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DATA ANALYTICS SPECIAL

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20 Most Promising Data Analytics Solution Providers - 2018

Companies are often coming up with creative ways to enhance customer experience. Thus, adaptation to the staggering amount of data accumulation has provided the academic and the economy with unprecedented knowledge of population patterns. But the data accretion is vast in its quantitative measures and is susceptible to duplications, glitches, and factual errors. Additionally, on the qualitative front, the talent required for data clearing is scarce in their availability along with the upsurge in the use of storage space. Security is another major issue for data mining companies as big data is often vulnerable to cyber breaches, ethical hacking, and malware attacks that lead to loss of trust in data.

As 2018 commences, companies are far more motivated to adopt ambitious analytics trends to amplify the worth of web experience in day-to-day lives. Small and medium-sized companies are increasingly more enthusiastic about reaping the benefits of data analytics and are willing to outsource

their analytics requirement to data companies specializing in it. Down the line, this year EU General Data Protection Regulation will come into effect and open up new opportunities for data scientists to explore.

In conclusion, the data analytics landscape is flooded with myriad solutions and thus zeroing in on the apt one remains an uphill task for a CIO. To tread on the right path, CIOReview Magazine has become the torch bearer in the data analytics landscape. Our distinguished selection panel, comprising CEOs, CIOs, VCs, industry analysts and the editorial board of CIOReview Magazine narrowed the excellent providers that exhibit competence in delivering data analytics solutions.

We have considered the vendor's ability in building solutions and services that can effectively yet economically account for advanced and effective data analytics offerings, keeping in mind the factor of time-focused delivery. We present to you CIOReview's "20 Most Promising Data Analytics Solution Providers - 2018."



Company:
Adaptive Analytics

Description:
Adaptive Analytics is ideally positioned to help clients take maximum advantage of their data through accurate predictions about the future

Key Person:
Parnell Woodard
Founder

Website:
adaptiveanalyticsllc.com

Adaptive Analytics Big Data for Small Business

Having rich experience spanning two decades in the marketing and advertising industry, Parnell Woodard has closely studied the rapid changes in the proliferation and availability of data. He has observed how this has contributed to the transformation of many different aspects of business operations. He opines that as data availability grows, so does the challenge of extracting valuable insights. To take advantage of this growing need, he brought together his expertise as a data scientist, marketing strategist and technologist to form Adaptive Analytics. The company leverages data, secured across any number of different sources, thus enabling clients to react to learning from that data throughout their organization.



Parnell Woodard

"Big Data doesn't have to be just for big companies" explains Woodard. "More and more small and midsize companies recognize that not only do they have the data they need to make smarter decisions, but they too can bring that data together into an environment they can capitalize on without spending inordinate sums of money to do so." Adaptive Analytics focuses on understanding the metrics and KPI's that drive a company's business and then seeks to uncover where that data exists in order to help operationalize insights from it.

“ Adaptive Analytics converts the complexities within clients' data and presents key insights toward overall business growth and revenue generation

Adaptive Analytics' blueprint protocol identifies and dives deep into the detailed metrics or key performance indicators (KPI) to be extracted from the data. This rigorous process

assesses each of those metrics and identifies how they are calculated, created, presented, and refreshed for various levels of insight that users might require. The blueprint acts as a guide for establishing various components that are critical for data visualization such as data sources, queries, and the relationships between the data. With a small yet dynamic team of professionals seasoned in the realm of data capture, data integration (ETL), data analysis (modeling/segmentation) and data visualization (dashboards/reporting), "Adaptive Analytics converts the complexities within the clients' data and presents key insights toward overall business growth and revenue generation," explains Woodard, Founder of Adaptive Analytics.

Adaptive Analytics has built a strong client base in the franchising space, as the team recognized an inherent need for a product to coexist with various Point Of Sale (POS) systems. The company built a tool that compliments POS systems but includes additional operational, HR, and reporting components, thus allowing franchisors as well as franchisees to better manage their entire chain of franchises or their single location. Adaptive Analytics' tool allows for data and reporting integration points through an API thus allowing users faster and more customized reporting access to any number of data sources. "We can get the results they want quickly and precisely the way the clients want it," says Woodard. The company's franchise clients include over 1000 users that use various POS systems such as MINDBODY, Zenoti, and Square. Adaptive has the ability to swap data connectors, define KPIs through the blueprint process, and create a deeper and richer reporting set accompanied by day-to-day operations and HR management in a toolset for that particular franchise.

For 2018, Adaptive Analytics will continue to source new technologies that enable Adaptive to build more customized solutions for their clients. "Clients data and reporting needs change, sometimes very quickly. And we need tools and partners that allow us to address those client needs equally as fast, while still supporting their existing legacy systems," says Woodard. "Technology changes so fast. You have to be able to adapt to it for your clients while still delivering insights and results. We strive for that every day." CR