

Empowered Margins' Data Visualization Experience

PURPOSE:

EMPOWERED MARGINS' DATA VISUALIZATION SERVICES IMPROVE DECISION SUPPORT BY GLEANING MORE USEFUL INFORMATION FROM YOUR EXISTING DATA.

SUMMARY

1

Data visualization has evolved. If you're still navigating by emailed spreadsheets and basic dashboards, others are sailing past you.

2

Empowered Margins' data visualization service enables organizations to more quickly identify and understand emerging trends.

3

Our dedicated data-visualization team specializes in providing dynamic data analytics you can customize on-the-fly.

Through the right data visualization tools, insurance underwriters are optimizing risk by taking into account, not just actuarial tables, but an AI assessment of relevant third-party big data across dozens of sources.

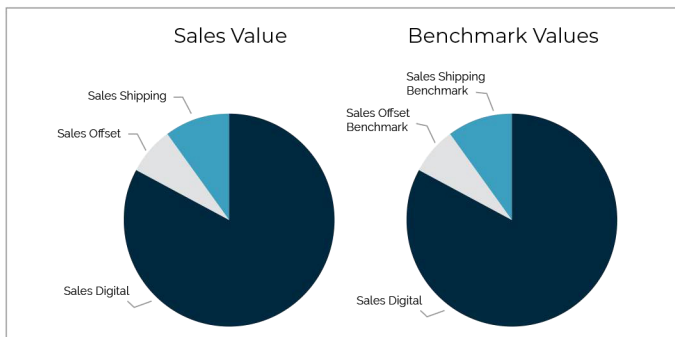
At the same, a manufacturing association is able to display the results of a groundbreaking survey by enabling members to run their submitted data through comparative "what-if" scenarios simulating likely market changes, while still preserving anonymity.

Further, healthcare organizations are now able to look at bioanalytic data about sleep, heart rate and activity level to predict performance and behavioral issues for athletes and patients alike, before they occur.

Not Your Father's Dashboard

We have been used to static updates limited to a team's ability to prep and upload data. A decade ago, we moved to the cloud for data storage, so it makes sense that our data tools have evolved since. These cloud-based changes started with dashboards, but that was just the beginning.

With market speed only accelerating and competitors applying data analytics to try to eke out a better margin, to stay ahead, your data analytics must be coupled with expert data visualization. Data almost always has surprises, and the right data visualization shows you right where to look.



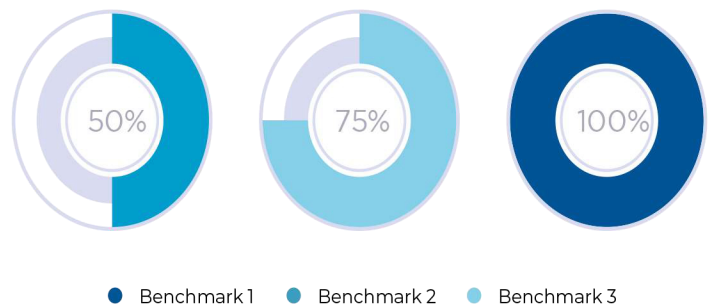
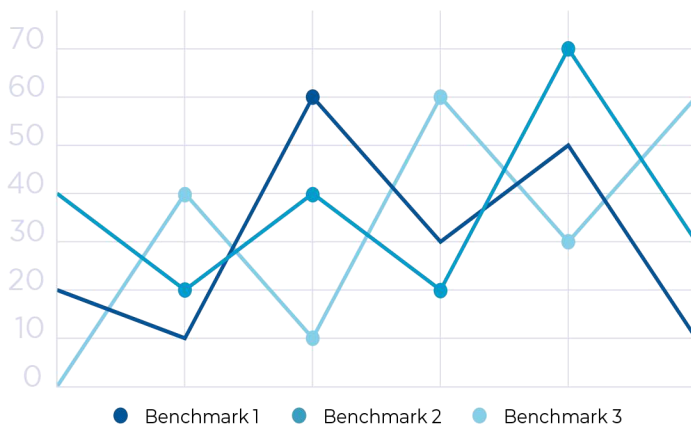
Now headless tools feed real-time data to infinitely customizable dashboards that embed directly into user workflows, providing seamless analytics. Underneath the dash, Machine Learning automatically surfaces insights faster than a team of data scientists can draw a trend line, while making everything searchable through natural-language queries.

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We design data visualization systems using PowerBI, Qlik, Tableau as well as amCharts and proprietary systems. The visualization tools we have built often become the industry standard.

Getting at the Numbers

Our expertise in data visualization stems from our familiarity with data integration. We know integrations and routinely overcome challenges ranging from API limitations, and workarounds when no API is available, to data munging to survey design that can accommodate dynamic architectures. Our expertise with APIs means understanding to a fine point their capabilities, from their data calls and responses to how they can deliver just the right information to your fingertips.

Change management is also a critical focus of our data visualization processes as APIs themselves are dynamic in nature. We have therefore established careful protocols to determine what must be updated and when to avoid interruptions in data collection, data storage and data analysis. Finally, we know which technical components to incorporate to warehouse the data based on its volume, variety and "velocity" (rate of change).



Unique Specialization

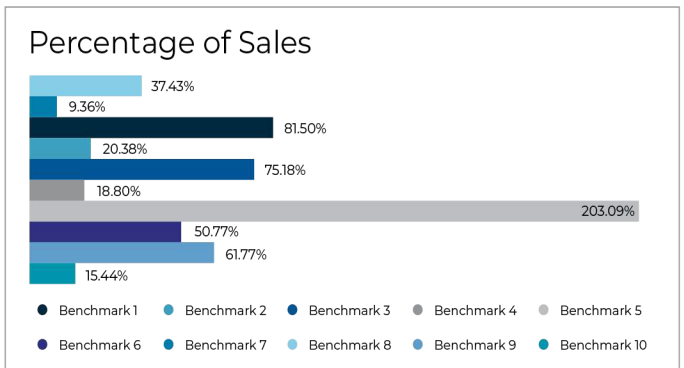
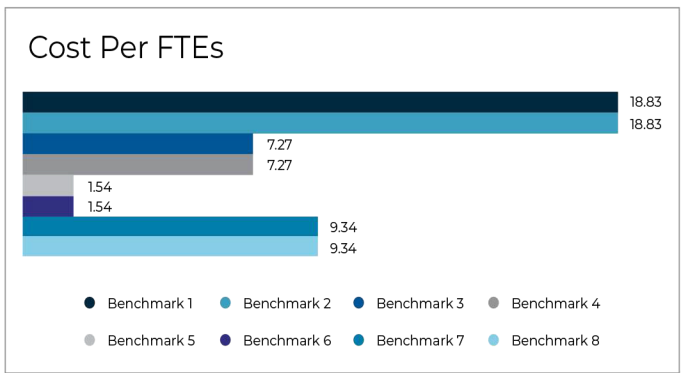
We have specialized in data visualization because it combines our unique skill sets in data, particularly warehousing and analytics, with our global reputation for being able to get the most out of any API and any data integration.

We design data visualization systems using PowerBI, Qlik, Tableau as well as amCharts and proprietary systems. The visualization tools we have built often become the industry standard. We have built and continue to manage, for example, data visualizations for the largest insurance database of its kind, constructed primarily on survey data derived from tens of thousands of companies.

Industry Reputation

Due to our unusually successful integrations track record, we have become known in our industries as the data visualizer who can complete even the most challenging assignments on time and on budget. In fact, many clients have come to us after a data visualization project with another vendor failed. Without exception, we have quickly identified and corrected the problem and kept the client as a happy customer who never looked back. All of these customers are still with us today.

All of these organizations invest this kind of trust with us because of the careful attention we bring to each project. It doesn't hurt, either, that we are ISO-certified, HIPAA-compliant and run our own cybersecurity business unit.



Our process for our integration services on behalf of providers involves the following steps:

01

A Discovery Call to identify the client's visualization goals and all relevant data sources.

02

Allocation of an internal team of dedicated resources.

03

Assignment of a project manager to act as a single point of contact and liaison between the provider and the internal technical team.

04

Implementation(s) to create an alpha and beta for QA and User Acceptance Testing followed by the gamma for release.



We would like to discuss your visualization goals to see if there might be a fit. Please contact Tom McClintock at **Thomas@EmpoweredMargins.com** or **719-581-2221** today.

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