

First "Infrastructure", then...

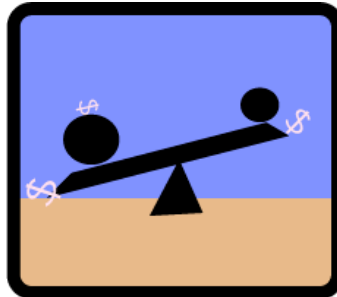
"Insights-to-Income" Model

Insights

What the data means.



Meet Targets



Optimize the Outcome



Plug the Bucket



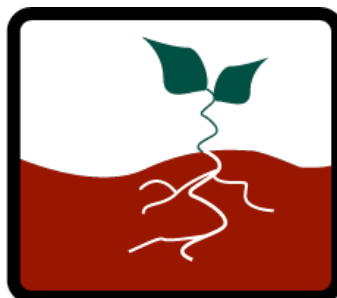
Untapped Opportunity

Influence

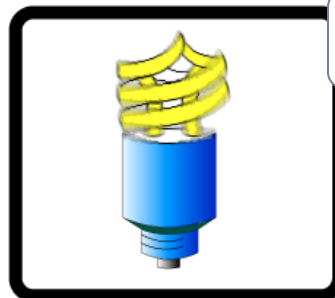
What you should do about it.



Evangelize



Find Root Cause



Collect Ideas

Income

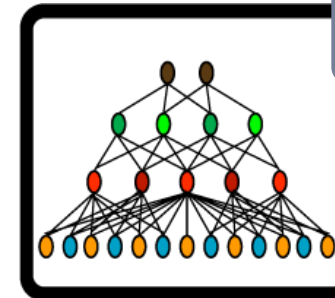
Execute and quantify the bottom line impact.



Run With It



Test It



Model It