight.

KASH Tech handles the communication with off-shore partners to ensure high-quality product delivery. This *onshore augmented with an off-shore approach* increases performance, deadline delivery, and management of costs. This approach provides us with cost-efficient access to subject matter experts and greater accessibility to skill sets.

We also provide a hybrid model that starts with an onshore model to guide the entire project, but transitions into the management of off-shore resources. This lets us follow the sun with development resources to fast-track application development around the clock if needed. However, you still have localized resources for communication working at the same hours as your business.

Both models support cost-efficient and fast application development.

Technology and Platform Agnostic

KASH Tech is [technology and platform agnostic](#). As a result, we can work with different product providers to deliver modern data and analytics solutions regardless of the platform and technology you are using.

This allows us to create a customized best fit rather than trying to move you to a particular technology or platform when designing solutions. We can work with your preferred tech solutions and suppliers to identify the best configurations and production options that address your needs.

We also maintain all of the data and analytics tools to ensure you get the best tech stack available for your needs.

Take the Next Step

KASH Tech has more than 150 years of combined experience transforming businesses from a state of information chaos to where they have accessible and trusted data readily available to support their business decisions through the application of our proven best practices and data literacy training.

We provide the strategy, planning, and methodology for efficiently modernizing your data and analytics environment for your current and future business information needs. We provide a complete set of data and analytics assessments, uncovering and capturing the changes in your strategy and approach required to meet your business goals.

Create the synergy you need across your entire organization to leverage your data for better business analytics and extract maximum value from your technology investments. [Contact KASH Tech](#) to talk with a data strategy expert to review your data challenges and discuss a better way to manage your data and analytics by requesting a data and analytics discovery call.

REQUEST A DISCOVERY CALL

Schedule your free discovery call to review your analytics challenges and help your business unlock actionable business insights.

REQUEST

