

# Enterprise Data Insights (EDI)

## Extracting Actionable Intelligence from your Data

Enterprises produce two billion gigabytes of data each day, containing untapped insights into how best to serve customers and streamline operations. However, accessing it in an organized, efficient way is a major challenge.

### Key Challenges in Harnessing Enterprise Data



#### Segregated Data

Duplicate and unique data exist in disconnected databases



#### Lack of Holistic View

No way to view aggregate enterprise data



#### No Actionable Information

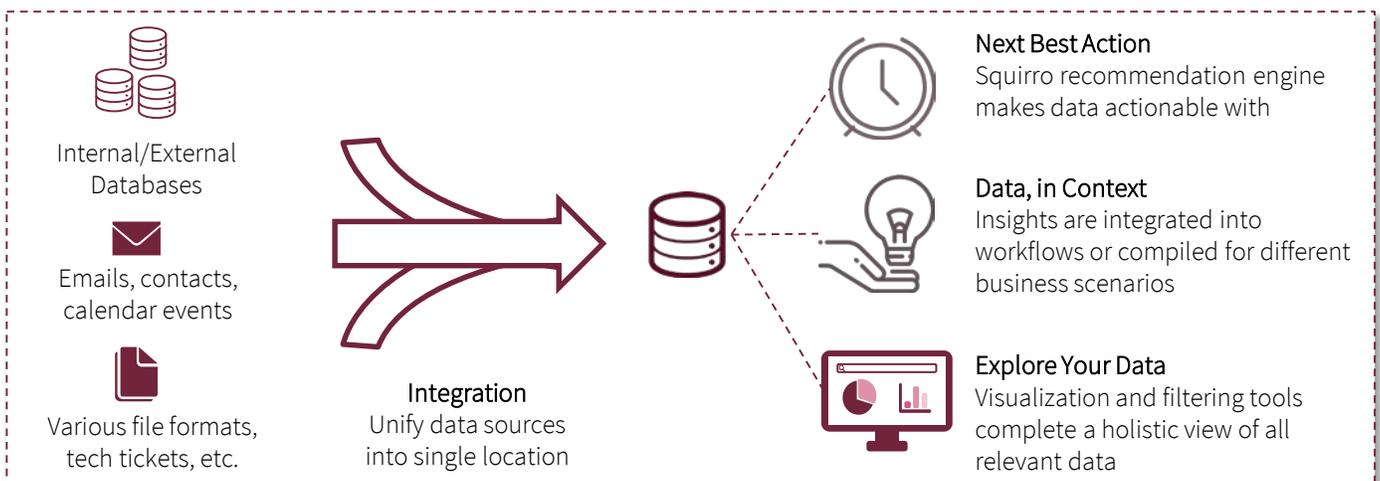
Even if data is aggregated, no guarantee the result is actionable

Let's consider a relationship manager working for a global bank. Each morning she enters the office a few hours before the markets open to review lengthy research and industry reports. Next, she reads emails containing ideas and recommendations based on opaque data, and browses through news sources for further insight. In the short time available, she has done her best to aggregate information and prepare to adjust client portfolios accordingly.

Now imagine a different scenario. The relationship manager enters the office and accesses her dashboard. With a few clicks, she quickly sees recommendations for her client portfolios driven by the latest internal and external data, along with the most important information aggregated from reports, emails, and news articles. She can see everything that matters to her and her clients, and is empowered to make important data-driven decisions. Can you imagine the dramatic effect this would have on your firm's performance and customer engagement?

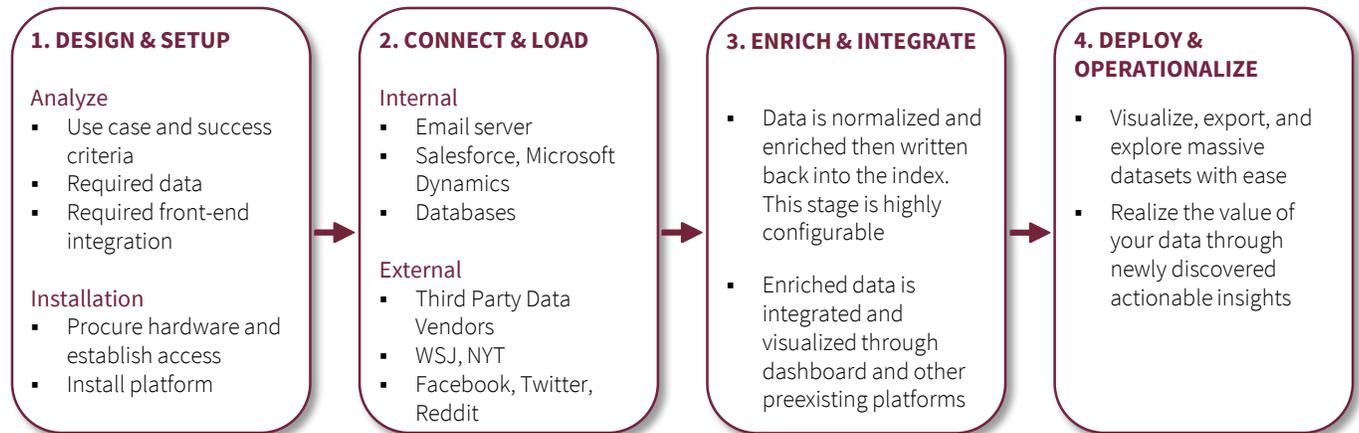
## Our Solution

**Enterprise Data Insights (EDI)** is a highly scalable, lightweight, and powerful data intelligence solution which enables organizations to unlock the hidden value within their data. EDI enables companies to rapidly utilize both structured and unstructured data, focusing on **what you need to do** and **what you need to know**:



## Our Integration Strategy

Synpulse applies a proven integration strategy that not only ensures rapid design and implementation, but also minimizes risk and meets budget.



## EDI Benefits

Synpulse offers end-to-end design and implementation of our EDI solution. With your new capabilities, you can drive both top line and bottom line growth through:

- Increased client retention resulting from data-driven decision-making with real-time internal and external client data
- Efficiency gains from consolidating data from various systems and databases and integrating with existing platforms
- Industry insights gained by aggregating information pulled from numerous external sources
- Greater visibility into revenue drivers, targeted marketing, and cross-selling opportunities driven by 360° customer views

### 360° Customer View

**Challenge:** A tax advisory had a high proportion of customer service resources monopolized by a small proportion of clients. Additionally, the team struggled with the inability to use past emails to solve current issues and no way to investigate individual customer journeys.

**Solution:** By implementing **EDI**, all customer emails and CRM systems were aggregated, mined for content, and self-service solutions displayed on a digital dashboard. As a result, the required time for issue resolution greatly decreased, which led to greater productivity and an elevated customer experience.

### Major Incident Detection

**Challenge:** The technology division at a global financial services company struggled with managing over 20,000 tickets per day for over 5,000 applications. Their data existed in multiple silos (change management database, event logging, etc.) and they did not have access to a single view of all activity.

**Solution:** Seamless integration of **EDI** into ServiceNow with a unified 360° view of tickets, events, and solutions. By automating major incident detection including recommended expert and resolution, the time to resolve issues was reduced by 30%.

## How Synpulse Can Help

Synpulse will cover the project lifecycle from inception to implementation. We will support your organization in comprehensive analysis, rapid design, and seamless integration of this innovative solution into your existing landscape.

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