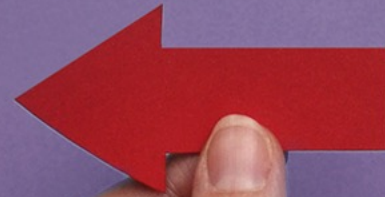


CASE STUDY

Data harmonization

Streamlining the path from data to decision



fractal

The big picture

Businesses the world over are collecting, analyzing and using data to streamline their operations, better understand their customers and find new ways to expand. But it's not a case of how much data you have, more about how you use it.

Data is good for business. That said, it can be tricky, even detrimental, to organize different streams and sources in one coherent, easy-to-access place. Today, with so much data available, there's an increasing need to process and present it cleanly and efficiently to help drive businesses forward.

To truly harness the power of data, the right system is needed to collect and analyze information at speed – which, unless properly in place, could slow brands down instead of speeding them up.

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The challenge

Speaking of slowing down, our client was facing problems with their data analysis process. With numerous products, all featuring different data points and refresh frequency, teams struggled with inaccurate data, different refresh cycles for different products and a general feeling of incoherence.

Our client was struggling with having their data in silos, which made communication between data sets difficult, and meant that master data mapping was impossible. There was also an issue with formatting, with data coming in numerous incompatible formats from different sources and regions, such as US and UK date styles.

This all meant that workers were spending up to 10 hours a week manually sorting through data, delaying critical reporting by up to two weeks. This needed to change. Our challenge was to remove this need for manual intervention, as well as cleaning the data, removing duplicate entries and ensuring all the data was consistent in order to streamline the client's processes.

What the client needed

Data dithering was hindering our client's success – they wanted a custom solution to fit their needs fast. One that could streamline a selection of weighty data streams into a single, unified source of truth across the organization, improve data reporting turnaround time and ensure data collection was accurate and instant.

With our data solutions, specifically for large organizations, we had the skills and expertise to help.

It was clear our client needed an automated data synchronization and analysis platform that could work at speed and reduce manual data integration, make sense of the data from multiple sources, and speed up decision-making.



A transformative solution

Within two months, we planned, designed and developed a custom data harmonization solution – Concordia.

Data harmonization means bringing together data of varying sizes, formats and from multiple sources into one cohesive data set. Concordia is powered by AED (AI, engineering and design) to collate data sets and actively analyze them and provide insights using Machine Learning.

Our client's scattered, unpredictable data reporting became a smoother, more coherent process, with the long lead time for data projects being reduced.

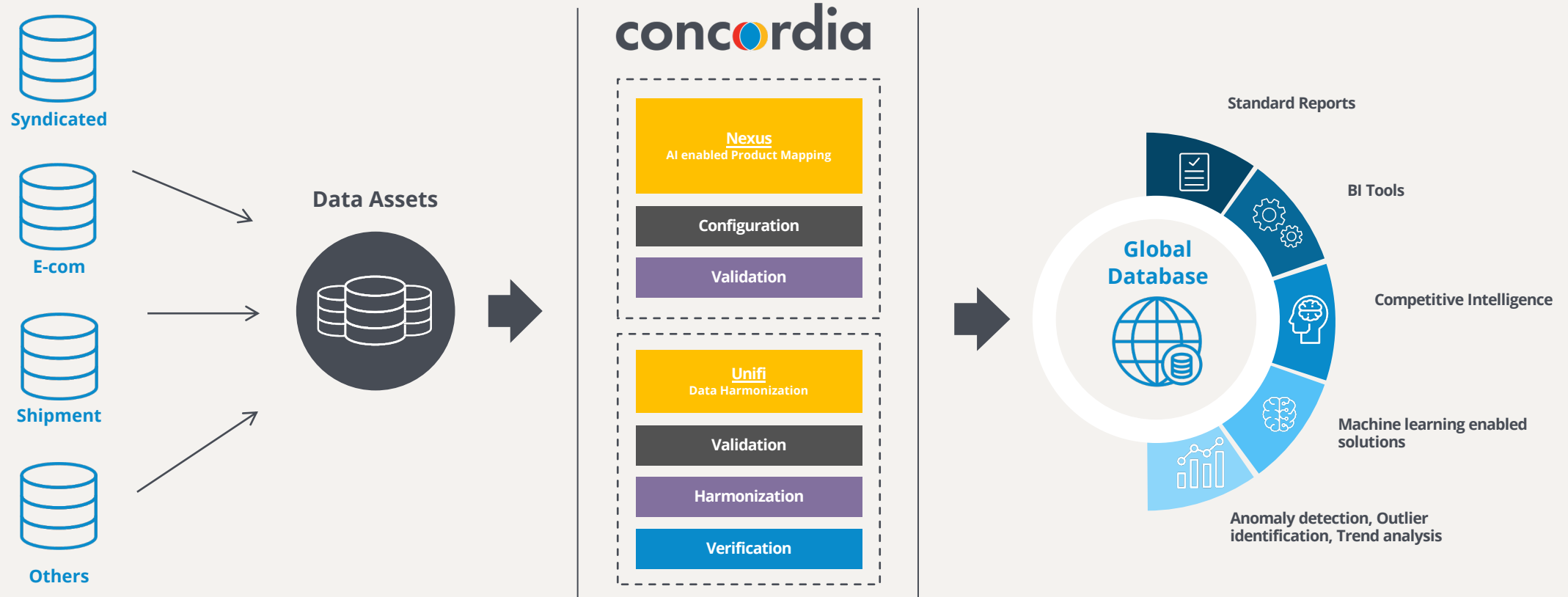
With the incorporation of real-time data requirements, our client now had a much more streamlined, quicker approach to their data management.



A transformative solution

Concordia: the key to data harmonization

How our AED-powered platform makes sense of multiple data streams





A transformative solution

What we provided

Concordia allowed our client to harmonize multiple data sources into a single, visualized location so that they could see everything in one place. In this case, a Power BI dashboard presents every data stream in real-time, ensuring all raw data is converted into the correct format and measured against KPIs.

We provided a unified point of reactive data collection and analysis, which would speed up their processes and deliver AI-powered insights and free up their staff to do more strategic work. Think faster deployment and development, automated processing and higher accuracy, three fundamental problems our client faced pre-solution.

A transformative solution

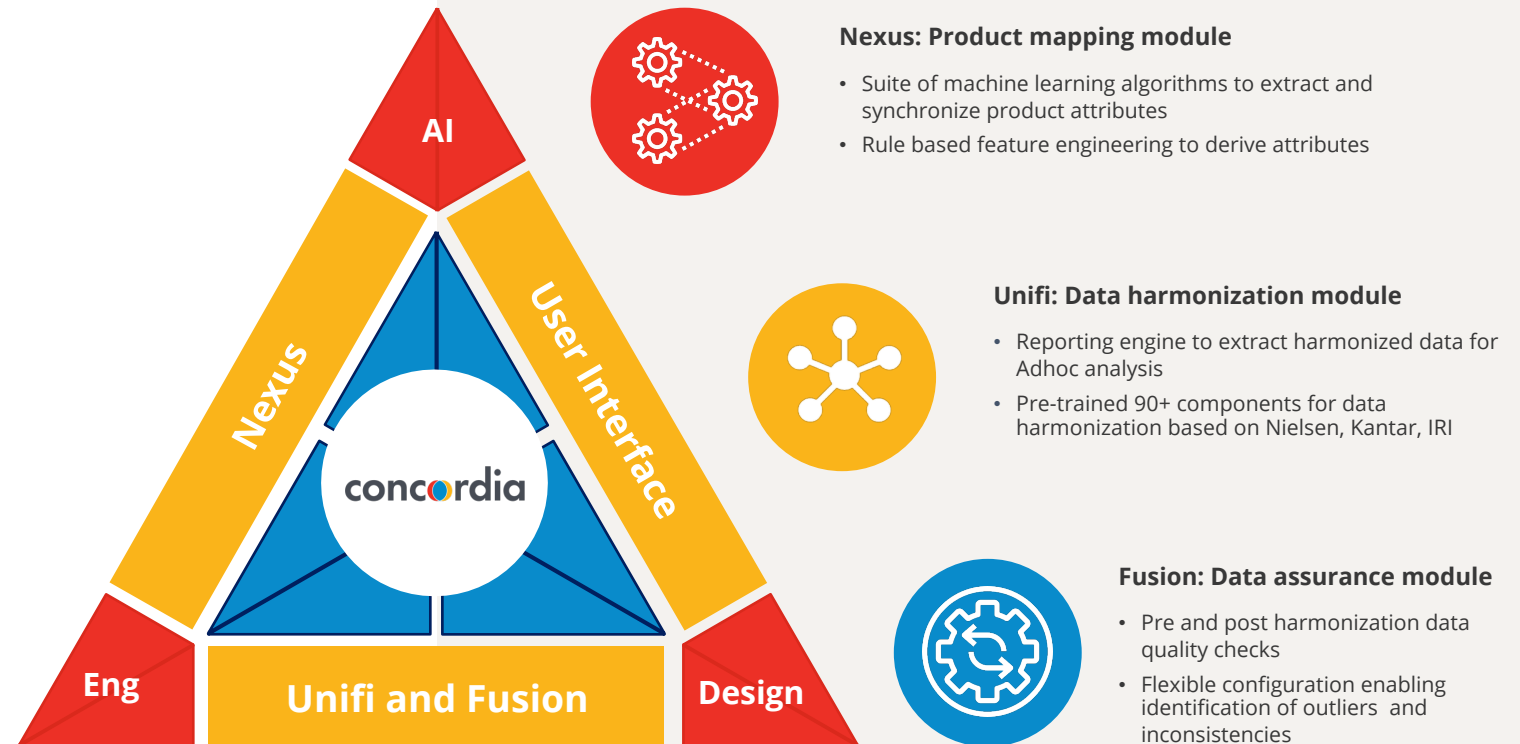
Leveraging the data

Concordia ensured that all elements of our client's crucial data collection, analysis and utilization were optimized.

By standardizing data sets across KPIs, the data could be easily reached and managed, meeting their challenge of multiple data inputs.

Concordia offered:

- AI and machine learning data mapping and harmonization.
- Faster and automated data integration from multiple sources.
- Data democratization across the entire enterprise enabled by intuitive UI
- Faster data-to-decision transformation and reduced effort and time into data integration & manipulation.
- Intelligent decision-making using AED (AI, Engineering and Design).
- Best in class AI-enabled MDM tool



The results

Concordia drastically improved turnaround time on data collection and analysis by 50%, meaning our client could quickly turn data into key business decisions when it mattered most. Not only that, within six weeks of the rollout, the accuracy of data increased by 30%.

The client now sees plenty of ongoing benefits from this solution. They have the capacity to customize their asset creation, while their data consumption has become much faster and accurate.

Concordia's implementation means reduced manual effort, with the variety of complex data formats and sources streamlined and automated. There's also the increased market expansion, and a cost-efficient route to scale up the processing and analysis of crucial data.

What could it do for you?

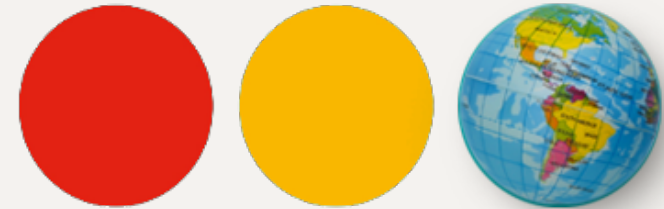
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Enable better decisions with Fractal

Fractal is one of the most prominent players in the Artificial Intelligence space. Fractal's mission is to power every human decision in the enterprise and bring AI, engineering, and design to help the world's most admired Fortune 500® companies.

Fractal product companies include Qure.ai, Crux Intelligence, Theremin.ai, Eugenie.ai & Samya.ai.

Fractal has more than 2,300 employees across 16 global locations, including United States, UK, Ukraine, India, and Australia. Fractal has consistently been rated as India's best company to work for, by The Great Place to Work® Institute, a 'Leader' by Forrester Research in its Wave™ on Specialized Insights Services, Computer Vision & Customer Analytics and as an "Honorable Vendor" in 2021 Magic Quadrant™ for data & analytics by Gartner.



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