

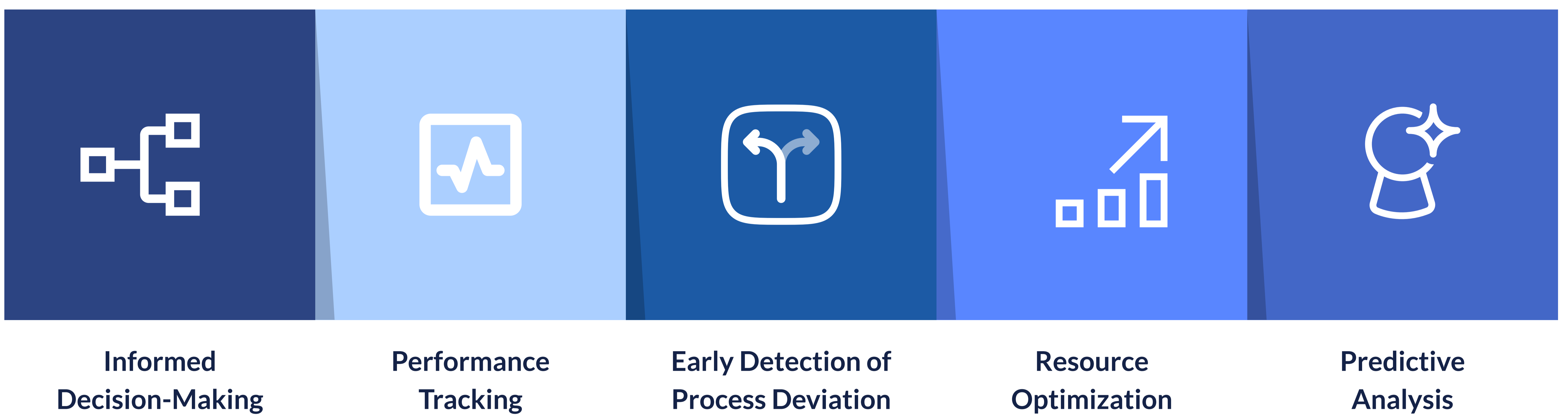


Data Analytics for a Fail-Proof Business Strategy

The Visible Shift Toward Data Analytics

- The enterprise data management market is expected to increase by **\$96.98 billion** between 2022 and 2027, with North America driving **40% of this growth**.¹
- Every industry and sector is implementing data integration solutions due to the increasing volume of data generation.¹
- Growth is also fueled by the widespread adoption of technology in business operations.
- AI-enabled data analysis enables real-time decision-making for businesses.

Key Benefits: Insights to Impact



Why Does Strategic Planning and Execution Fail?

- Flawed assumptions account for **83% of failed strategies**.²
- **58%** of firms worldwide think current performance management systems are inadequate for tracking strategy effectiveness.²
- **61%** of business strategists worldwide believe poor strategy implementation is the main reason new development initiatives fail.²
- Companies are richer in data but poorer in insights despite investments in technology and analytics, leading to failure in executing strategies.
- Data, when successfully integrated, can accelerate most business strategies by streamlining processes and enabling the workforce to execute them.



The 10-Step Roadmap: How to Align Data Efforts to the Needs of Your Business



Partner with LatentView Analytics to Achieve Seamless Execution of Your Organization's Strategies

Our team of skilled data scientists, analysts, and domain experts provide insights and recommendations tailored to your industry, business strategy, and challenges. We enable our clients to leverage cutting-edge technologies without the need for substantial in-house investments.