



COLOURS_OF_DATA

Colours of Data – Service Definition Document

G-Cloud 14 application
3rd May 2024

WHO WE ARE

Helping companies flourish, not just survive

Team with a broad international experience in **business, data & CRM roles.**

We understand the specific challenges businesses are facing. We leverage **best-in-class industry** expertise, tools and proven strategies to build **custom-made solutions.**



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We're The Trusted Partner For All Things Data.

We work with the best to make them better.



Continental



LINET



ŠKODA



PORSCHE
ČESKÁ REPUBLIKA

e-on

ČESKÁ
spořitelna

cxLoyalty



TELE2

FAKULTNÍ
NEMOCNICE
BULOVKA

DEEPLAB

JustPark



Partners
finanční poradci a zprostředkovatelé

T·M·LEWIN
EST. 1995

M&S

FT SPECIALIST

VLTAVA LABE
MEDIA

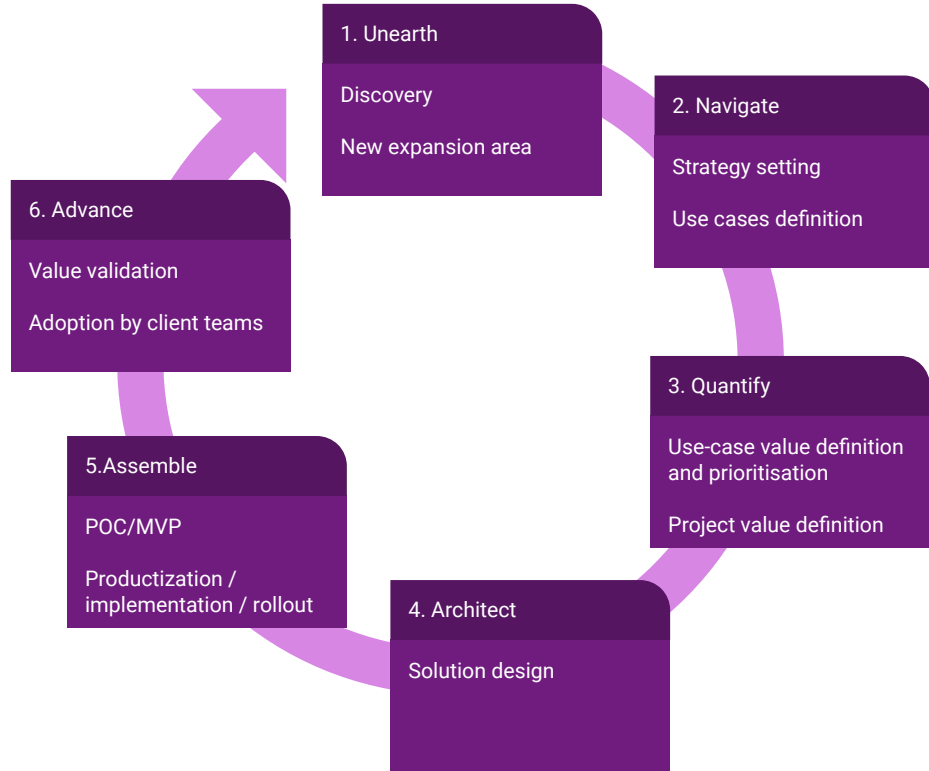


dayinsure

HORNBY

CoD Delivery Process

Our **uniqua³** project delivery process is designed to bring specific value quickly while minimising risks on the client side



Data is your
new gut feeling.



Data Analytics – Road to Success

Expertise to create data-driven organisation

Strategic Consulting	Data Warehousing solutions	Reporting and Business intelligence	AI and ML solutions	Data Governance delivery
Data analytics strategy	Business use-case definition & prioritisation	Business use-case definition & prioritisation	Automated predictive analytics	Technical support and guidance
Tools and architecture design	Data modelling	Business data model	Predictive modelling	Business data governance definition
Transformation & change strategy	Data engineering	Analytic use-cases and value definition	Statistical modelling	Scope and extent definition, roadmap
Data strategy	Data flow automation	Technical implementation	Gen AI and automation	Tool recommendation and delivery
Solution architecture	Tools integration	Reporting and dashboards	Team trainings and adoption	integrating DG into organisation
	Data storage building	Data storytelling		DG assets delivery and expansion
	Reporting and dashboards	Internal adoption and training		DG practice definition and management
Support and further development				



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Citizen Engagement – Road to Success

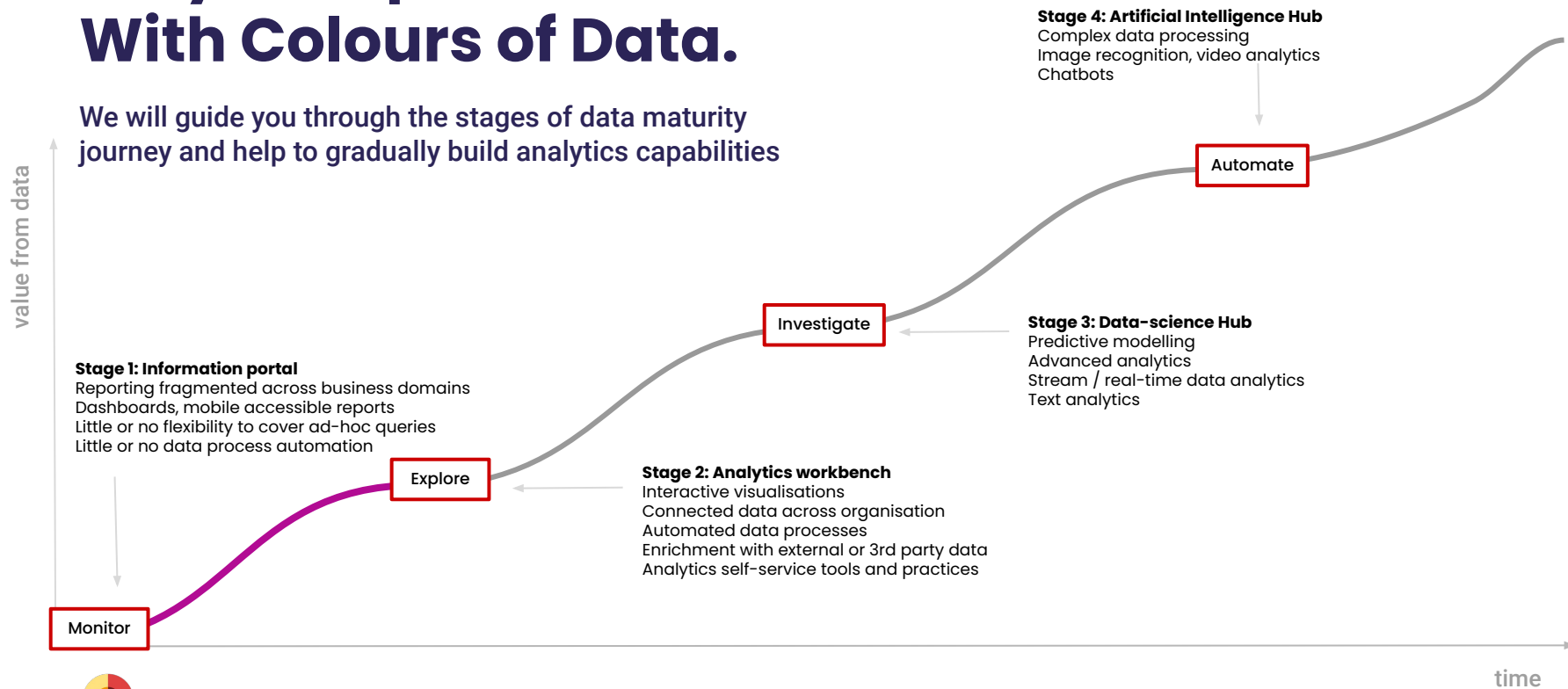
Expertise to manage the citizen relationship

Strategic Consulting	Citizen Analytics	Solutions	Team Development	Support
Business strategy	Tools integration	Technical implementation	Team trainings	Technical support
Communication strategy	Citizen behavior analysis	CRM solutions	Team members onboarding	Business support
Transformation & change strategy	Citizen segmentation	AI in Marketing	Team development planning	Bug fixing and quality assurance
Data strategy	Campaigns evaluation	Industry solutions	Webinars	Solution management
Solution architecture	Testing and optimization	eGovernment		Project management
	Reporting and dashboards	Telco		Change management
	Campaigns development	eCommerce		Solution security
	Predictive analytics (AI)	Retail		GDPR & Data privacy



Why Companies Partner With Colours of Data.

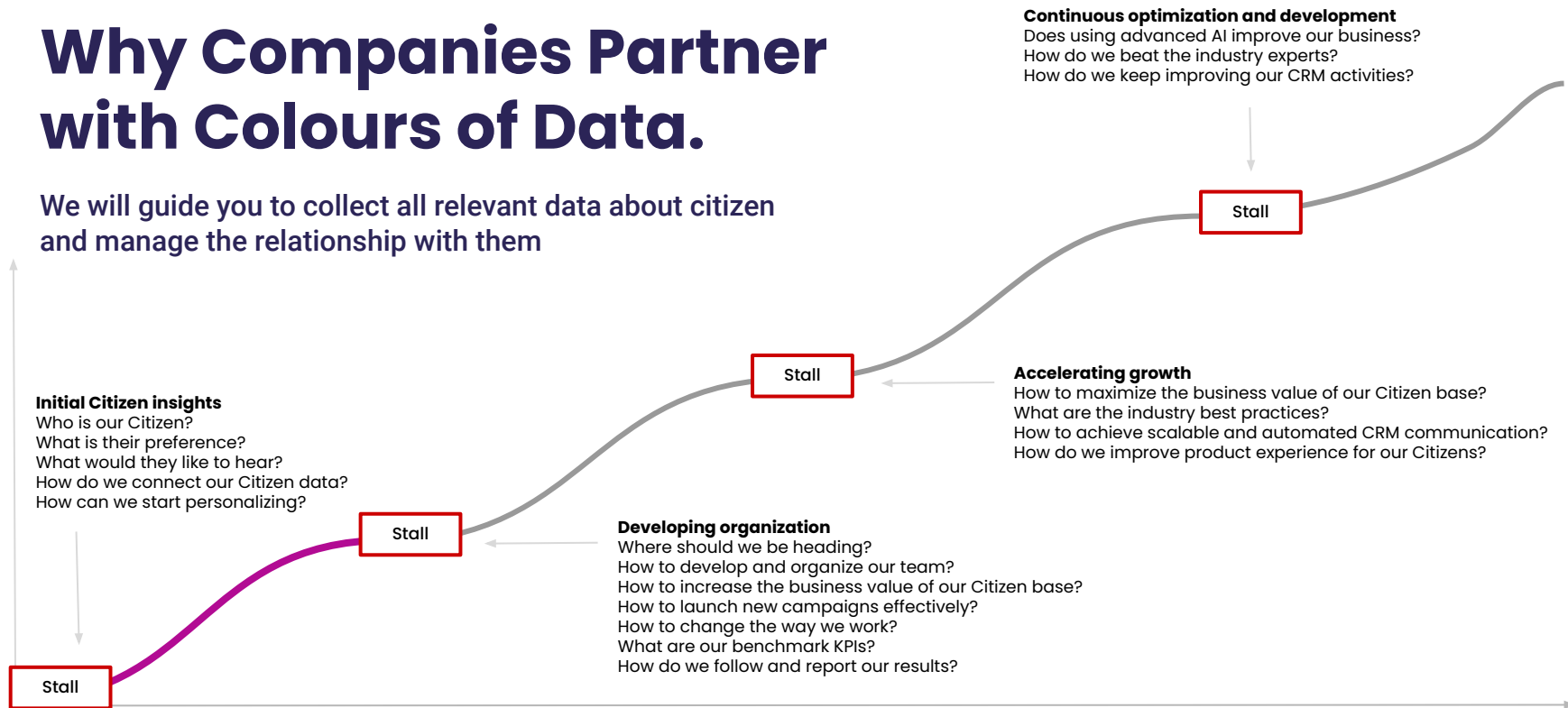
We will guide you through the stages of data maturity journey and help to gradually build analytics capabilities



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Why Companies Partner with Colours of Data.

We will guide you to collect all relevant data about citizen and manage the relationship with them



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Thank you.

Tomas Matl

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