



# Data-driven insights for any budget

Our BI services



# Dispelling the investment myth

**While Business Intelligence and data analytics promises to bring a wealth of advantages to enterprises seeking more strategic viewpoints, many are reluctant to begin projects. One of the most common reasons behind this reluctance is a belief that any BI project will be costly, time-consuming, and complex.**

However, this belief can often undermine the distinct value of Business Intelligence insights – dissuading them from realising great benefits and cementing their reliance on manual processes and legacy workflows.

While it is true that advanced Business Intelligence solutions can be susceptible to these challenges – requiring many implementation stages and the associated investment – our unique methodology focuses on delivering targeted, strategic, and value-led projects specific to digital infrastructures.

For businesses, this enables a data-centric approach and reliable foundations on which to base strategies, regardless of investment level.

To help illustrate that data-driven insights are available to businesses regardless of the investment level, we're exploring three example projects that scale by budget

and time needed. We'll also discuss what they can provide to businesses throughout almost any industry – from reliable and accessible strategic reports to fully-fledged enterprise-wide systems. At a glance, these three projects for value-led BI at any scale are:

- 1 The launchpad project
- 2 The exploratory solution
- 3 The bespoke MVP

▶▶ [Read on to learn more about what a limited BI project can provide.](#)

# The launchpad project

**Budget: £4,000 - £5,000**

Perfect for enterprises wishing to take their first steps into the world of Business Intelligence and data analytics, the 'launchpad project' lets your team, users, and stakeholders test the benefits of BI with a small proof of concept project.

Taking place over **3-5 Days** (depending on architectural complexity), this is the perfect place to start if enterprises are looking to begin transforming their data into actionable intelligence.

As a launchpad project, this can often catalyse wider adoption of BI tools and data-driven insights – without requiring significant investments. With this proof of concept being value-led, any implementations are designed to add measurable benefits from this initial work.

Helping to understand the power of Business Intelligence and platforms/tools such as Power BI, outcomes here depend on the current state of your architecture. With low volumes of data and few systems in need of integration, infrastructure may be leveraged to feed data straight into a reporting platform like Power BI with a personalised and strategic dashboard. If you have large volumes of data on other hand, we can take a sample of this dataset to demonstrate the capabilities of reporting.

Regardless, with a basic semantic model in the middle, or data pulled directly from business systems, enterprises can access reports that cater to core business goals and

demonstrate the potential for future BI projects. This is all achieved while providing access to specialists that may answer any questions from stakeholders and end-users throughout. Examples of these include:

- A dashboard that displays the current progress towards specific KPIs broken into regions and catering to customer demands and influences.
- A dedicated and personalised buyer list with insights on persona behaviour, available in one at-a-glance report.
- An overview that displays streaming data fed from the main touchpoint in a private healthcare facility – begging to assess patient satisfaction.

Once this launchpad project has been completed and your enterprise has realised the potential benefits of pursuing future projects, then it may well be time to consider your second BI project.

# The exploratory solution

**Budget: £10,000 - £15,000**

**Moving beyond this first tier of BI consultancy services brings us to more tailor-made solutions and an exploration of future possibilities. Such solutions are ideal for enterprises that have realised the wide array of benefits that BI can deliver, and wish to take the next steps toward intelligent ecosystems. Here, we usually expect a time-to-delivery of 10-15 days.**

The wide range in investment levels and scope at this tier stems from the exploratory and uncertain nature of involvement.

With more complex datasets, multiple sources, and no existing single point of truth, transforming enterprise-specific data into actionable and value-led insights can be far more challenging and resource-intensive than enterprises who already possess a sophisticated and centralised infrastructure.

How can we leverage this architecture and introduce new tools to transform areas within your enterprise with a long-term value-led approach in mind? How will users continue to interact with these tools after our departure? Is it scalable, and does it bring tangible benefits to users? These questions, and more, need to be considered with a collaborative approach in mind to ensure that a more advanced project is delivered.

**Examples of solutions at this stage may include:**

- The Integration of an ERP solution, and the delivery of an ETL process to load 12 entities from the system, creating a Data Model to kick-Start Analytics.
- The design and build of an Embedded Power BI report that's integrated into a Microsoft Dynamics Solution; enriching the experience of ERP users.
- The creation of a Semantic View model on an existing Data Source, and the development of numerous reports and dashboards to provide insights.

In this tier, both the data engineers and the client will enter an exploratory stage where more intelligent tools, processes, and applications are considered – and outcomes come with a degree of conjecture. As the solution is more tailored to the specific business needs of an enterprise, a fully-fledged solution may not be realised at this stage. Projects, however, are designed to still target business processes or the areas in need of optimisation for a value-led approach.

---

# The bespoke MVP

**Budget: £30,000 - £40,000**

## Moving on from the middle tier brings us to some of the larger starter projects that we fulfil in a single stage.

This scale of project moves beyond the proof of concept and their counterparts into a Minimum Viable Product (and beyond), catered and tailored to individual businesses and their infrastructure.

Typically delivered over **6-8 weeks** as part of a long-term data strategy and designed to add value throughout, the output of such a project will evolve over the long term and provide enterprises with valuable operational insights. Such intelligence can shape and inform high-quality strategic decision-making.

A workshop process helps shape the MVP and outline the delivery and value to be gained from it.

One such MVP may take the form of a bespoke reporting platform. In such a project, enterprises can expect three phases:

- 1. Integration to several core business systems and the ingestion of data into a central data platform, typically in Azure.**
- 2. Transformation of data sets into a data model that can support the use cases needed to deliver business insight.**
- 3. The visualisation of data in a series of reports and dashboards driven by the needs of the business.**

Once an MVP has been delivered, it can be developed with further phases of work. These may take the form of extending data sources and adding new ones, expanding the transformation logic to shape data, and adding greater and more sophisticated dashboards, reports, and user-specific features.

### Our MVPs in action

We recently delivered such a project with leading private IVF provider Create Fertility, who wished to move beyond the traditional 'off-the-shelf' systems to gain a distinct insight into their current operations. Feeding sales, customer, marketing, and finance data as part of an initial MVP, Create Fertility could identify areas of optimisation throughout the customer journey. Allowing Create Fertility greater understanding of the business as it expanded into new markets.

▶▶ [Read our full case study to learn more about how our MVP enhanced Create Fertility's insights.](#)

---

# Analytics as a foundation

**We've explored three potential entry-level projects for enterprises of any size, ranging from SMEs and national businesses to international organisations looking to achieve more from their data than ever before.**

**While not fully comprehensive in scope or limits, there are some core considerations that businesses looking to engage in these projects should be mindful of.**

## **Projects with long-term benefits**

While these projects are designed to bring targeted benefits to clients, a long-term view is essential. If users aren't made aware of these advantages or fail to continue using implemented tools, then reaching greater data-driven insights in the future is likely to be met with resistance. This is why we adopt a collaborative approach with all of our clients, informing users and helping to enable a data-literate culture while deploying projects that are truly value-led.

With tools and insights that aid in navigating critical business challenges or uncovering further areas of growth, longevity is assured while our scalable solutions allow businesses of any size to make the most from our services. Delivered in conjunction with Azure services, platforms can scale as the solutions are expanded.

## **Unique services, tailored to infrastructure**

All of our solutions are deployed with our tried and tested methodology in mind. For our clients, this means that every project that we work on, whether it's a small and targeted proof of concept or a company-wide MVP, caters to the strengths and weaknesses of their architecture.

This means that gained insights are bespoke to the teams and users that will be interacting with dashboards and infrastructure daily, answering the questions and providing critical snapshots that matter for empowered insights and actionable intelligence.

## **Begin your journey to strategic insights today**

To learn more about our full range of services, and for a free discovery call to discuss how we can help your business uncover trusted data-driven agility, [book a free discovery call today](#). One of our team of market-leading experts will respond as soon as possible.

transparency data & ai

**Contact info**

+44 (0) 1202 139255

hello@transparency.com

100 Berkshire Place, Winnersh, Wokingham RG41 5RD