

Delivering unrivalled business insights with integrated data analytics

Industry:
Private Equity
backed SME

01

Increasing investment visibility through use of business data

Leveraging existing
business data to save time
and increase performance
for the SME

Big data has been an area of investment for the enterprise market for over a decade, but the latest developments in cost-sensitive analytics software and storage are opening up it's positives for the SME market.

So when private equity-backed SMEs needed help understanding their business, despite spending more time than they would like on their internal and external reporting, they asked if there was a better way.

The Challenge

As a rapidly growing externally funded SME, "Company A" has strict reporting requirements implemented by its VC backers.

While these reports allow investment firms to track their investments' performance, as the organisation grew, the report creation became increasingly time-consuming.

As with many growing businesses, the number of data-generating systems grew alongside the headline growth: first, a finance system, then a CRM, followed by one for HR and marketing software. All of the organisation's distributed data silos needed manual data exporting, combining, and validating before the data could get entered into a report.

"Company A" was keen to regain time and increase accuracy by using real-time data, and they turned to TMT.

The Solution

TMT began by understanding the complexity of "Company A's" IT systems and reporting requirements. Alongside this, TMT scoped the potential use cases for data-based insights within the organisation.

Working closely with stakeholders, TMT developed a plan to deliver a set of dynamically updating, real-time dashboards for the various stakeholders. To achieve this, TMT integrated the disparate systems of record into a single source of data truth using a Data Lake for its ability to store, process, and secure large amounts of structured, semi-structured, and unstructured data.

TMT's engineers used Power BI to build the dashboard for the relevant internal and external stakeholders. As the data visualisation software is part of the Microsoft ecosystem, the insights were secured and only viewable to the appropriate departments, seniorities, and individuals using existing roles within "Company A's" Azure role hierarchy.

The Outcome

The SME has regained time and increased its insights.

"Company A" no longer loses time producing, validating, and sharing its reports, reducing the administrative costs of its external investment. "Company A's" stakeholders are continually informed with an accurate view of the organisation's performance, allowing them to make informed decisions on behalf of the business and their investments.

TMT continues to expand and update the dashboards for Company A, ensuring that they evolve as an accurate and valuable source of insights as the organisation continues to grow and develop.



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