

Data that makes sense



INFORM



PERFORM



TRANSFORM

How's your relationship with your data?

Ever wished that you had a better relationship with your data? Snap Analytics could help you make your company more “data-ble”. With simple solutions to complex data issues we help large, blue chip companies become data-driven.

No more trying to collate data from numerous locations in different formats or struggling with multiple spreadsheets.

The unique Snap Analytics approach uses the latest cloud data solutions to combine, store and visualise your data, all aligned with your core business objectives. Using the latest cloud technologies, we'll give you easy access to reliable, user-friendly data to help you drive your business towards success. Training, documentation and ongoing support will be available as required.

Whether you need to use your data to understand customers, build better products or reduce your costs, the good news is that you no longer need to be frustrated by it. We'll give you data that makes sense.

So, if your data is giving you the wrong signals, and your relationship has gone beyond rocky, why not hook up with Snap Analytics?

DAVE RICE
CEO
& Co-Founder



TOM BRUCE
Delivery Lead
& Co-founder



A great relationship is built on trust.

We are a dream team of data engineers, data warehousing experts and advanced analytics gurus.

At Snap Analytics, we believe that sharing valuable data across your organisation securely shouldn't be so hard! Having worked with some of the world's biggest consulting businesses and organisations, we spotted a huge opportunity to simplify data warehousing and analytics projects.

By utilising new technology from our amazing cloud partners, our own Snap 360 framework and the best consultants in the business, we deliver better, faster solutions!

It's our belief that technology alone doesn't solve problems. You need awesome people who also understand your business processes and challenges to help you unearth the diamonds in your data.



INNOVATION

We believe that in this rapidly changing climate, continuous learning is crucial to both business and our people. That's why we ensure they spend a minimum of 2 weeks per year learning something new!



TRUST

We trust and empower our peers to do their best work. Delivering Big Data projects can be complex, and we believe that complex problems are best solved by working collaboratively.



TRANSPARENCY

We believe in radical transparency. It's reflected in the way we communicate, through to our solutions and delivery framework. We ensure that our clients always know what's happening!

Social responsibility.

At Snap Analytics we aspire to make an improvement in people's lives, not only by making sense of their data, but also through charitable efforts and sustainable work practices. As the UN reports, should earth's population reach 9.6 billion by 2050, the equivalent of almost three planets could be required to provide the natural resources needed to sustain current lifestyles. We are aware of the importance of our actions and we pledge to reduce the carbon footprint of our business.

That's why we choose to offset all of our carbon emissions, and give our employees 2 days per year to raise money for their chosen charity or work in the community!

The heart of Snap.

Strategy

We'll draw the road map to 'insight-driven business' by identifying your organisation's strategic goals and related KPIs. The strategy will outline the People, Processes, Data and Technology you'll need to achieve success.



People



Processes



Data



Technology

Navigate

With the 'Strategy' in place, a detailed 'Discovery' will seek to understand any strategic projects in more detail, and these requirements will be prioritised and planned to ensure value is delivered quickly.



Discover



Prioritise



Plan

Analytics

We now have strategic alignment, a clear understanding of the requirements and how to achieve them. Now we will pull in data from different sources into a single cloud platform using automated data pipelines. The data can then be visualised using dashboards, scorecards, reports and self-service analytics.



Combine



Store



Visualise

Purpose

Once the platform is in place, we'll deliver the front end analytics to enable actionable insights. As our clients needs change and evolve, then so do we. We work with you to improve and enhance the existing solution, to ensure you always have the data you need, when you need it!



Insights



Action

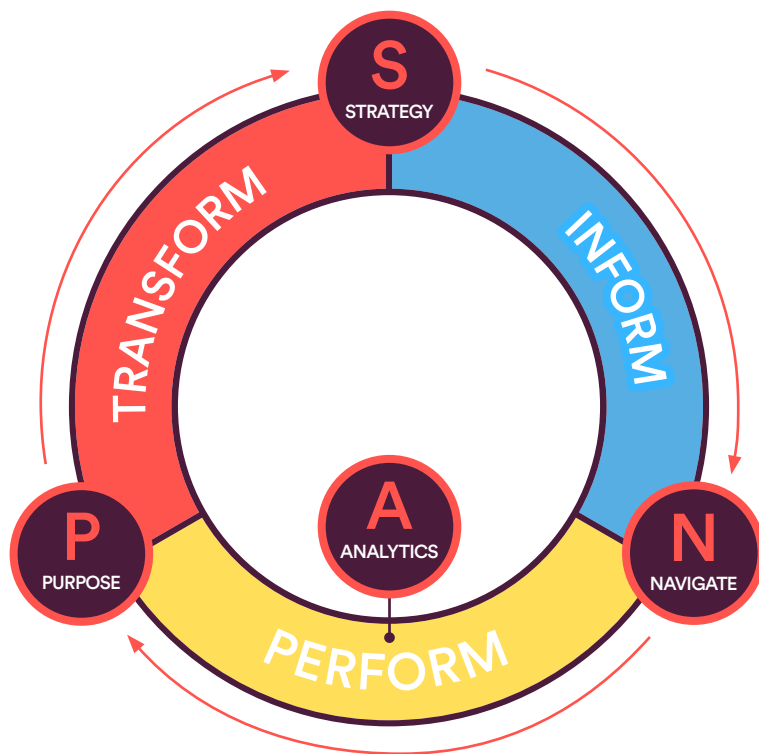


Enhance

Action!

The Snap Engine.

Action is vital to drive more effective outcomes. If sales in a particular region has dropped, you should understand why and rectify the situation. If you have strategic goals, these should be measurable. Analytics helps you to measure and track progress towards these goals and 'course correct' where you are not on track. Ensuring analytics drives real tangible actions is vital!



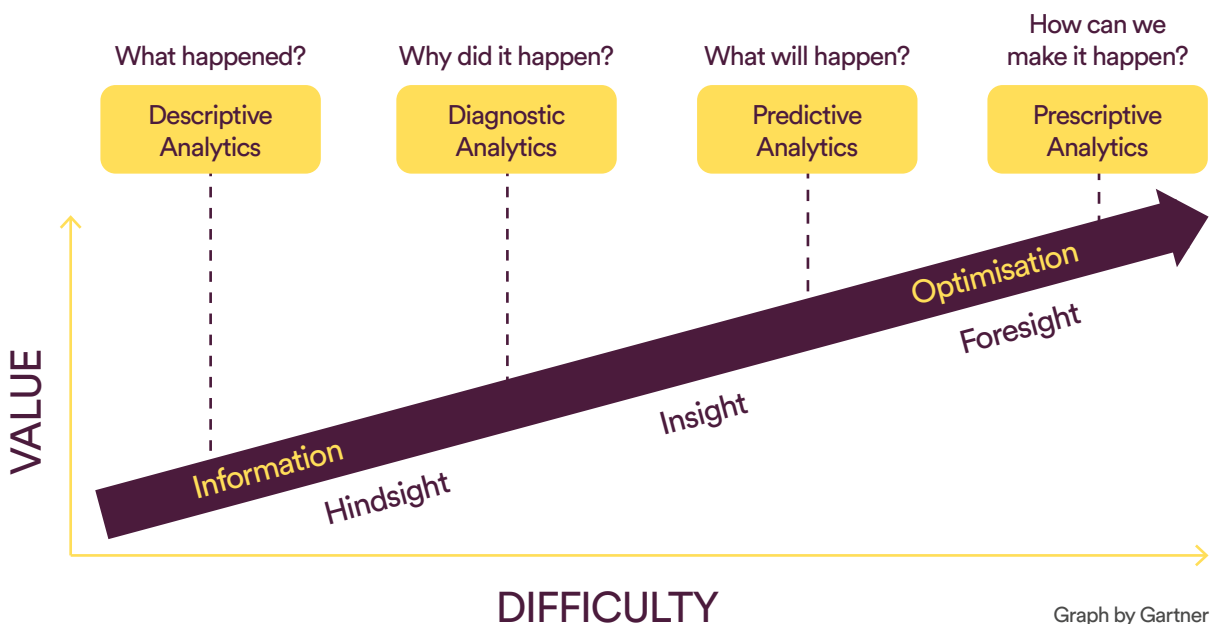
How mature is your relationship with data?

Once upon a time when the world was young, people got around by remembering landmarks, looking at the stars and making the occasional lucky guess. For the most part they didn't have far to travel so taking a wrong turn here or there did not mean getting lost forever. Until recently, the business world was a bit like this too, with people relying on assumptions about their customers and acting on hunches based on past experience.

But now we're living in a globally connected society and operating in a sophisticated data driven landscape where chances are, if you rely too heavily on your

nose and just hope for the best you're going to get badly lost. Thankfully analytics can help, whether you're tracking sales or avoiding traffic jams in an unknown neighbourhood.

The process exists on what we call a 'maturity curve', a four part journey which takes us from the most basic statistics to a process driven entirely by AI. Understanding the different stages will give you an idea of how the business of analytics works and will help you plot a course for your business. Gartner's model helps to visualise the analytics journey:





DESCRIPTIVE: SAY WHAT HAPPENED

One day people got sick of walking through the woods, taking a wrong path and stumbling across a sloth of angry bears. After returning to their cabin and counting their remaining limbs they decided to begin to chart those woods and eventually the rest of the world around them.

DIAGNOSTIC: WHY DID IT HAPPEN?

Without accurate maps, unpleasant bear encounters seemed inevitable. But once people began to join up all their fragments, accurate maps began to appear. People got lost far less and the bears were left to get on with whatever it is that bears do.

So it was in business that people began to make accurate records of their sales which they used year on year to measure growth and diagnose where their problems were. In data analytics this is known as 'descriptive analysis' and it is the bedrock of understanding your business.

PREDICTIVE: WHAT'S GOING TO HAPPEN?

The paper maps were all well and good but what if you hit road works and need to stray beyond the confines of your usual route? SatNav provided the solution, removing the need even for basic wayfinding skills – it simply tells you where to go.

This is how the second 'predictive' stage on the maturity curve functions. It combines the historical (descriptive) data with current variables that may affect your business, things like weather or an influx of tourists; it then accurately predicts how your business will fare in the months and years ahead.

PRESCRIPTIVE: WHAT DO I NEED TO DO?

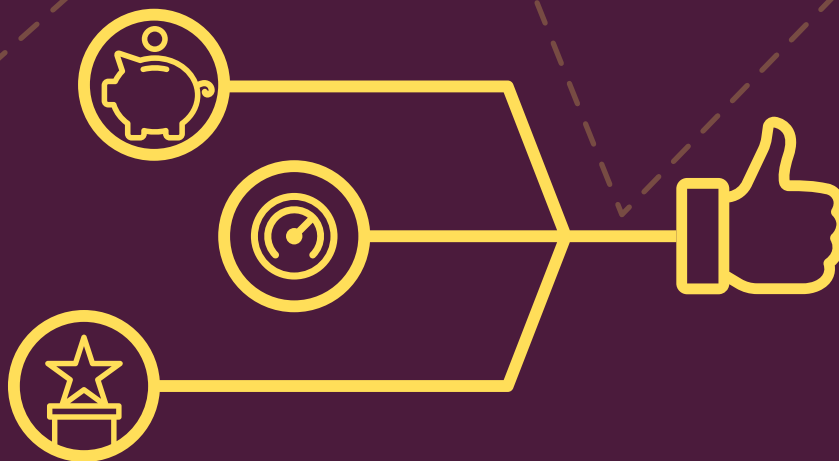
Now you no longer need to worry about how to get somewhere and your fancy SatNav can even tell you what time you will arrive. The next stage involves removing the need to even engage in the mechanical process of driving as all that crucial information is accessed by a driverless car that makes all the key decisions for you. Traffic jam forming up ahead? Sit back and relax while it swerves past the accident takes you the scenic route through the woods (don't forget to wave to the bears).

The final 'prescriptive' stage of the maturity process offers you the ability to hand over more and more business decisions to AI. So, for example if you sell ice cream, the data will look at the weather forecast and automatically send extra stock to shops in areas where there is a heatwave. And when you reach the top of the maturity curve the system can be set up to read a huge variety of cues and make automated decisions right across your business.

In analytics – as in life – there are no shortcuts to reaching the top of the curve. It is a long and sometimes difficult journey. But thanks to technology it is becoming increasingly rewarding, if done right.

“Understanding the different stages will give you an idea of how the business of analytics works and will help you plot a course for your business.”

Better, cheaper, faster – the perfect match.



You may have heard the saying “Better, cheaper, faster – pick two”. The idea isn’t new. If you want something really good and you want it quickly, you’re going to have to pay. If you want to save money and still keep the quality, you’ll need to wait. And so on.

But in big data that mantra is being subverted. Thanks to the cloud, you can now deliver data solutions that are more flexible, scalable and, crucially, cheaper and faster. Best of all it doesn’t mean abandoning quality or reliability – if well designed you can achieve better quality and consistency.

Not so long ago, if you were planning a data project you might have to set aside a big chunk of your budget for licences, servers and a data warehouse in which to store it. On top of

this, you’d need a specialised (and potentially expensive) team of people to set up the infrastructure and operate the hardware. This effectively put data analysis out of the reach of many smaller businesses.

The cloud has changed all that – revolutionising the delivery of data analytics. So, what exactly can it offer you?

BETTER

Today’s cloud based technology is so simple even the least tech savvy people are able to reap the rewards. You no longer need to know how much storage you require up front as companies like Snowflake simply offer small, medium or large solutions plus the option of almost infinite scalability. For many new and smaller businesses



“You can now deliver data solutions that are more flexible, scalable and, crucially, cheaper and faster.”

the entry package will be enough, allowing you to upload millions of rows of data. And as you expand you can simply scale up.

Conventional wisdom once said that there was no more secure way of storing data than keeping it all on your premises where it was maintained by and managed by a member of staff. In 2019 that is no longer true. Even the most conscientious IT person will be constrained by your budget and facilities. By handing this responsibility over to the likes of Microsoft with their near infinite resources, there is arguably no safer way of storing your v

CHEAPER

The maths is simple: with modern data platforms like Snowflake, you just pay for what you use. Whereas previously you would have had to try and work out up front how much space you needed and hope you hadn't overestimated or underestimated (with the associated painful time and cost implications), now you can simply scale up or down as necessary as and when your business requires. If for example your business acquires a new company, it's easy, simply instantly increase the size of your data warehouse. At the time of writing, a terabyte of storage with Snowflake is an astonishing \$23 per month.

This flexibility also means reduced waste. Once you had to pay for a solution that might only be used on one day every month when you had to

run 10,000 reports. The other 30 days it sat idle costing you money. Now you can pay for the smallest package for the majority of the month and set it to automatically scale up when you really need the resources.

FASTER

Remember the sound of whirring fans and the wall of heat that would hit you when you went anywhere near the server room? Thanks to the cloud you can do away with the racks upon racks of energy guzzling storage and move it all off site, possibly thousands of miles away. This doesn't make it slower; thanks to modern petabyte networks, you can access your data in a fraction of the time, generating reports in 10 seconds rather than 20 minutes.

Several years ago Snap Analytics was hired by a large automotive manufacturer for a major project based on their premises. At the time cloud storage didn't have quite the same functionality and wasn't trusted to do the job. As a result we had to work on site with their people, working within their existing systems just to set up the architecture. It added nearly 6 months to the project – and quite a few zeros to the final invoice. Thankfully, with modern data platforms, these overheads are completely eliminated, the scalability is infinite and the speed is truly phenomenal. And all delivered at a fraction of the price!



Give your relationship momentum.

GLOBAL CRM PROGRAMME

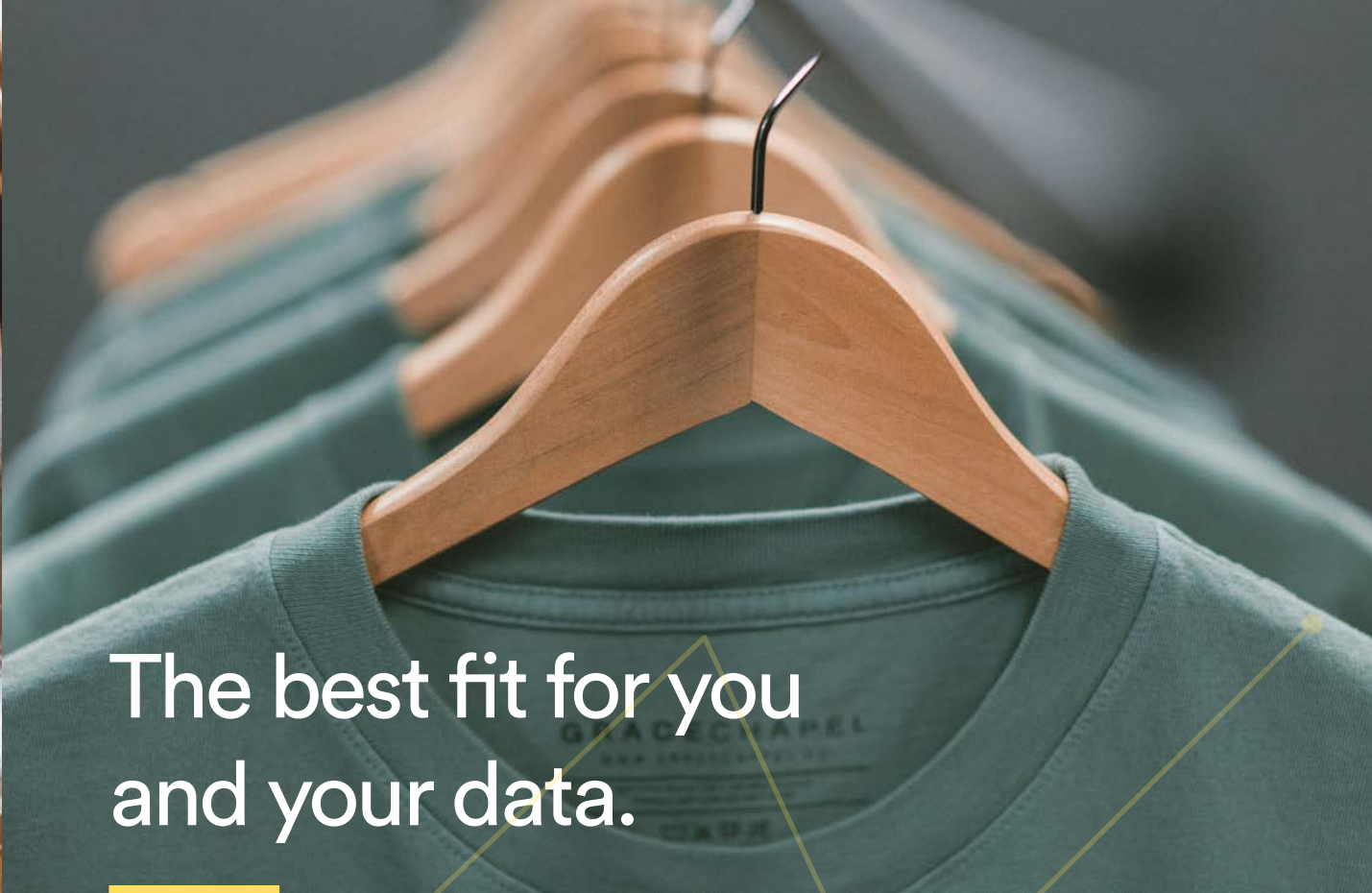
“Their ability to form strong relationships within the business as well as deliver innovative analytics solutions meant they had a key role in ensuring the success of the project.”

We worked with a major player in the automotive industry who had recently implemented a global Customer Relationship Management (CRM) system to give them a 360 view of their customers at all stages of the sales and after sales cycles.

We helped to deliver the analytics reporting on top of the SAP CRM system providing management reporting to the sales and marketing functions, whilst also developing customer scoring models to help target customers for marketing campaigns much more effectively.

James Blackmore, CRM Analytics Programme Lead had the following to say about us:

“Snap Analytics has extensive experience delivering sales and marketing based analytics. They were a key part in delivering the global CRM analytics solution at JLR, helping to deliver the core CRM reporting to help provide the marketing and sales teams with a 360 degree view of the customer throughout their customer journey. They also helped to produce the executive dashboards that were provided up to board level combining CRM data with Google Analytics data, with a strong focus on user experience given the audience of the reports. Their ability to form strong relationships within the business as well as deliver innovative analytics solutions meant they had a key role in ensuring the success of the project.”



The best fit for you and your data.

DATA INTEGRATION AND BI PLATFORM

“They provided excellent thought leadership, advice on our future data strategy, and communicated with clarity”

We worked with a consumer goods company in the FTSE 30. Prior to the project, the finance team spent a substantial amount of time reconciling data and manually producing financial reports.

As part of a major finance transformation programme, we led the development of a Microsoft Azure Data Warehouse. This produced a single source of truth and enabled automated reconciliation between the data warehouse and financial consolidation system.

Snap Analytics also helped to deliver the BI platform and architecture to enable the business to build self-service reporting via MicroStrategy.

“Snap Analytics helped us to manage a complex finance project. They provided excellent thought leadership, advice on our future data strategy, and communicated with clarity to help us to get all of our finance data in one place.”

Chris Gibbon, Finance Project Manager

“Snap provided a level of insight into the structuring, handling and problem solving aspects of a complex data based project that proved to be invaluable in the overall delivery of the project. The value came through from the combination of both technical expertise and the ability to communicate this advice in an easy to understand way.”

Tom Tildesley, Group Financial Controller



A partnership worth toasting.

“...always open minded and looking for the best solution”

Our client was implementing a global finance transformation programme integrating data from several different source systems including SAP into a central Azure finance platform.

We were responsible for delivering the most complex calculation model working alongside our client's other partners. This calculation model allowed our client to understand the causes of their financial performance. It helped them to understand how they could optimise their product and customer portfolio to increase profit.

We love helping our clients to solve complex problems and it's great to receive positive comments when we have put our all into our work. Our BI lead Tom received fantastic feedback from Krzysztof Paluch, Finance Business Process Manager!

“You've known me for a year already, and you know that I do not complement people often unless they are extraordinary. Now there is a time to say it, Tom really is. He is always open minded and looking for the best solution. One of the best people which I had occasion to work with.”

What's your score?

Check your relationship status

Our online data score checker will give you an idea of how healthy your relationship with your data is. We can then give you further advice and offer you the chance to get to know it better.

Coming soon. We'll email you when it's live.



snapanalytics.co.uk



Data that makes sense

Find out your score at
snapanalytics.co.uk

0333 305 7772