

## Our experience

We're trusted partners to private equity firms and businesses working in sectors as diverse as manufacturing, construction, education and logistics.

## What our clients say

"Waterstons was committed to delivering the best possible results from the beginning. We were impressed by how quickly the team understood our business needs and mobilised the right people with the right skills to deliver what we needed and when."

Martin Lofnes  
CFO, Evergreen Garden Care



## Get in touch

If you'd like to know more about our Data & Analytics services, contact our specialist team:

[info@waterstons.com](mailto:info@waterstons.com)



[waterstons.com](https://www.waterstons.com)

+44 345 094 0945  
[info@waterstons.com](mailto:info@waterstons.com)



# Find the treasure of new efficiencies

Data & Analytics

  
**Waterstons**  
we're with you

# What we do

Data & Analytics helps our clients build data-driven businesses. In a market so heavily dominated by tech buzzwords we take a “data model first” approach, understanding how the business thinks about its data, not how it’s captured in a business system or report. Business systems and reports will change, instead we focus on what the business does and the questions it needs to answer.

We lower the time to answer by building these data models into self-service analytics platforms utilising tools like Power BI, Fabric and Databricks, but we also know that technology alone isn’t enough. Our team has a unique blend of strengths in strategy, technology and governance, meaning we can help our clients proactively manage their data quality for long term success.



## Data Modelling

We help clients understand the data that really matters. By engaging right across the business at both strategic and operational levels we build up a clear picture of how the business thinks about its data, not how it’s currently captured in a business system or report.

With a focus on what the business does and the question it needs to answer a data model becomes a great starting point to build a technical solution that makes an impact.

## Self-service Analytics

The analytics market is moving towards self-service, people want answers quickly and IT departments often can’t keep up. Self-service can, however, lead to chaos.

We build self-service analytics solutions that will keep IT, InfoSec and decision makers happy by centralising the transformation of data whilst making it easy and fast to build reports. Giving a “single-source-of-truth”.

To do this we use tools like Power BI to present Data Models out to the business that really make sense to them, letting people drag and drop build their own reports.

## Strategy and Governance

Making sure the data you capture and tools you use line up with your business strategy is crucial for success.

Our strategy/governance work looks at how data is managed and created across the organisation and how it aligns with strategic goals. We also help implement data governance to proactively manage data quality, assigning accountability for the quality of data models people use for decision making.

## Data Maturity Assessment

A data maturity assessment is a benchmarking exercise to understand how well an organisation manages and utilises it’s data. It’s a great starting point and informs areas for investment.

The data maturity assessment will cover technical and non-technical maturity metrics, aiming to understand how easy it is for people to support decisions with data and how well data quality is managed.

## Data-as-a-service

Building a data-driven business isn’t something that can be achieved in a one-off project, it’s something our clients need to build a team of people around with a mix of technical and strategic skills.

Data-as-a-service is build around the idea that our clients often don’t have the resources to hire their own teams with this wide set of skills. This service offering encompasses all of the Data & Analytics services in an ongoing agreement, our clients can draw upon the skills they need when they need them.

## Jumpstart Framework

Most of our service offerings are not about technology but it’s still a crucial part of what we do. We’ve built a cutting-edge solution accelerator that speeds up our technical delivery, meaning customers see results far faster and we spend more time on what matters.

We call our framework Jumpstart, it’s a one-click deployment of an Azure Databricks Lakehouse which is a platform that can scale with our customers. It can support day-to-day business intelligence whilst only costing a few hundred pounds a month to run and also scale up to handle things like hundreds of Terabytes of IoT data, large-language models like ChatGPT and AI / ML workloads.