

DATA & AI ARCHITECTURE REVIEW

IDENTIFY OPPORTUNITIES FOR IMPLEMENTATION

VALIDATION OF CURRENT STATE



MERKLE ANALYTICS. GUIDED BY OUR BELIEFS

Dream. Do. Deliver.

We have a growth mindset for our people and our clients.

We believe

That the future of business is customer experience.

In crafting experiences so personal and valuable that you never have to shout to make customers listen.

That data, technology and creativity hold the power to create experiences that make our lives better, easier, more meaningful, the power to make winners out of smart companies, and losers out of others.

But that's not what makes us Merkle.

We believe

The future belongs to those who care, with fervent empathy, about the human truths in the smallest specks of data and who build experiences from that.

But that's not what makes us Merkle.

These things we believe.

But you know what they say about faith without works...

We do more than just 'believe'. We drive progress.

And that's what makes us Merkle.

We help our clients to put data at the heart of what they do

Harness your data

Capturing, storing and accessing your data in the right way



Optimise technology setup



Cloud service engineering



ML Ops & IoT

Learn from the past

Driving actionable insights from yesterday for a better tomorrow



BI & Visual Analytics



Investigative Analytics

Predict the future

Go beyond what has happened in the past, predict what will happen next and take informed actions for the best outcomes.



Data Science & AI

Prescribe better outcomes

Understanding the best course of action to optimise all areas of your business



Marketing Optimisation



Experience Optimisation



Business Optimisation

Embed the practice

Build, nurture and grow best in class teams



Build your analytics team



Training

Drive the direction

Navigate the right path on your analytical journey



Analytics Maturity & Roadmaps



PRODUCT OVERVIEW

What is it?

Objective: We help organisations understand the as-is position of their overall cloud tech and data architecture, what they are doing right and where gaps exist.

Use Case: Gives a initial series of recommendations to unlock the organisations data assets and provide a roadmap to enable efficient data consumption and value, driving activation across the organisation.

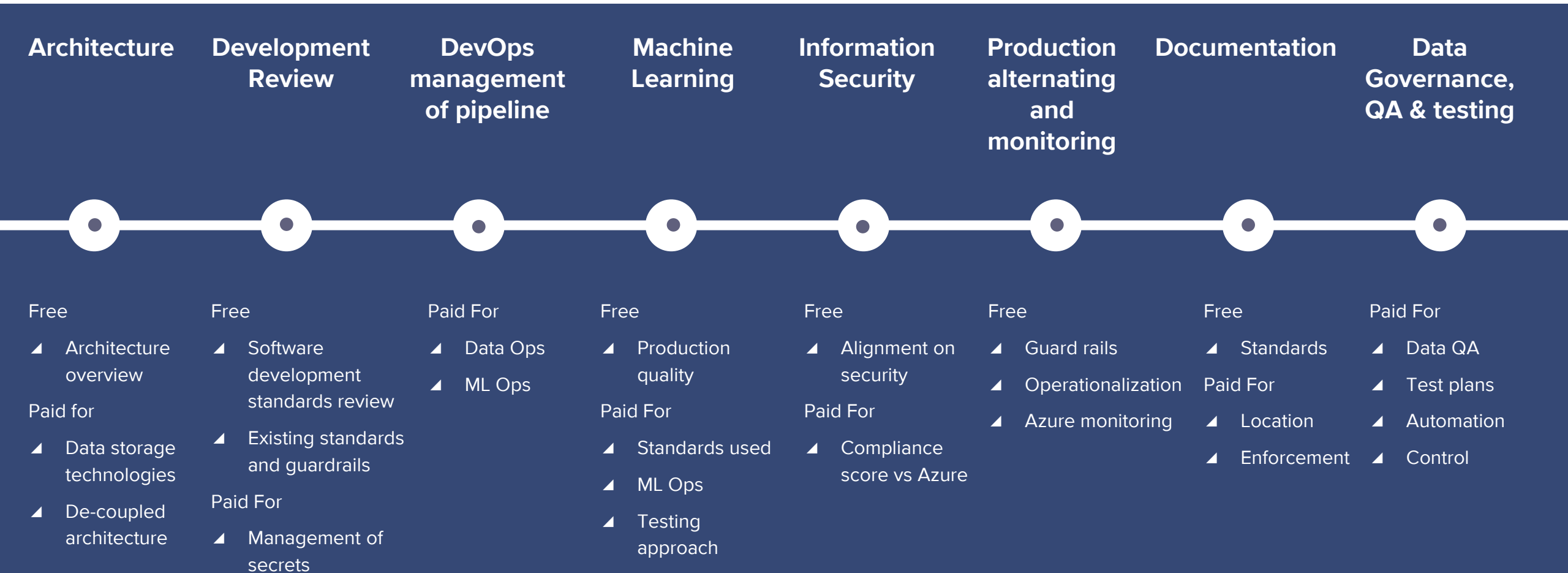
Value Add

Who is it for: Any organisation embracing cloud technology, at any stage of their data journey

Pros for you & your business: quick turnaround, actionable observations, recommendations and blockers, clear action plan, full understanding of where you are and where you can be, improve costs and efficiencies, appropriate governance, helpful for prioritisation, drives activation, enhanced security, optimise spend on data and elastic storage, easily scale up or down as per business needs

WE REVIEW 8 CORE SERVICE AREAS OF YOUR BUSINESS

ITEMS INCLUDED IN FREE REVIEW HIGHLIGHTED



How do we do it?

1. SCENE SETTING

Initial workshop to identify key stakeholders and set expectations

2. FIRST WAVE

Initial call with stakeholders and documentation shared

3. FIRST REVIEW

Review of documents and questionnaire responses

4. INTERVIEW

Clarification workshop with key stakeholders

8. FINAL PLAYBACK

Final playback session to go through findings and recommendations

7. NEXT STEPS

Quick wins identified

6. WELL ARCHITECTED REVIEW

8 areas of the business are scored against 5 key pillars; Cost optimisation, Operational Excellence, Performance Efficiency, Reliability and Security.
Cloud maturity determined, Recommendations for advancing your cloud capabilities devised.

5. FIRST PLAYBACK

Review and playback of what was heard, further workshops set up if required for further detail



NEXT STEPS

What do I need to do?

We need access to your Cloud stakeholders to complete questionnaires and interviews.

We typically speak with the following areas - Enterprise IT, Marketing, Analytics and insight team, Sales / Lead teams

What's included and what will I get?

- Stakeholder interview sessions:
- As-is assessment:
- Rank of organization's cloud maturity:
- Recommendations for improvements:
- Roadmap to help you meet your goal:
- Playback sessions:

How much does it cost?

Initial review is free.

Additional fees for implementation and detailed retail.

How long will it take?

On most occasions the reviews are completed within 2-3 days

What might you consider next??

- •Cloud Platform Set-up & Provision
- •Cloud Engineering
- •Best next action models for purchase, churn and channel engagement
- •CLTV

