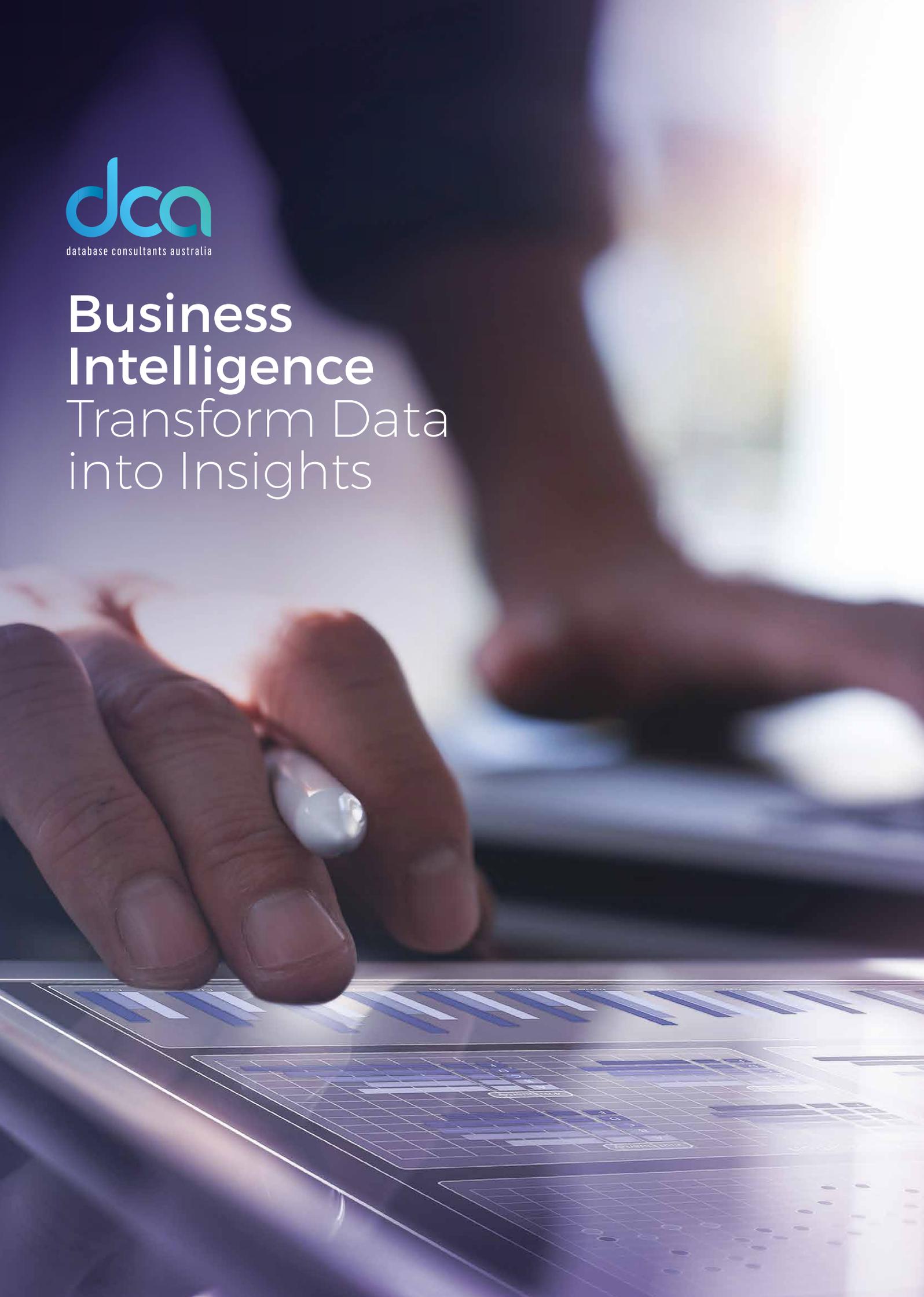




# Business Intelligence

Transform Data into Insights



# Are you making the most of your data?

Fast, effective decision making relies heavily on your ability to understand and analyse your data. With nearly three decades' experience, DCA can expertly assist your organisation to develop a business intelligence solution designed to maximise your growth.

## WHAT WE DO

### SET UP FOR SUCCESS

#### Find the right solution

DCA business intelligence and data visualisation experts work with you to determine the key intelligence you're looking for. We then identify the right solution to transform your data into useful and meaningful information.

#### Technology Agnostic

DCA is technology agnostic, with expertise in:

- Salesforce Einstein
- Yellowfin
- Power BI
- Tableau
- Custom builds

With so many tools available, it can be challenging navigating the right fit for your business. With DCA you can rely on our business intelligence experts to offer an impartial recommendation. Where ever you are in your data analytics journey we work closely with you to assess your needs, both immediate and for the future, creating a business intelligence solution that is right for your business.

Our reporting solutions are also specifically designed to integrate with your existing systems such as:

- CRM – automated workflow triggers to deliver sales performance metrics and targeting
- Marketing automation platforms – build customer journeys based on reporting metrics and segmentation
- Websites and eCommerce platform – product and service updates based on real-time sales and stock data

#### Analytics to Support Business Decision-Making

Streamlined and automated reporting at your fingertips enables real-time business intelligence for data-driven decision making. DCA insights and visual analytics will allow you to make business-critical decisions around:

- Revenue, and ROI
- Operational efficiencies
- Cost-saving initiatives
- Lifetime value
- Churn
- Segmentation and performance for both internal and external clients

You can trust DCA to work with you to maximise your business intelligence technology investment, provide you with access anywhere, anytime intelligence and deliver scalability for your future needs.

## OUR EXPERIENCE IS YOUR ADVANTAGE

DCA are industry, data, and system agnostic. We've provided actionable Business Intelligence and Data Visualisation at scale for a range of clients including retailers, government organisations, not-for-profits, councils and financial institutions.



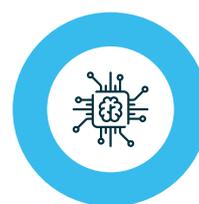
#### Reports

Trustworthy data, actionable reports.



#### Predictive

Trends driven by custom algorithms.



#### Automated

Augmented analytics and machine learning

# Data Enrichment and Visual Analytics

DCA's extensive data enrichment capabilities make our analytics solutions more powerful.

## WHAT IS DATA ENRICHMENT?

Data enrichment is the process addressing inaccuracies or gaps in your current data. All kinds of data can be enriched; customer data, operational data, and marketing data.

## HOW DOES DATA ENRICHMENT IMPROVE YOUR BUSINESS INTELLIGENCE AND VISUAL ANALYTICS?

Enriched data enables more robust business intelligence and visual analytics by giving you:

- More layers to drill-down reports
- A higher level of accuracy using verified information
- Stronger report segmentation
- More information for predictive algorithms and machine learning to use
- No missing fields that cause reporting blind spots

## WHAT MAKES DCA'S DATA ENRICHMENT SO GOOD?

DCA is data agnostic, this means if our own trustworthy datasets don't suit your needs, we partner with well-respected local and international data partners to provide high quality, reliable and compliant data. We can source the best, smartest data for your needs.

With our data enrichment, you can append your records with information like:

- Customer demographic segments
- Behavioural attributes
- Geolocation
- Census information
- Number of employees in an organisation
- Company revenue and ANSIC industry codes
- DPIDs for direct mail delivery
- Email addresses or postal addresses
- Business telephone numbers
- Firmographic attributes



# How we can help you

Your organisation might be expanding, needing increased customer retention, driving more revenue per customer, changing systems, consolidating business units, wanting a single view of customers, moving, merging, being acquired, migrating to the cloud or upgrading systems.

No matter how big or small the project, we can help you to make the most of your data and technology.

## THE DCA DIFFERENCE

With nearly three decades' experience, DCA are leaders in Business Intelligence and Data Visualisation. Our business is built on having the best people, systems and solutions at hand for our clients. We offer:

- Strategies that reduce risk of data loss or business disruption.
- Simplified processes that reduce the burden on your team.
- Cost efficient solutions.
- Quick and powerful implementation via our proprietary Nirvana software.
- Proven track record in delivering on time and on budget.
- Guaranteed high-quality data transformation.

## RECENT CASE STUDIES AND TESTIMONIALS

Visit [data.com.au](http://data.com.au) for testimonials and examples of our recent work.

## LET'S TALK

DCA are experts in providing innovative data management solutions, data quality governance and bespoke software development.

Our corporate, government and not-for-profit clients in Australia and around the globe rely on our customer-management software, applications and consulting services to make business critical decisions.

For nearly three decades we have helped organisations of every size to harness the power of their data through our team of experts in our Melbourne headquarters and offices in Sydney, Bangkok and Boston.

Is it time to make the most of your data?



**Contact us today**

**P** 03 9320 9000

**W** [data.com.au](http://data.com.au)