

## PRODUCT SHEET – DATA DISCOVERY & IGNITION

### ***Does your BI & Analytics solution mostly monitor known answers to pre-defined KPI's?***

While there is an undisputed value in KPI monitoring and getting regular statuses on the state of the business, your data and your tools should also enable you to work with data in a more explorative way.

The approach is radically different: instead of retrieving known or expected answers to known questions, you are now also empowered to find the next questions to ask and find insightful and value-adding answers to questions that have not been explored before.

More than a matter of tools and data, this is a question of adapting mindset, and precisely taking an advantage of the new opportunities to work with data with most modern tools.

Think that your business might miss on competitive advantages because of opaque data or an obsolete usage limitation of your BI & Analytics tools.

### ***Approxima's solution***

Far from dismissing the value of fixed KPI reporting and performance management, we will partner up to help you take it to the next level. Together we will initiate a journey of data ignition, where answering a known question will automatically drive you to find the next question to ask and discover correlations and insights which were previously unknown or hidden.

This will be a parallel set of tasks with a mindset/change management track, with specific examples based on your own business data, as well as a more practical data and tool usage, understanding how it can help you generate smart insights and new business scenarios.

### ***Your Benefit and Business Value***

Your business will capitalize on existing data and business knowledge and build an increased level of insights, based on an explorative approach to data, likely to provide a new *insight driven advantage*.

### ***You should expect:***

Specific examples of data discovery based on your own data and translated into new, actionable business outcomes (data ignition)

A new, competitive advantage based on the discovery of previously unknown/invisible insights and correlations  
A pragmatic and realistic path forward towards a change in the business' ability to discover new insights from data.