

Service Snapshot: Business Insight Systems

Data held within organisations is often hampered by the systems that hold it. Different formats, different angles and dimensions depending on department. A consolidated view is the dream of many organisations. Our experience in building world-class solutions for the largest companies is what you can tap into.

Challenge

Companies set a data standard, and as soon as it is in place a new set of requirements emerge, or a new business opportunity changes the game.

New data is arising all the time:

It comes from different sources and is now based on different criteria.

This new type of data could possibly be interaction by people on social networking sites, which could give valuable insight into new markets and potential for a product.

An organisation merges with another. There is not time to set up new data systems, you need to analyse fast what is there to keep and what needs to go.

Data is fast moving and totally defines failure and success in today's world.

Solution

Our experience in creating solutions for some of the largest pharmaceutical companies, mobile phone makers and manufacturing companies brings a word of real practical experience to solving mission critical problems.

If your organisation needs to respond quickly, and cost effectively to data insight issues, then we hold the key.

We have seen data projects in organisations run into years of development and cost millions, and then miss the boat.

We have clients that are happy that they solved their problems in weeks or months, and cost a fraction of even the monthly data maintenance costs of similar projects.

Our Approach

Our approach is simple, and that is the key. That combined with years of practical experience delivering solutions with minimal outlay. We like to:

- listen to your business needs
- look at your data
- design a data insight strategy
- use lean methodologies
- keep costs down
- maintain confidentiality

This enables us to develop quick, clean, cost effective and most importantly: meaningful insight systems. A meaningful system will inform business decisions at the strategic level.

The systems we design are bespoke to each organisation, and can be easily changed and maintained.

Research & Insight

Our approach is informed by our Research and Insight group, which can help on defining new insights and developing new data to leverage existing information.

We work closely to develop the full information value-chain based on your business needs:

- Data
- Data in context
- Information

- Knowledge
- Action
- Value

Our Business Insight systems for a major mobile handset manufacturer have been referred to by the Financial Times as 'Second to none'.

Benefits

Some applications of our insight systems have delivered customers information on:

- Global Market Share and Penetration at the consumer level by City, Age, Sex and Consumer Type.
- Consumer Insight on features they use on a global scale
- Services Forecasting
- Global Market Sales and Volume Analysis
- Global Market Sales and Volume Forecasting
- Regional Budgeting and Forecasting Applications
- Post Sales Crop Protection Application Analysis
- Product Profitability Analysis
- Global Accounting System Reconciliations

To manage your data insight needs quickly, cost-effectively and with the confidence that only experience can give you, contact us now.

strategy people performance

Penumbra is a strategic business consultancy. We bring clarity by using research to drive understanding and direction. We deliver success by balancing experience and innovative thinking.

Whatever your aspiration, we'll provide the tools, information and analysis to turn your strategy into operational reality, in a way that motivates your people to outperform the market.

Overview

Our expertise lies in helping our clients to execute robust strategies and deliver results.

We achieve this by combining a robust management planning system with a focus on people which drives alignment and commitment

We work in partnership with talented and committed leadership teams to help organisations build corporate value with a wide range of customised, cross-functional advisory programmes and services delivered from four complementary service groups:

Strategy

(Development, formulation, implementation and alignment)

Our innovative **Penumbra Balance** approach creates dynamism, drives and sustains momentum and makes strategy real for stakeholders

Organisational Development

(Behavioural issues)

We call our holistic approach **Balanced Motivation** which encompasses activities that improve performance both for the organisation and the individual

Research and Insight

Our stimulating **Clarity** approach draws on our business consulting skills to deliver a mix of business analysis and market research which provides compelling insights for winning decisions.

Operations

The Operations group brings all of our hands-on practical experience to bear on execution and delivery of results.

Our technology enabling approach called **Totality** facilitates business focussed services and solutions, aligned to business needs, for people, processes and tools.

Why Us?

Organisations turn to us when they:

- Want to find a new strategic direction
- Have created a strategy and now need to execute it
- Need to drive more value from existing initiatives
- Have a big issue to resolve, usually dependent on lasting employee buy-in
- Need to explore new ways to drive value
- Need a breakthrough result
- Are seeking measurable results

Our Experience

We have real world experience spanning 20 years with our clients. This includes working with:

BP, Citibank, Morgan Chase, WestLB, RBS, UBS, Bankers Trust, Kleinwort Benson, Coutts, Natwest, Intel, Nokia, Adobe, Kall-Kwik, Glaxo Smith Kline, Dupont, Pfizer, Savills, British Council, Clifford Chance, British Airways, Gillette, Unilever, Shell, Volvo,

Vauxhall, British Gas, TradeStation, MWB Business Exchange, Investors in People, University of Cambridge

On projects such as:

Strategic Planning, Strategy development and implementation, Culture change, Post-Merger Integration, Vision, Purpose and Values, Current State Analysis, Organisation Re-design, Transformational Change, Client Focus Strategies, Perception Studies, Client and Staff Engagement surveys, Global Rebranding, Know your Customer, Market Forecasting, Consumer Insight, Market Segmentation, Process optimisation, Lean/Six Sigma, Project Management, ERP Systems Roll-out, Market Research, Financial Modelling, Franchise Start-up Evaluation models, Cost Benefit Analysis, Implementation Alignment, Strategic Alignment, Complex Database development, Custom Application development, Supply Chain Optimisation

Covering diverse sectors such as:

Financial Services, Pharmaceuticals, Manufacturing, Energy, Mobile Telecoms, Travel and Tourism, Aviation, Property, Hi-tech and Business Services