

PRODUCT SHEET – ANALYTICS USE CASES

Do you know how to get started in advanced analytics, artificial intelligence and machine learning?

You know that there is a lot of competitive potential in working with Analytics, and you are often contacted by partners who wish to implement a solution with you.

Very often, when trying to define a concrete project, things become much more complex than expected, and infallibly, your organization is asked to provide a lot of data, insights and time in order to try to come up with a value-adding use case.

You may even experience that you are requested to define the expected output, and basically provide the expertise which you thought you were going to receive. In short, you are not sure where and how to begin.

As a result, Analytics, AI, ML turn out into a very hype, but also very fluffy and impalpable pipe dream which you are left alone trying to define after the initial sales pitch.

Approxima's solution

We will help you demystify the hype and work on a sensible concretization of Advanced Analytics, AI and ML focused on your own data and your own business.

We will steer away from the hype and the buzz and help you define specific use cases, based on your own terms, your own data and your own organization (not some generic example) and together highlight the expected value creation.

Because we are technology-agnostic, we will not discuss technology before we have a clear picture of the relevant data, the proposed solution and the expected business outcome. Only then we will help assess the best technology and partner fit

Your Benefit and Business Value

You will get a guided approach towards advanced analytics, AI and ML and you will have a better picture of how exactly to apply it to your specific business, a clear use case, for a relevant and measurable business outcome, not for the hype *per se*. This will in turn result in optimal user adoption and Rol.

You should expect:

Custom-tailored advisory and solutions, nothing generic

Clearly defined expected business outcome and benefits

A clear and guided path to get you started as smoothly as possible into your advanced analytics initiatives