



DATASHI

DRIVING DATA FOR BETTER BUSINESS

2020 Solutions Report



Overview

The era of Big Data is here! Every day, 2.5 quintillion bytes of data are created, and with Siri, Alexa, Google Assistant, and the Internet of Things (IoT), the rate is rapidly increasing. With so much data and so many questions to ask of it, there is a growing need to act.

Datashi helps companies and government agencies prepare for the future today. We simplify data and analytics with a custom portfolio of products and services for all organizations. Our team of analysts, data engineers, developers, data scientists, and line of business professionals enable you to act on your data **faster, better**, and in a way that's **cost-effective**.

SURVEY RESEARCH

We offer businesses a complete array of survey solutions to fit any sample, method, and budget.

WHY IS SURVEY RESEARCH SO POPULAR?

Survey research can be one of the most important areas of measurement in business. Sound survey research gives businesses access to a colossal information bank to formulate strategies for more effective business practices, targeted marketing strategies, enhanced customer service, and much more. Rely on Datashi to service all of your survey research needs, from custom survey design to valid and reliable data collection and extensive analyses.



WHO DO YOU SERVE?

MARKET SEGMENTATION

The benefits of market segmentation are numerous. From a better focused business and market expansion to increased competitiveness and customer retention, market segmentation is a strategy fitting for any business. Datashi understands this importance and will help your business identify and target the specific demands of your clients based on trends in their demographics, behavior, and satisfaction.

Market Segmentation is the process of dividing a market of potential customers into groups based on different characteristics.



IDENTIFY TARGETS

The first and most important step is to identify the target market. Make sure the targets have something in common.



CREATE SUBGROUPS

Ensure the target is well defined by creating subgroups within the target, for effective results.

Market segmentation is not only for the large companies; it is an effective strategy for any company in a growth cycle. To get the most out of your company's marketing budget, we apply 11 specific criteria to ensure effective segmentation.



ENGAGEMENT

Everything begins with a two-way interaction between brands and their fans. Join the conversation.



INSIGHTS

We ignore the jargon. Our only focus is the quantitative and qualitative analysis of your social data.

SOCIAL MEDIA ANALYTICS



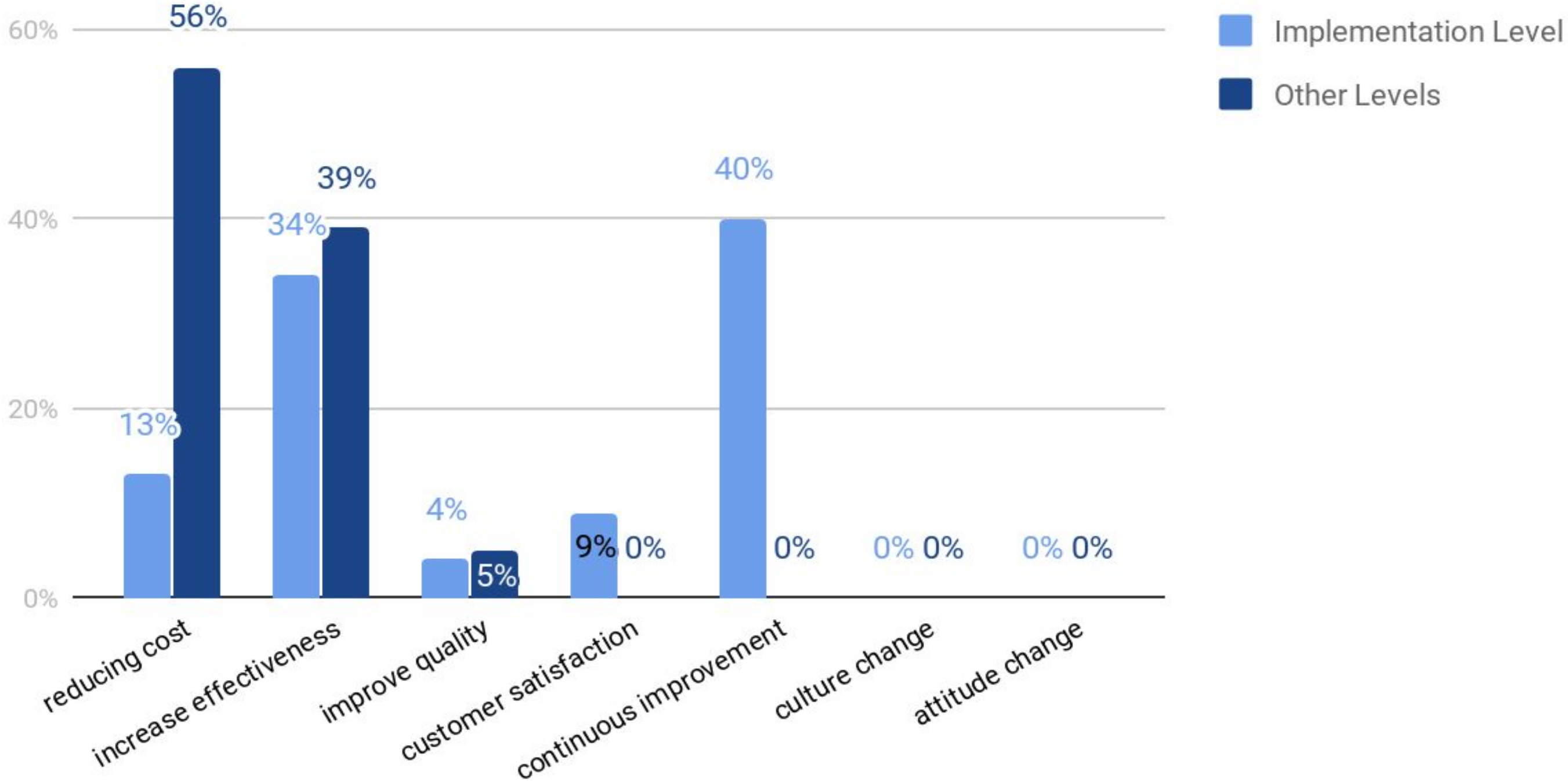
BUSINESS PROCESS MODELING

Business process modeling uncovers inefficiencies in your business and encourages improvements in productivity. Datashi leverages several approaches to assess your business processes. We review the metrics and conduct interviews throughout the organization. The result is graphical representations of your workflows with realistic benchmarks to manage, improve, and reengineer your business functions for better business results.

THE MISUNDERSTOOD BPM

Business process management is a program for the continuous improvement of your company. In a survey conducted in 2018, over half (**56%**) of the companies surveyed indicated viewing **BPM as a cost reduction** driver (see chart). As a contrast, **only 4%** of these companies reported **measuring and managing their documented processes**. Although cost savings are a huge benefit of BPM, creating an organization that is **agile, more productive, motivated, and engaged** is where the rubber really meets the road.

BPM Survey

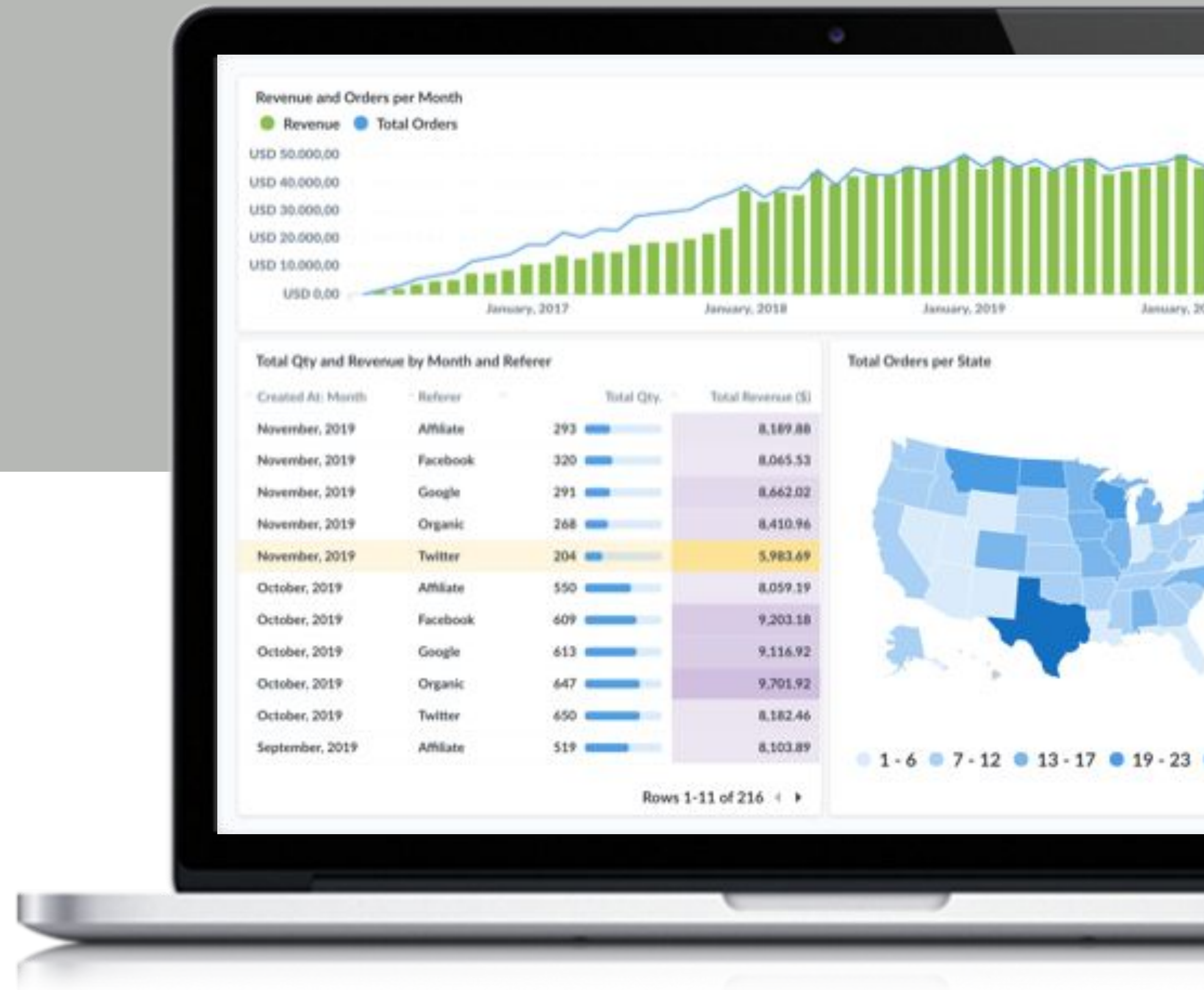


We develop tools to simplify your organization's complex and critical KPIs to find trends for proactive business decisions.

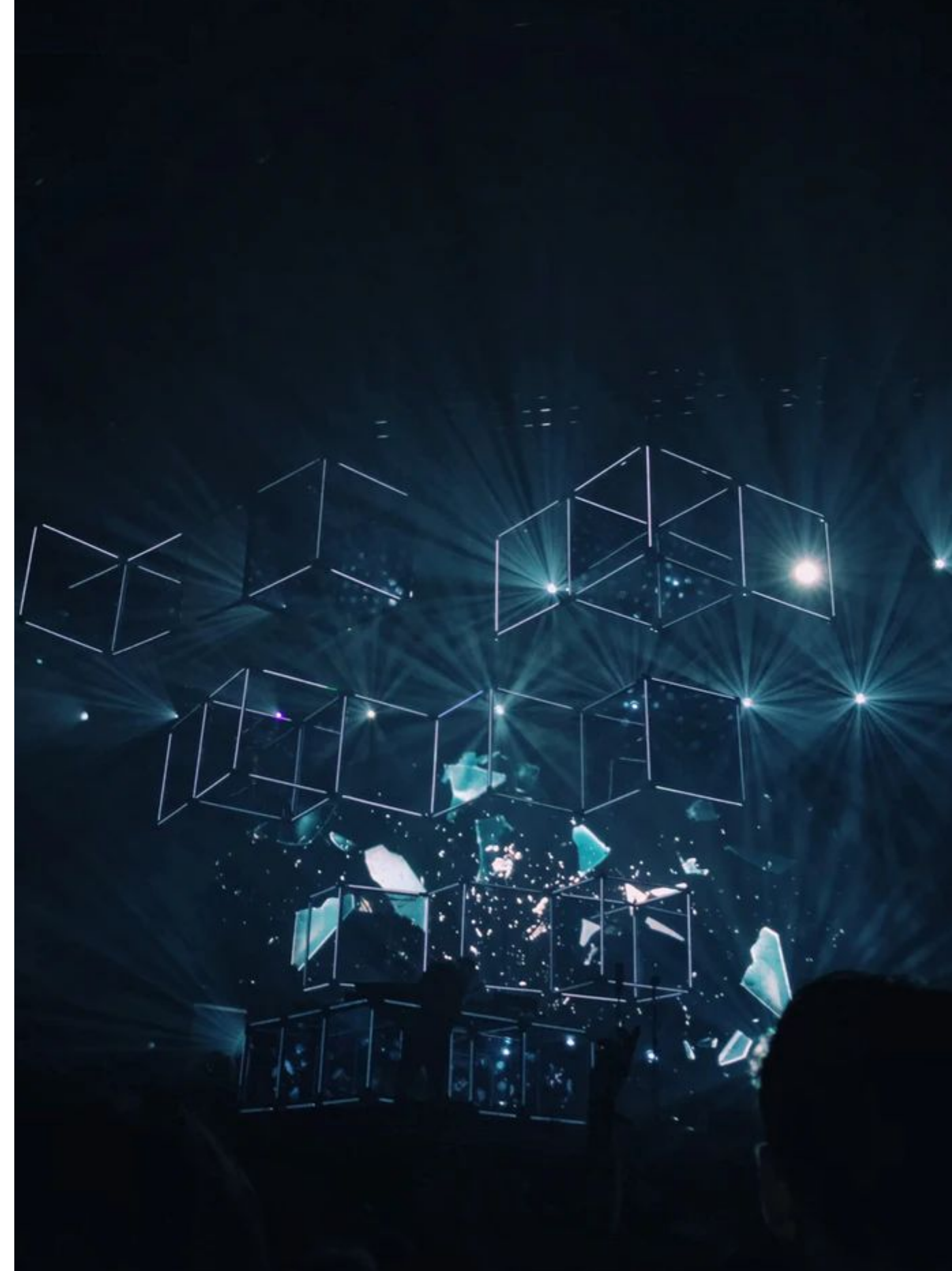
VISUALIZE YOUR PERFORMANCE

CUSTOM DASHBOARDS & ANALYTICS

Custom dashboards are an essential tool for Senior Executives, Marketing, Sales, Human Resources, Operations, and the entire company, as a whole.



Data centralization is a critical component of meaningful reporting and a single source of the truth. Datashi has experienced data architects to optimize your data assets and help you become a data-driven business.



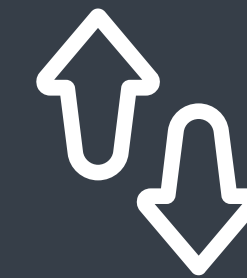
Data Management-as-a-Service (DMaaS)

DATABASE MANAGEMENT



CLOUD or ON-PREMISE

We provide both cloud-based and on-premise data management services.



DATA INTEGRATION

We have integration tools that connect to nearly every data source known to man.



CENTRALIZED

We deliver enterprise-ready centralization of your company's disparate data sources.

ALL IT TAKES IS 15 MINUTES

GET IN TOUCH WITH US

For more information about Datashi's products and services, visit us online at:

<https://datashi.io>

Or, follow us @datashi.io on all popular social channels. We look forward to speaking with you soon!

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