

# Succeed in today's complex and connected world



For organizations from small to large to succeed in today's complex and connected world, collecting, organizing, securing, analyzing, and understanding data is essential to meet your goals.

## Why Data Transformation?

Data about customers, prospects, constituents, markets, products, services, etc. provide key insights supporting everyone across your organization to make better decisions from the leadership of the organization all the way down to the front line team members.

## Why Yazi?

The inability to effectively leverage data significantly increases the risk of your competitors gaining an important advantage over your organization.

At Yazi, we have decades of experience working for successful companies including Google and Amazon helping them unlock and utilize the power of their data producing desired results.

## Value Proposition to Businesses

With the help of big data, companies **aim at offering improved customer services**, which can help increase profit. Enhanced customer experience is the primary goal of most companies.

- ✓ Improve business processes
- ✓ Increase revenue
- ✓ Understand customers/constituents
- ✓ Improve decision making
- ✓ Reduce cost

## How can teams use data in their roles?

### Leadership

- Strategic decision making
- Accelerating revenue
- Customer insights
- New market understanding
- Reducing cost
- Process optimization
- Competitive intelligence
- Investment strategies
- Messaging direction

### Sales

- Deal analytics
- Forecasting
- Competition
- Customer value
- Buying process
- Pricing

### Customer Service

- Service satisfaction
- Improve CSAT & NPS
- Capacity planning
- Root cause analysis
- Improve ops processes

### Marketing

- Campaign activity
- Ad personalization
- Market feedback
- Customer interest
- ROI analysis

### Tech Development

- Inform dev roadmap
- Inform product market fit
- Tech optimization
- Product releases
- QA performance
- Data threat analysis
- Generate data

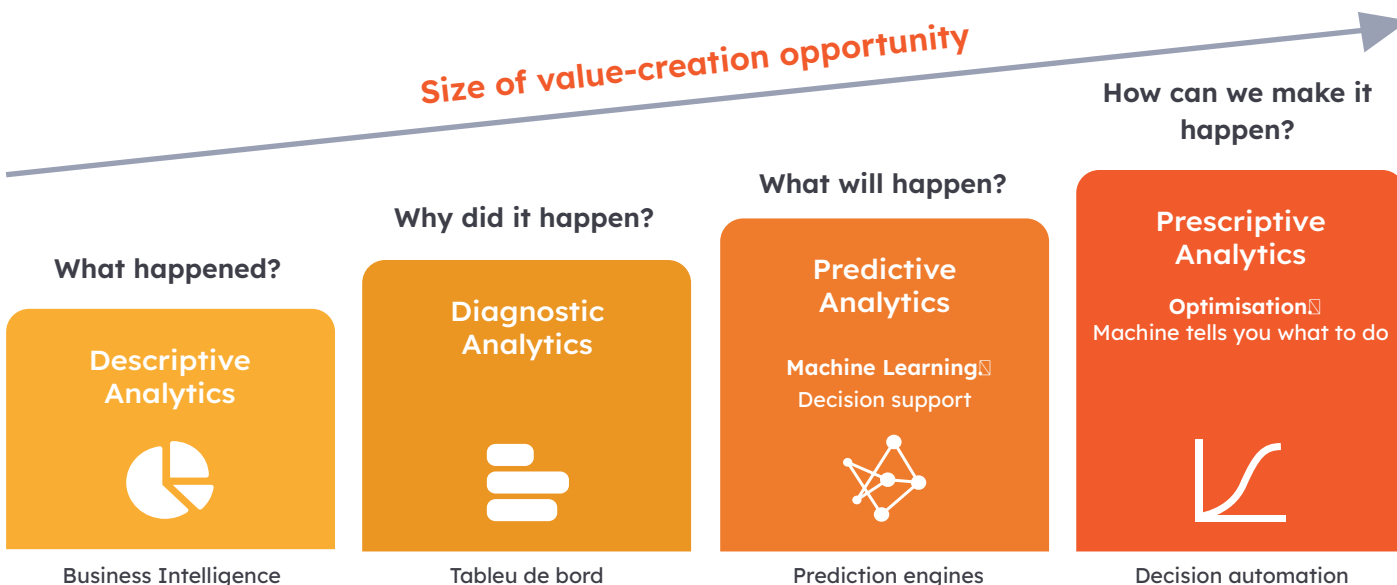
A recent Harvard Business Review study, "The Evolution of Decision Making: How Leading Organizations Are Adopting a Data-Driven Culture," found companies that rely on data expect better financial performance. Insight-driven businesses are growing at an average of 30% each year; by 2021, they are predicted to take \$1.8 trillion annually from their less-informed industry competitors.

# Identify what your business needs

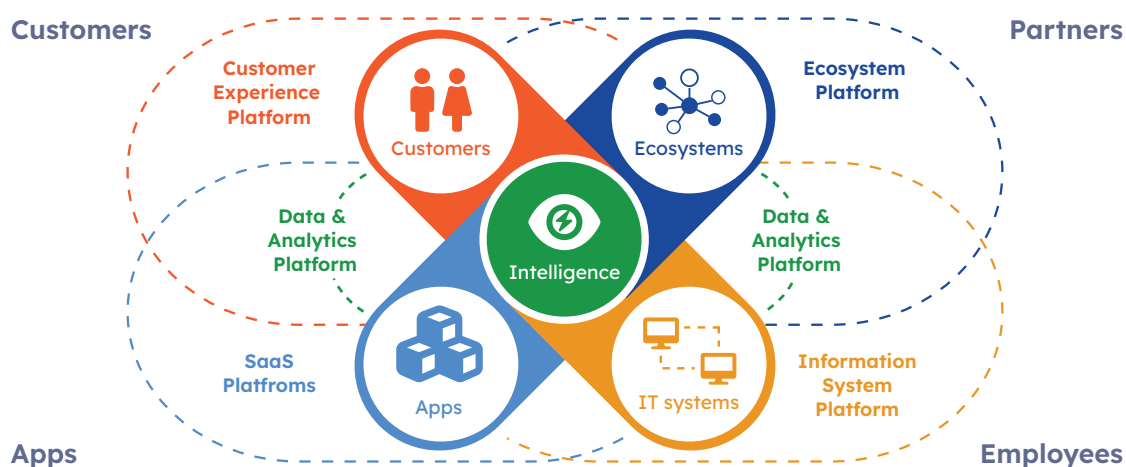


Evaluate your business and the insights and skills you and your team have with our short evaluation test. We can show you our approach and how we can work together to ensure you build an effective data strategy to produce the change and results needed for your continued success. Take our business evaluation test at [bit.ly/custeval](https://bit.ly/custeval)

## 4 Primary types of Data Analytics



We provide you a 360 degree view of your business by **breaking data silos**, enable you to become situationally aware, and responsive to, **real-time business events**. We help you define a clear vision to enable **data-driven decision making** across the organization. And if you don't know the state of your data or have no data at all, we help you acquire data, build data warehouses, and/or data lakes to gain predictive insights **faster**, with simple and powerful data **security & governance**.



Data is quickly becoming the 'secret ingredient' for companies at the forefront of innovation and rapid expansion, but it requires commitment across several areas of the organization and not just IT. Adopting this approach will accelerate any company's ability to see and adapt to rapidly changing market conditions giving you a strategic advantage.