

# DATA APPLICATIONS PORTFOLIO EMPOWERS DECISION-MAKING

## PROBLEM: DATA INACCESSIBILITY LEADS TO CHALLENGES ACROSS ORGANIZATION

Our client, a multi-national financial services holding company with more than 20 operating units, was housing its data in disparate systems and shared drives, making it difficult to access, search, aggregate, analyze, or visualize. The problem was especially acute for departments such as legal that needed to access information across the entire organization.

The company's data woes were also bogging down the sales cycle—from credentialing to identifying buyers for client assets, to researching conflicts of interest for contracting. In addition, data inefficiencies and the lack of analytics capabilities led to extended research and valuation lifecycles and restricted the use of existing data.

## SOLUTION: SUITE OF POWERFUL DATA APPLICATIONS TAILORED TO VARIED BUSINESS USER NEEDS

Leadership engaged Aspirent to simplify their data landscape and identify priority application development initiatives that would have the greatest impact on the business. It was clear the company needed an organization-wide overhaul of the applications it used to access and analyze data. It also wanted the ability to seamlessly combine its proprietary data with third-party data sources. Here's how we kickstarted this multiphase, ongoing effort:

- Designed a unified data strategy and established an enterprise data warehouse with reporting and analytics to consolidate shared data and make it accessible across teams.
- Created a suite of ingestion applications to pull data from both internal and third-party sources.
- Established processes to scrub, structure, and stage data for reporting.
- Developed an application interface that allows teams to easily access prior project information during buy/sell opportunity discussions.

## RESULTS

High-impact applications that sit atop an enriched and harmonized data environment are driving operational and sales excellence across the organization.



### More effective sales and marketing operation that enabled sales and leadership teams to:

- Quickly search for previously executed deals to prove experience/expertise.
- Identify potential buyers/sellers based upon buying behavior.
- Measure the success of marketing campaigns/methods by rapidly retrieving data from a range of marketing sources.

# 75%

### Reduced legal team's manual workload by 75%

Team can now access conflict-of-interest data from an organization-wide repository, with results displayed in a single interface. Customized search engine application allows team to find conflicts using simple keywords and reduces risk of overlooked conflicts.



### Informed and accelerated executive decision-making

Leadership received an intuitive dashboard that efficiently summarizes deals (including daily sales information) so they can see and respond to performance metrics.