pactera EDGE

BRIDGE THE DATA CHASM with dataREADY™

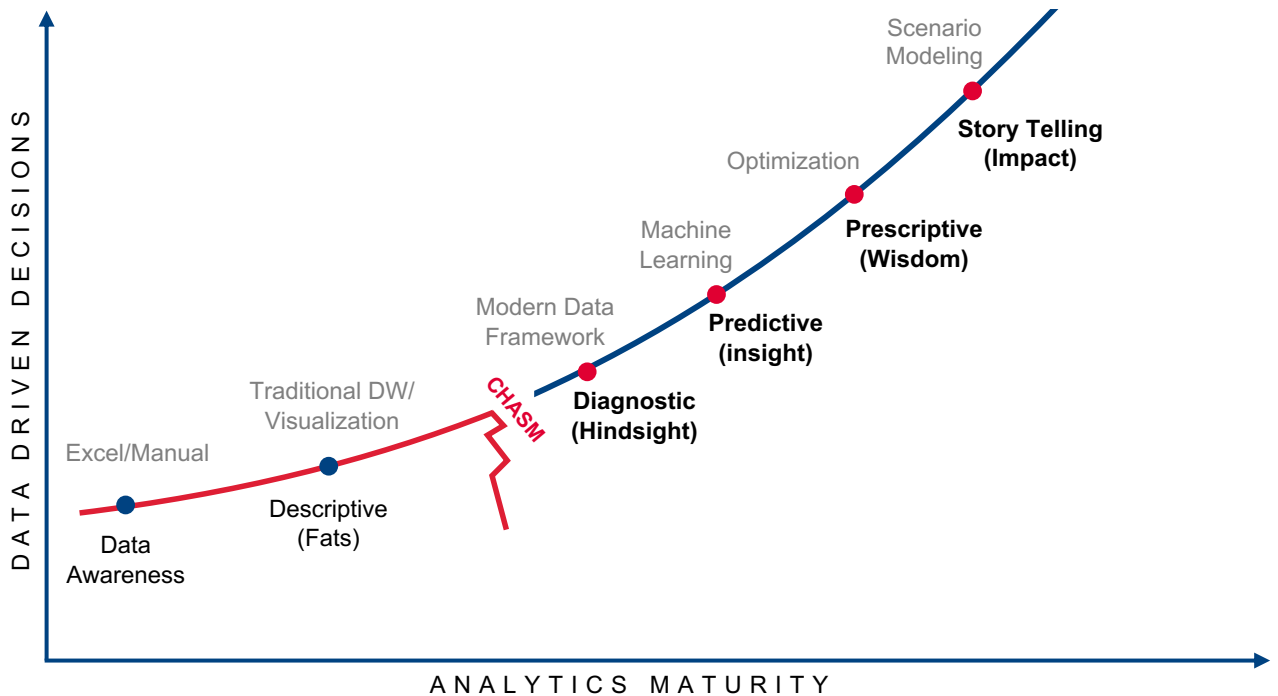## THE CHALLENGE & OPPORTUNITY

It's time for businesses to bridge the data chasm gap.

Businesses everywhere are on a journey from processing raw data to applying it to make smarter decisions at scale. But they're being stymied by a chasm between raw data and data that is ready for intelligent applications to use.

And that chasm is costing businesses dearly. It's estimated that bad data costs U.S. businesses alone more than $611 billion a year – and 40 percent of business objectives fail because of bad data, or data that has not been properly collected and prepared.

But for the companies that figure out how to close the chasm, the payoff is great. Just look at how well Amazon dominates multiple markets by managing its data.

CROSSING THE DATA CHASM

HOW PACTERA EDGE CAN HELP

Businesses need a partner who understands how to make their data ready for machine learning environments. They need someone who can engineer their data to make it available to the entire organization, from Finance to Marketing, with a common data pipeline to propel them forward. That's what Pactera EDGE does.

Our dataREADY™ solution includes a data preparation process designed to fit into any environment. Our service team provides a seamless connection with your internal resources, allowing the greatest efficiency and speed of delivery. We:

- Organize and clean your data so that your data scientists can focus on more productive work.

- Connect multiple departments with a common pool of clean data to make the entire company more effective.

- Do the heavy lifting with data preparation to support your business needs.

We simplify the complex.

HOW WE DO IT

dataREADY™ combines 'human-in-the-loop' expertise perfected through Pactera EDGE's OneForma data tagging platform with the newest approaches in machine learning and optimization for data preparation. We enable a data-driven, intelligent enterprise in multiple ways:

Consulting: design sprints to define problems, metrics review, data discovery and targeted POCs provide clarity to improve business results.

Data and technology readiness: digitization, data cleansing, tools optimization, pipeline management, data enhancement, automation and reporting.

Global market enablement and data localization: Leveraging our Omni-Channel Commerce Enablement, and global workforce framework.

Data mining and analysis accelerator: including Advanced Analytics development, data mining, algorithm development, natural language processing, machine learning, and insights development.

The dataREADY™ solution can be used in a one-time fashion or to create a repeatable data preparation process that you own without licensing fees.

OUR STRENGTHS

- Passionate and experienced consultants who know how to deliver measurable business outcomes with better data.

- A proprietary approach for managing data preparation and optimization.

- Efficient manual involvement blending human expertise with innovations in digital technologies.

- Cost-effective services with global teams including China and India.

TRACK RECORD

We have helped global businesses improve their operations with better data. For example, a major U.S. consumer packaged goods company needed to improve trade promotion management and optimization. Among the client's challenges: all trade promotions were being managed on spreadsheets, and no consumption data was applied to events. Our services included integrating disparate data, eliminate duplicates, and improving data usability to create an end-to-end sales planning system. As a result, the client's profits increased $50 million in the first year.

We deliver results such as those across multiple industries.