

**AKSESHEN** LLC  
*Do Meaningful Work*

# SUMMARY

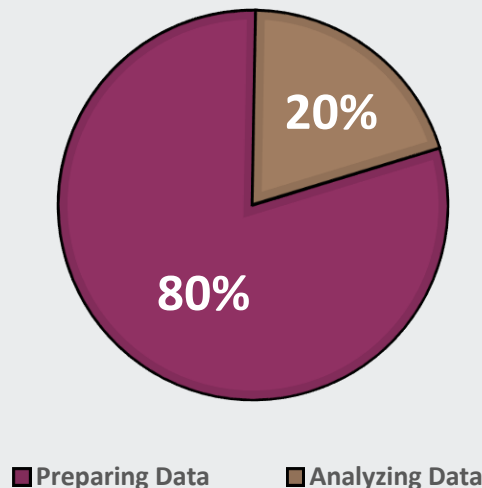
OVERVIEW OF ANALYTICS AND AKSESHEN

# THERE'S GOT TO BE A BETTER WAY



*We know that everyone can identify the places in their day-to-day activities where they wish that they had better analytical results. The inability to see needed information creates business interruption, as valuable resources try to make sense of what they see. This often leads to heated discussions and raised anxieties, while providing no real path to a resolution. The next day, week, month, the same situations occur yet again.....in other words, wasted time.*

## WHERE YOU SPEND YOUR DATA ANALYTICS TIME



### Data Pain Points are both Environmental and Structural

- Companies do not treat data as an asset
- Fragmented data promotes lessened efficiency and effectiveness in daily business activities
- Tendency to live with incomplete information due to lack of time or skill-sets needed to evolve and eliminate wasted effort
- Opportunities to have aligned reporting information to enable everyone “marching to the same beat” are not identified

**Everything we do focuses on shifting these percentages**

# CAUSALS BEHIND PAIN POINTS



## ➤ **1 in 5 people are not adequately data literate**

- (1 in 4 decision makers; 1 in 3 executives)
- Where data comes from and how it affects them never factors into their daily routines



## ➤ **90% of the literate stay stuck in descriptive/diagnostic phase of reporting analytics**

- Are you making observations based on the data?
- Is your workforce finding insight in data?

## ➤ **80% are willing to learn new skills to take advantage of increased Analytical skills in their current job**

- Yet only 35% are aware of reskilling options available at their companies
- Just 21% of these respondents say they have participated in such training



Source: Genpact Global AI Research Report

# WHO IS AKSESHEN



Akseshen is a boutique full-service business intelligence and data analytics firm.

*We problem solve for companies and enable the correct line of sight to the business results that leaders need to properly assess their position and make informed decisions. We help finance and operational personnel formulate, adopt and implement data-driven solutions that increase profitability and efficiency inside their areas of responsibility and beyond for the entire organization.*

## Powered by AKSESHEN

Everyone needs help in getting their data to work for them in such a way that promotes accuracy and fluidity while eliminating effort. Powered by Akseshen embodies the very elemental concept of making the power of information work for your business to:

- ✓ Liberate data and enable better insights
- ✓ Create commonality by eliminating ambiguity, and
- ✓ Match data analytics needs with internal skillsets

## Do Meaningful Work

Unlocking the power of your data by providing greater knowledge of the tools already available to you and matching these tools to internal skillsets. This helps your organization to focus on the proper line of sight to key performance measures for:

- ✓ Enabling better informed decisions making
- ✓ Eliminating pain points in process that waste precious resources, and
- ✓ Establishing better standardization in company capabilities

# WHAT WE DO



*We look at and improve your visibility data results. Our resources know how to assess your needs, structures and capabilities in order to create a customized path to reliable, flexible and portable business result reporting. We consider the journey into meaningful data analytics a series of logical, stepping-stone processes whereby we firstly understand your business needs and reporting impacts and then align those needs to data availability, creation, and accessibility. When we are done, your final product is a seamless and unquestionably accurate suite of business reports that compliment your informational structures already in place.*

## Our approach:

- Deep dive into process to understand what analytics are available & solve gap and integrity problems.
- Sort out and arrange effective data consolidations needed to report business results
- Expand analytics derived from your data that allow you to get your needed line of sight and make effortless business decisions.
- Create visuals and capabilities that will bring agility to your understanding of your business results and where you are headed
- Introduce innovative skill sets to your teams that enhance work activities and reduce discussions



# THE SECOND SET OF EYES



*We are an experienced set of eyes that can look at and understand these business scenarios and then go off and review the mechanics to arrive at the business solution, while not disturbing your day-to-day activities. What you end up with is tangible business insights that ensures the entire organization has reliance in the accuracy of reporting information, with less discussions regarding whether the number is right. This alignment = efficiency and enables personnel to focus on what's most important to move your business forward.*



## A partnership with us:

- Gives you our experiences of 30+ years in data analytics with Fortune 100 companies
- Allows you to concentrate on business while we prioritize concerns
- Evaluates your employee's current skillsets and facilitate new learnings to expedite results
- Keeps overhead costs down by not adding headcount when one-off projects or issues complicate the daily routine

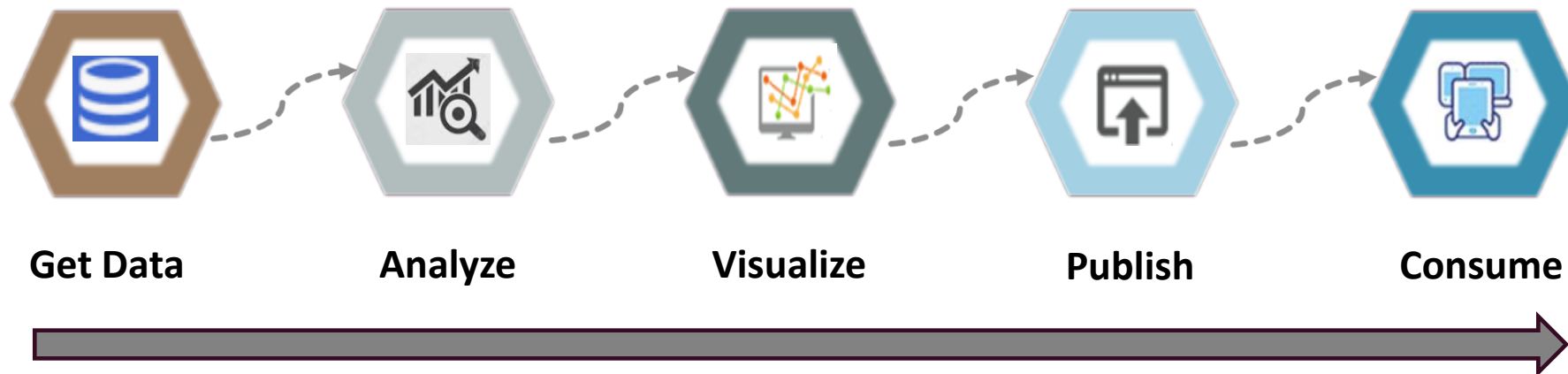


# UNDERSTANDING DATA ANALYTICS



*Data Analytics involves a disciplined process whereby all the elements of reporting from data gathering to data consumption equally play a principal role in creating a robust and complete reporting environment. Having the correct available data at the right levels, in conjunction with flexible reporting mechanisms will enable agile business decision making. Most organizations do not get past the Analyze piece, but the entire picture must factor in the entire journey to get to the right data consumers of reporting.*

## Data Analytics Powers Today's Enterprises!



# TIP OF THE DATA ANALYTICS ICEBERG



## THE DATA VIEW YOU SEE TODAY

Is the data needed to perform your daily analytical duties. It is often summarized at a too high level and sitting in multiple individual places that are not fluid, resulting in inefficient analytics with too many steps needed to get to the information you use. Upwards of 80% of staff time spent preparing data to analyze and 20% doing the actual analysis. *Imagine if the data prep process was eliminated!*

## INTERIM IMPROVEMENT

Consists of understanding the data that is already available to you. This moves you in a direction of understanding what's going on and what actions are required. It ensures focus on the right KPI metrics.

## DEEP DIVE

Is an important data space that will enable true relational analytics. Here is where we harvest the detailed information needed to highlight business results that we use to predict future event.

In this space, we bring vast data details together in order to summarize and provide advanced analytical capabilities, which highlight business opportunities.

## VISIBILITY SWEET SPOT

Via configuring your data behind the scenes so that when rolled up properly, it will provide the best content and flexibility for reporting results consistently across the organization. Thereby, accurately identifying trends and oddities for actionable analytics.

Involves work upfront to get your data into shape, but then automated for future periods.



# ABOUT THE DATA

“Tell me something I don’t already know!”

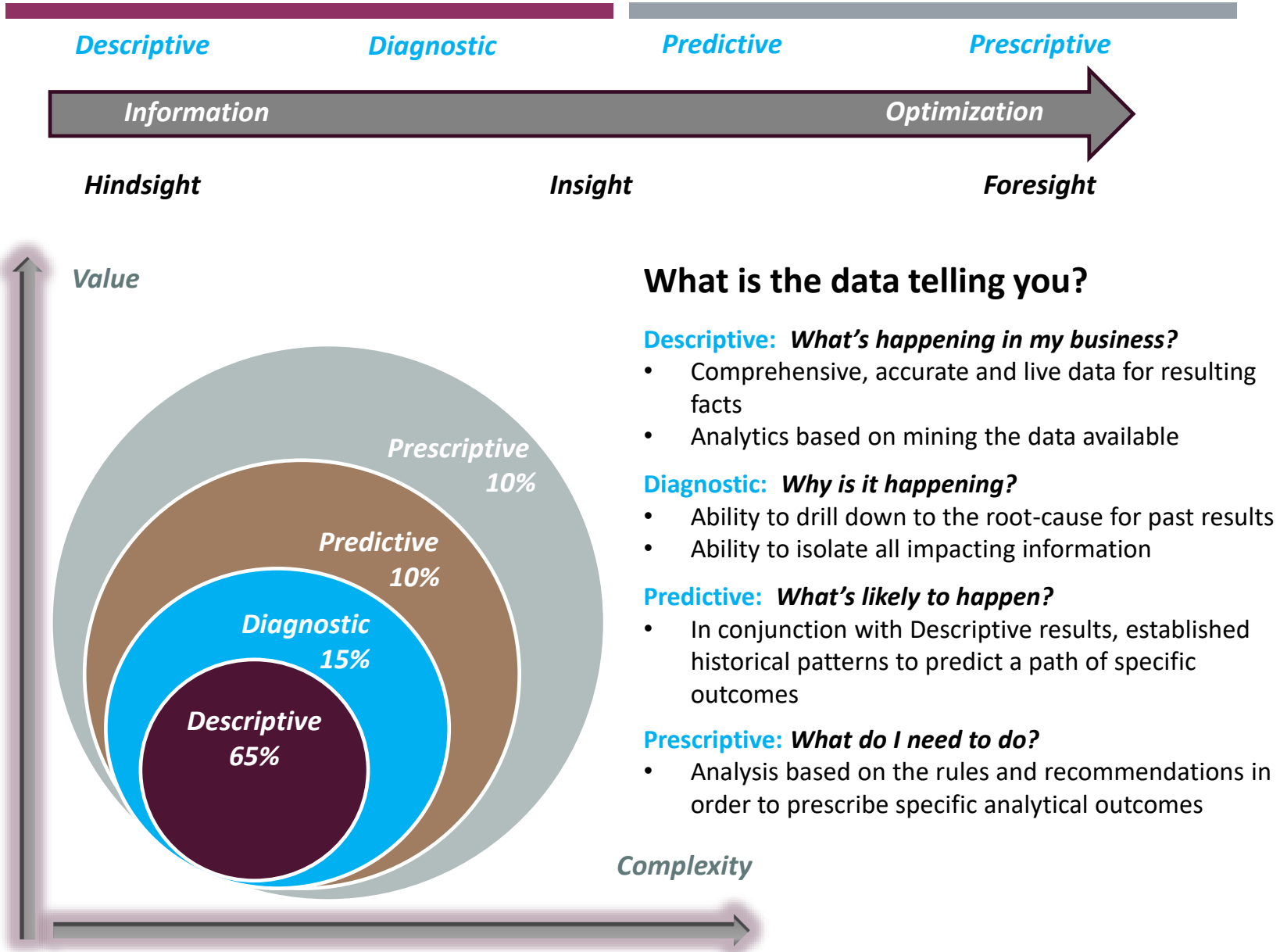
Many companies operate with financial information that looks through the rearview mirror.

The goal is to keep your eyes focused on the windshield instead.

Gaps we’re seeing:

- lack of basic visibility to data
- inability to efficiently review data in an effective format

This must be addressed first.



## What is the data telling you?

**Descriptive:** *What’s happening in my business?*

- Comprehensive, accurate and live data for resulting facts
- Analytics based on mining the data available

**Diagnostic:** *Why is it happening?*

- Ability to drill down to the root-cause for past results
- Ability to isolate all impacting information

**Predictive:** *What’s likely to happen?*

- In conjunction with Descriptive results, established historical patterns to predict a path of specific outcomes

**Prescriptive:** *What do I need to do?*

- Analysis based on the rules and recommendations in order to prescribe specific analytical outcomes

## HOW WE CREATE VALUE

We match our extensive background in finance and business operations with our core competencies – data management and analytics – to drive efficiencies and uncover value and business opportunities.

### ***Our Pathway to Establishing Value Analytics for the Organization***

**DATA READINESS ASSESSMENT**  
Evaluate your tolerances



**PILOT PROJECT**  
High value, low effort

**PROJECT TWO**  
Topical, bigger investment,  
more stakeholders

**Assessment** → **Training** → **Skills Application** → **Improved Analytics**

#### Service Approach

- Pain Points researched/resolved
- Function as an additional resource for times in need
- Turn around significantly faster since we are a boutique operation and engaged outside of daily norms

#### Learning Approach

- New skills that apply to your business
- Improved engagement and retention
- Start training at user experience level and move forward from there

# IMPLEMENTATION PARTNERSHIP APPROACH

*Sometimes needs are already identified, budgets set, but resources are not identified. Since we can provide end to end project development, we can dive in a solve a specific and immediate need.....free up your resources by letting us jump in, immerse and solve the problem quickly.*

**Using us to develop a previously identified immediate need, we can use the Implementation Partner Approach:**

1. Deliver specific and immediate analytical need:
  - Build specific automated report
  - Create data assembly to facilitate needed reporting KPI's
  - Data warehousing & transformation
2. Use Akseshen as the short-term deployment resource:
  - Free up internal resources
  - Align with already established budgets for project work
  - Liaison directly with internal project managers.
3. Leverage external resources to tackle more simple items, allows you to deliver timely and allows us the venue to show how we approach and deliver for you.....win-win.
4. We work efficiently:
  - Understand the discipline of project cycle and can manage end to end but without the multiple layers
  - We match our resource skillsets to the project complexity
  - Provide implementation change management and post implementation product support

# OUR SERVICES OVERVIEW



DA Readiness  
Assessment



Training



Analytics and  
Reporting Design



Data Alignment,  
Efficiency and  
Automation



Data Advising &  
Management  
Services

# YOUR TALKING POINTS



***Akseshen LLC, can economically partner with your organization to provide critical assistance in fixing your data misalignments; providing efficient and clear reporting suites; and sharpening your team's analytical capabilities.***



1. Bring clarity to business results across the organization – to create aligned conversations
  - Portable & Navigational Reporting
  - Insights to assist in determining decision options



2. Fix underlying data gaps & create efficient data transformation – to create data performance and accuracy
  - Design meaningful transformation of information
  - Create customized inventory Key Performance Indicators
  - Develop, restore and maintain underlying data sets that are used to drive business reporting



3. Sharpen your resource's Data Analytic knowledge base – to create day to day efficiency for your staff
  - Training more advanced analytical processes using the tools you use now
  - Expanding into new Microsoft suite tools for daily use

## THE AKSESHEN SOLUTION – LET’S CHAT



**Let’s discuss your most critical needs. Our assessment process provide you with a top line view of your data readiness**

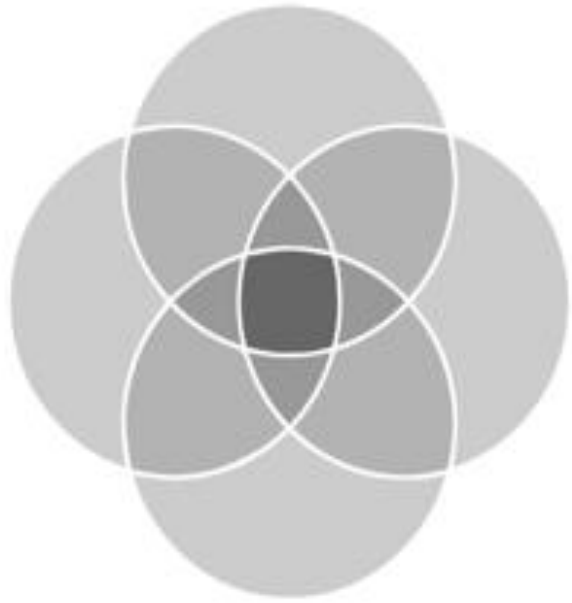
**Your business results are *your* top priority – your organization will be *our* top priority.**

***Visit our website to learn more: [www.akseshen.com](http://www.akseshen.com)***

***Contact us:***

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***[lucy@akseshen.com](mailto:lucy@akseshen.com)***



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# APPENDICES

TEAM BIOS  
RESOURCES

## THE TEAM



### Ownership

## Partner & Business Solutions Director



Todd Arnold-Simons leads Akseshen's efforts to design, implement and enhance client analytical and reporting capabilities. He is knowledgeable in business intelligence execution, data sources and structures. He focuses on understanding business needs to ensure the correct outcomes and delivers expanded capabilities in the most simplistic-to-use formats for our clients. He brings 15+ years of analytics and reporting experience to Akseshen.

[www.linkedin.com/in/toddarnoldsimons](http://www.linkedin.com/in/toddarnoldsimons)



## THE TEAM



# Business Analytics Manager



Lucy Jasinski is the Business Analytics Manager for Akseshen. She is versatile and resourceful in critical analysis and efficient problem solving. Lucy is a reporting expert that thinks systematically to devise innovative solutions while using her extensive understanding of business processes to provide simplified outcomes. Her background of 15+ years in data analysis, reporting and facilitating technical connections enables her to design processes, tools and approaches that help firms achieve desired outcomes and success.

<https://www.linkedin.com/in/lucyjasinski/>

## THE TEAM



# Goldstone Systems



GSS has extensive experience in organizational implementations of Power BI Solutions. We plan, design and build strategic solutions for various business users leveraging our expertise in Data & Analytics. We enable organizations to access actionable insights that result in positive business impacts. We quickly adopt and implement Power BI solutions to empower organizations with an exceptional automated digital experience.