

# How to gain control of your data

JAYWING

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Do you know how to make your data work for your business? Do you face growing volumes of data and a constantly changing working environment? Do you have enough skilled resources to manage your data? Or do you need support to create a single customer view?

Every day, 2.5 quintillion bytes of data are created. This leaves many organisations continuing to face the challenge of aggregating, managing and creating value from a vast amount of data while at the same time ensuring it is operationally safe and compliant with data management regulations.

If your organisation is like most, you know you need to sort out your data and that if you did, it could provide a significant competitive advantage. However, you don't necessarily have the time, expertise or know how to get started.

At Jaywing we love nothing more than implementing robust data management platforms for our clients, and then using our exceptional analytical skills to separate the value-creating insight from the noise.

When it comes to establishing new data management processes, it's easy to waste time and money on unnecessary technology. We can help you avoid that. Our consultants spend time learning your data environment – as well as your goals and company culture – to evaluate your organisation and make your data work for your business.

Today's companies must gain control over an explosion of data. Companies across all industries manage multiple instances of data, but most lack effective ways to consolidate this data or verify its accuracy. When data is pulled from disparate databases, the inevitable result is data inconsistencies – nobody trusts the numbers! Combine this with reliance on specific individuals and the costs of conducting business in this way fast become prohibitive.

“When we met Jaywing for the first time, we were extremely impressed by the experience and quality of the analysts in the room and have continued to be so since. Jaywing has given us a platform that delivers more accurate forecasting and allows us to balance prudent financial management with investment and development opportunities that help us to continue to innovate our market-leading loyalty programme.” AVIOS

# So where to start?

The first thing to consider is your business needs, not the technical symptom. What are you trying to achieve? And what are the key issues for your organisation? Are they; trust, ease of access to the right data, data security, data quality or lack of competence?

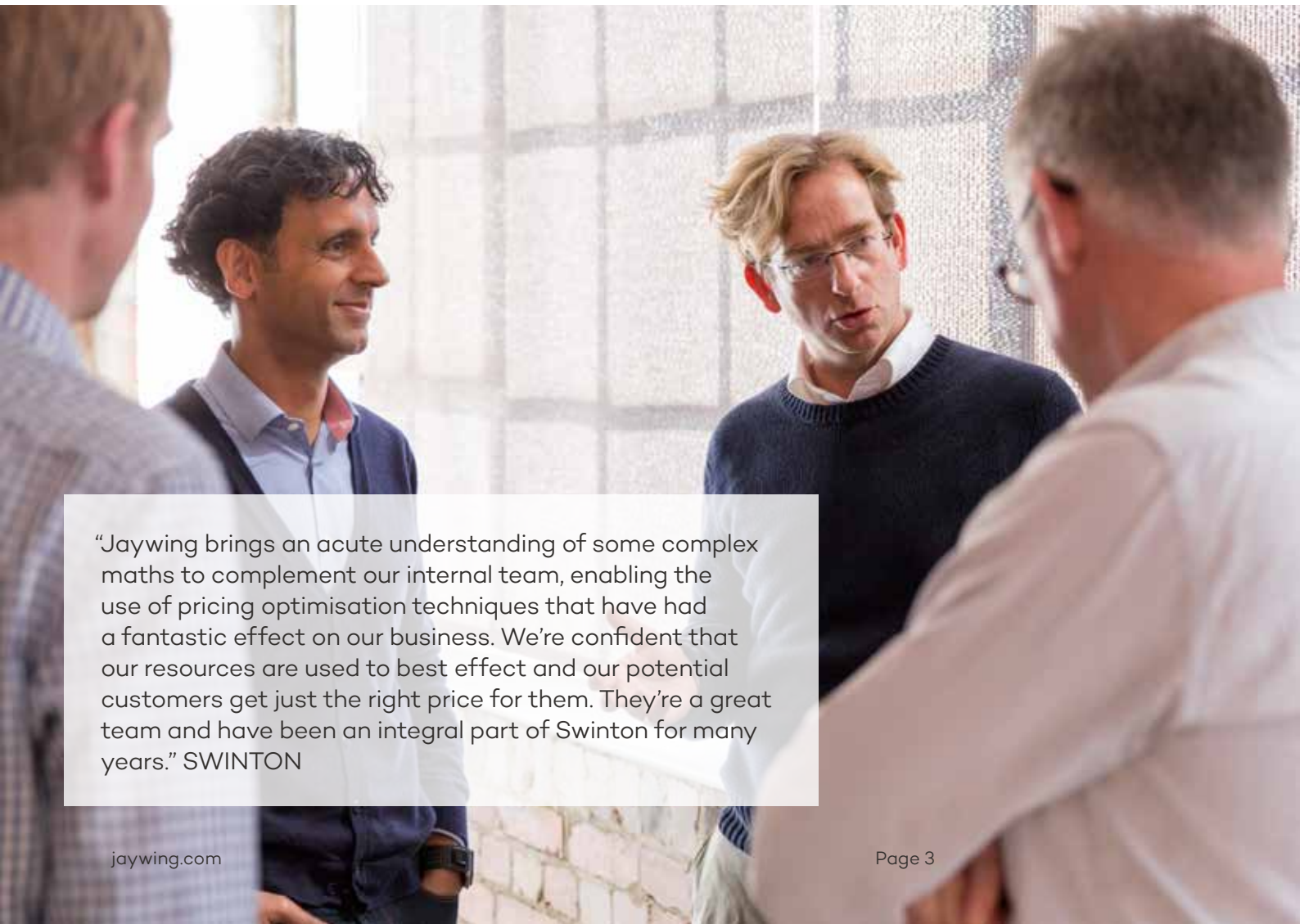
This focus on specific, prioritised business issues avoids defining and planning mammoth projects with little specific purpose or that will take longer than the business can reasonably stand to deliver. Our approach is much more about identifying the business need and delivering against that quickly and demonstrating ROI. Many of our Data Management consultants have client-side experience across many functional areas.

We draw upon this rich knowledge base to get different functions working constructively towards a shared goal. This explains why many of our clients see us as 'Data Interpreters' – we talk expertly and authoritatively to the

business and the I.T. function in a way that both can readily understand.

We are specialists in Data Management consulting, our work is informed by the principles and strategies of Information Management and the day-to-day tasks and challenges of Database Management.

We use your existing data, no matter how disparate and if it's appropriate, help you source additional data sources, to create usable, robust databases.



“Jaywing brings an acute understanding of some complex maths to complement our internal team, enabling the use of pricing optimisation techniques that have had a fantastic effect on our business. We’re confident that our resources are used to best effect and our potential customers get just the right price for them. They’re a great team and have been an integral part of Swinton for many years.” SWINTON

# Eight ways we help organisations with data challenges

## 1 Data consolidation

Many clients have an urgent need to develop a Single Customer View, typically a large project aiming to deliver big benefits. The pursuit of the ultimate customer view can be made even more complicated by the proliferation of data from multiple sources, touch points and devices, and the divergent needs that different business units may have. We can help you make sense of this complexity and deliver incremental benefits as different areas of the business are brought in. But just as often we work with our clients to design customer-level databases and data marts with a specific purpose in mind, such as risk analysis or social media interactions. This delivers much of the business benefit without requiring an enterprise wide buy-in (and cost) to a much larger project.

## 2 Delivering end-user requirements

We often find that a given business issue, need or opportunity produces some important end-user requirements that are not being met. For instance, not getting full value from a significant investment made in a data or CRM platform, generating end-user frustration. We find inventive ways to unlock data potential or smooth data flow.

## 3 Data for reporting

It's common for different internal functions to provide different answers to the same business question. Data can be interpreted by different users in various ways, depending on their own understanding and skill set. We remove this subjectivity and inconsistency by designing and implementing data management platforms that are a single version of the truth and thereby allowing you to use the data rather than spending significant time preparing it for use.

## 4 Data for analysis

At Jaywing, we put exceptional analytical capabilities at the heart of our approach. We therefore have a deep understanding of the unique demands and requirements that analysis places upon data management. We focus on implementing data management solutions that minimise the need for analysts to manipulate data, freeing them to do what they do best – converting trusted information into actionable insight.

## 5 Big data

Big data isn't unstructured. It's just multi-structured. We're experts in data design and can advise on emerging technologies, helping you get the most out of big data environments.'

## 6 Connecting offline data with online data

Most organisations face the challenge of connecting their static offline data – whether this is from disparate systems or even a single customer view or CRM environment – with online behavioural data (browsing behaviour, clicks and views, web traffic etc.). Through our web tracking tool, Almanac, we have an approach that enables you to link your offline and online data, creating deep insight into how customers interact with you across all channels.

## 7 Removing resource constraints

Competing demands for I.T. or data management resource and capacity restrictions can often slow down or prevent data issues being resolved. We can work alongside your in-house I.T. teams to fill gaps in your technical architecture for your specific business purposes and maintain or achieve progress that otherwise wouldn't be possible.

## 8 Data platforms

We are data technology neutral and offer an independent view on the performance and appropriateness of competing solutions, including how to get the most out of the technologies that are already in place.

# What it's like to work with us

At Jaywing, we believe that data is the foundation of your business. Build a strong and secure data foundation and you have both the confidence to operate your business safely, and the ability to drive value.

Our industry-leading data management approach brings data sources and systems together and lets you cleanse, transform and shape data for any business purpose – whether for Business Intelligence (BI), complying with regulations, marketing to customers or prospects, or managing risk.

As you glean continually deeper insights from your data, you can embed that knowledge into your operational processes, build analytical models, share insights and automate decision making processes across the business.

## **We pride ourselves on being easy to talk to and engage with**

We have an extensive toolkit of procedures, processes, standards, code and documentation templates that enable us to quickly hit the ground running. It also enables us to implement safe, robust and maintainable solutions that can easily adapt to future change.

Using our toolkit, our expert practitioners can review where you are on your data journey, and help to organise what you have, so that your data is a core asset, adding bottom-line value to your business.

“Jaywing has become a vital partner as we strive to do the right thing for our customers. They rapidly developed a good understanding of our business and, a set of shared values and goals meant our teams quickly integrated. Their broad skills have enabled us to make improvements in our credit and risk decision-making.” BRIGHTHOUSE



# Gain the benefits of a strong data foundation

A strong data foundation enables you to report with confidence, drive insight and approach business in a different way. But don't just take our word for it...

## Avios

Delivering better business insights for Avios through an innovative analytical approach.

### Then

The travel reward programmes run by Avios help its partners to reward customer loyalty with exciting travel and leisure options. As well as increasing customer engagement, Avios provides valuable insight, data analysis and redemption marketing activity for its partners to add value and drive profits.

To ensure the reward programmes remain sustainable, Avios need to be able to understand customers' collection and redemption behaviour over the long term. This hinges on developing a robust methodology to predict the 'Ultimate Redemption Rate' of Avios points for each customer account and the ability to process very large volumes of data to improve the accuracy of this without sampling. Avios turned to Jaywing's skilled analytics professionals.

### Now

We developed an innovative analytical approach to enable Avios to predict long-term distribution, redemption and expiration rates across customer points balances. The approach not only introduced a more intuitive way of allocating redemptions to awards, but also allowed discrete redemption and expiry profiles for a range of customer behavioural types to be determined.

The analytical task involved large amounts of repetitive processing of over 15 million individual customer accounts and points data going back to 1991 - a data set of c.1.5 billion rows. So we used our secure, cloud-based big data environment to perform this intensive processing. Not only did this enable the use of more complex analytical processes, examining customers individually rather than in aggregated groups, but it made processing of the data achievable within commercial timescales at 200 times faster than on a standard data processing environment.

Since developing the original approach and reporting infrastructure, we've added a monitoring suite. Carried out at six-monthly intervals, this signals any changes that are required to the model to ensure that it continues to be an accurate representation of both the market and Avios customers.

The outcome for Avios is the ability to derive more meaningful business insights and make better decisions about awards and redemptions within their Avios Travel Rewards and British Airways Executive Club loyalty schemes but more importantly, accurate accounting for future redemption on the balance sheet as every redemption is a cost that impacts P&L.

# Irwin Mitchell

## How better data infrastructures make better business intelligence and better business decisions.

### Then

Irwin Mitchell is one of the UK's largest law firms, offering legal services to businesses of all sizes as well as private individuals. It is growing through investment in acquisitions, recruitment and an innovative and differentiating brand strategy, as well as organic growth. Its rapid growth and increasing diversity of services made obtaining an accurate single customer view, which in turn provides insight into business performance, forecasting financial trends and resource analysis, increasingly labour intensive.

So they asked us to consolidate data and management reports to gain a deeper understanding of their clients and to help improve the process and the output.

### Now

With Jaywing's consultants as part of the Irwin Mitchell team, we're leading a programme of change to deliver an infrastructure that is streamlining the company's reporting and enabling the business to continue to make informed decisions. Data from multiple separate systems is classified and consolidated into a data warehouse, providing correct, consistent and reliable information. We're also working on designing self-serve dashboards to enable reports to be tailored to the needs of each audience

Irwin Mitchell's new data management processes now deliver trusted and transparent information to stakeholders efficiently and with pinpoint accuracy.

# Jet2

## How personalisation can increase sales by 30% and more.

### Then

When we started working with friendly low fares airline Jet2.com in 2010, they only had operational ticketing systems. They wanted to increase their marketing and needed a single customer view quickly. So, in three months, we built a fully functioning marketing database.

From this success, we were asked to help understand this newly available data and implement their first CRM programme – which we did, in just 12 months.

### Now

Now, through advanced data science, we understand what motivates each customer, how to use their previous buying behaviour to predict future preferences and how to make the most of the best buying windows, such as when they are counting down to, or returning from, their trip.

We use this deep insight to make personal offers for destinations, hotels, activities and travel add-ons with pinpoint accuracy, right through to up-to-the-minute prices in emails at the point of opening. Our insight was even used to reshape Jet2's inventory.


All of this has increased cross and repeat sales across Jet2's portfolio and made a significant contribution to its profit and bottom line. We've recently broadened our relationship to creative services too.

# Make your data work for you and achieve your business goals

Armed with decades of experience and industry-leading best practices, our consultants can help you evaluate your current data practices and make changes where these fall short.

By working with us you'll learn how to make your data work for your business to achieve your business goals.

Find out more about our data management services by contacting us at [hello@jaywing.com](mailto:hello@jaywing.com)



“Jaywing’s consultants demonstrated deep analytical insight and clarity of thought. Their pragmatic and strategic approach to data management has been refreshing, as has their aptitude for prioritising what actions should be taken in order to reshape how the Business Intelligence team focus on our clients and our ability to serve them better in the future.” IRWIN MITCHELL



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