

### 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.





### **Ontinental**



LINET



#### ŠKODA



PORSCHE CESKA REPUBLIKA

e-on



# We're The Trusted Partner For All Things Data.

We work with the best to to make them better.





























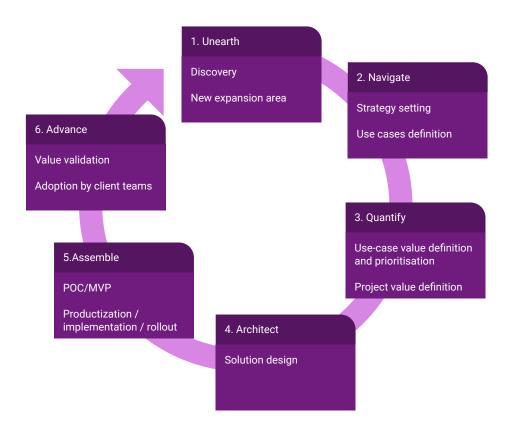






# **CoD Delivery Process**

Our uniqa<sup>3</sup> 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	Al 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 Al 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



# 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
DLOURS_OF_DATA	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

#### Stage 4: Artificial Intelligence Hub Complex data processing Image recognition, video analytics Chatbots

**Automate** 

#### Stage 3: Data-science Hub

Predictive modelling Advanced analytics Stream / real-time data analytics Text analytics

### Stage 1: Information portal

Reporting fragmented across business domains Dashboards, mobile accessible reports Little or no flexibility to cover ad-hoc queries Little or no data process automation

**Explore** 

Interactive visualisations Connected data across organisation Automated data processes

Stage 2: Analytics workbench

Enrichment with external or 3rd party data Analytics self-service tools and practices

Investigate



Monito

time

# Why Companies Partner with Colours of Data.

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

# Initial Citizen insights Who is our Citizen? What is their preference? What would they like to hear? How do we connect our Citizen data? How can we start personalizing? Stall

**Accelerating growth** 

How to maximize the business value of our Citizen base?
What are the industry best practices?
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Continuous optimization and development

Does using advanced AI improve our business? How do we beat the industry experts? How do we keep improving our CRM activities?

How to achieve scalable and automated CRM communication? How do we improve product experience for our Citizens?

#### Developing organization

Where should we be heading?
How to develop and organize our team?

How to increase the business value of our Citizen base?

How to launch new campaigns effectively?

How to change the way we work?

What are our benchmark KPIs?

How do we follow and report our results?



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# Thank you.

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