

Digital Intelligence Center

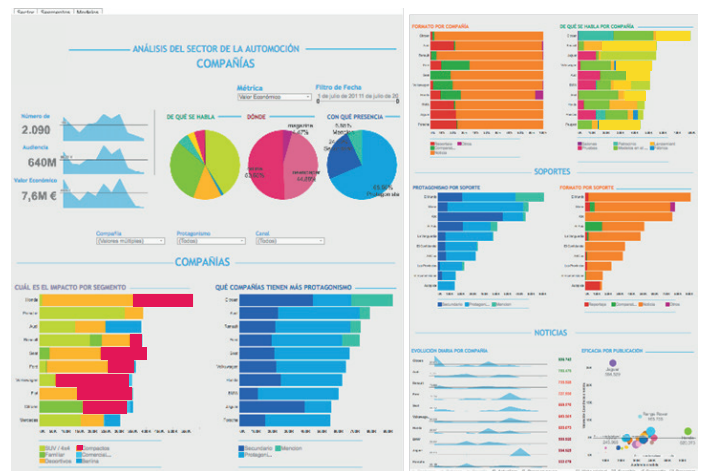
Dashboard design

Today's digital transformation has generated an enormous amount of data and the need to intelligently exploit and incorporate that "smart data" into the decision-making process.

Our Digital Intelligence Center unifies, processes and contextualizes our clients' data by creating a solid data architecture to visualize and use that information (ad hoc analyses, consulting, strategic guidance, etc.). It offers quality insights and discovers new opportunities while avoiding risks.

How?

- › By using data to support decision-making, optimize results, prevent contingencies and reorient strategy.
- › Offering a unique and coherent view of the information (access by different departments).
- › Reducing the time dedicated to reporting (data processing/integration/calculations/writing reports/incident-handling).
- › Providing flexibility, comfort, autonomy and quick access to the information.
- › Helping improve work processes.
- › Through interaction and feedback: ongoing learning and improvement



CASE STUDY

DKV

Challenge

As part of its brand reputation and positioning strategy, DKV, an insurance company, had numerous projects underway in which different company areas participated (Sponsorships, Corporate, CSR, etc.). It needed to understand their impact as a whole and see results by different areas and projects, analyzing how they all worked to achieve the company's various objectives.

Solution

By implementing the Digital Intelligence Center, we designed a data labeling system alongside the DKV team, unifying data sources (owned, earned and paid) and creating a single ID per project, with associated dimensions. This enabled the firm to transversally understand how each initiative worked to achieve the established objectives.

Results

Through the dashboards made available, DKV could easily see the impact the different initiatives had and their associated actions in real time. This was complemented with reports which provided qualitative information regarding control KPIs, helping the DKV team make decisions.