



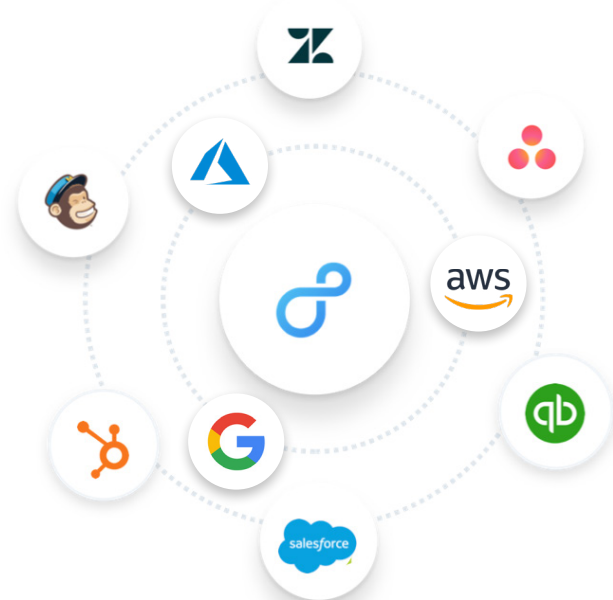
## Data Modernization = Predictable Growth

# How to Turn Your Data into a Strategic Advantage with BrainSell!

### INTRODUCTION: WHAT & WHY?

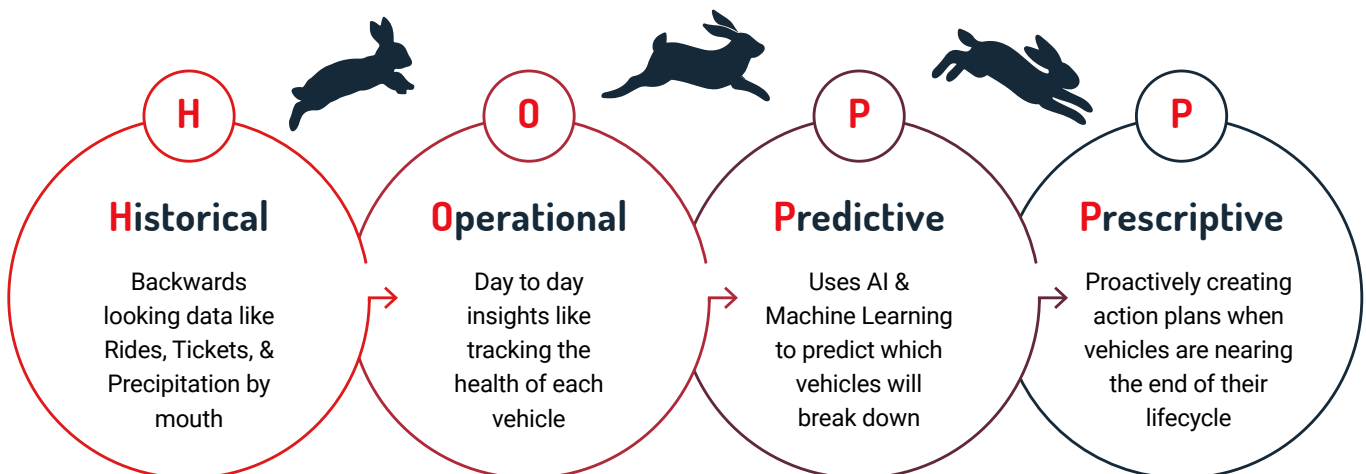
Successfully growing your business requires that you truly know your customer. Fueling your employees with the right data leads to business insights that empower them to make informed decisions that drive predictable outcomes. *This is like giving your team a roadmap for business growth and scale.*

Data architecture evolutions by companies like Amazon Web Services, Google, and Microsoft Azure are helping companies do more with the data they collect. Revolutions in technology around artificial intelligence, machine learning, and natural language processing are also getting businesses talking about their data initiatives. Specifically, they are talking about how their database can't grow and scale as the company grows.



### GAIN POWERFUL INSIGHTS FROM YOUR DATA

At BrainSell, we have made it our mission to help our customers make their data dreams a reality. With our Data Modernization strategy, we can position you to gather, access, and use the data you need to HOPP to success!



# We Break it Down into Four Key Steps



## STEP 1: STRATEGY

The initial exercise is designed to help formulate a data solution game plan specifically for your business by uncovering your key business needs. By understanding your business' data aspirations, we build out a roadmap for your team on how to appropriately begin evolving your data strategy. This is where possible tech implementation—with tools like Sidekick, Tableau, and more—is considered to help streamline the process.

**What You Get:** A data blueprint that provides a comprehensive assessment of potential solutions that align with your goals and reduces any risks of benighted investment.



## STEP 2: FOUNDATIONS

We tackle all major foundational concerns with your business' data infrastructure. The goal is to align people, processes, and technology, while also uncovering all the key data sources of your business to give you the visibility you need.

**What You Get:** Expert implementation of a modern data platform that provides the foundation for growth and scale.



## STEP 3: INSIGHTS

Building off the prior foundational exercise, we begin to address those needs through various sprints with the help of our trained data scientists and experts. Addressing one need at a time ensures that lines aren't spread too thin and that your data modernization happens at a steady, comfortable pace.

**What You Get:** Opportunities for advanced reporting, modern business intelligence, predictive and prescriptive insights through AI and machine learning, or even custom applications on top of your data. Opportunities are endless!



## STEP 4: SCALE

From there, the world is your oyster! BrainSell becomes your growth coach for digital transformation and continues to monitor your data needs. With a powerful Digital Feedback Loop, you gain a holistic view of how your data strategy impacts growth and identifies new areas where data can help you scale and succeed.

**What You Get:** An amazing partnership that allows you to grow and scale as your world continues to grow and scale through the power of a modern data platform.

## LET US SHOW YOU WITH PALMETTO EV

We have come to learn that the best way to understanding data and the potential of data is by telling a story. Stories are recognizable patterns from which we can derive meaning. It is far easier to use stories to make sense of our world and share that understanding with others.

Therefore, here is the story of Palmetto EV, an electronic bike and scooter company. With the help of Palmetto EV, we can highlight all the familiar challenges and unclear solutions in a relevant and contextual way.

Check out this webcast highlighting how Palmetto EV approaches its data-driven initiatives and (more importantly) how it will help YOUR business grow.



[Click to watch video](#)

## READY TO BECOME DATA DRIVEN?

Big Data initiatives don't have to be painful. Reach out to your BrainSell rep for more information and to learn how our data strategy can better your business!

 [growth@brainsell.net](mailto:growth@brainsell.net)

 (978) 887-3870

 [www.brainsell.com/contact-us](http://www.brainsell.com/contact-us)

