aim
consulting
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Delivering Compelling Stories with Data

Data driven storytelling with human centered design to create self-service analytic solutions and visualizations that are interactive, insightful and impactful to the business.

Empowering Self-Service Analytics

AIM Consulting has a proven methodology and data-driven storytelling expertise to help organizations analyze and leverage data, both in real-time and historical, for more intelligent insights and data-driven decisions. We help organizations leverage descriptive analytics to discover the reasons behind successes and failures, understand business needs and overall performance of the company, a both an aggregate and detailed level.

Benefits of BI & Analytics

- **Ability to leverage true self-service analytic capabilities that incorporate change management and data empowerment**

- **Robust, relevant and insightful data visualizations**

- **Operational and Performance reporting that are embedded in to organizational process**

- **KPI definition and delivery to drive increased awareness, ROI and overall business value**

Data Strategy
Operational Analytics

Analytics that focus on measuring existing and real-time operations of the organization or business. It uses data analysis and business intelligence to improve efficiency and streamline everyday operations in real-time.

Responsive Analytics

AIM helps organizations go beyond static dashboards and reporting to incorporate human centered algorithms that responsively deliver correlated reports based on user clicks without the need to navigate to multiple different pages or sites to find information.

Self-Service Analytics

The design, development and delivery of business intelligence platforms that allow business users to access and interact with their data directly, instead of relying on a technical team member like a data analyst to compile data for them.

Embedded Analytics

Leveraging AIM's cross functional capabilities to allow analytics to occur within a user's natural workflow, without the need to toggle to another application. Analytic capabilities need to be a natural part of an end users' day and these solutions tend to be narrowly deployed around specific processes.

Success Stories

⊿ **CLIENT**	⊿ **CHALLENGE**	⊿ **APPROACH**	⊿ **RESULTS**
Global Online Travel Conglomerate	A global online travel conglomerate was managing its Global Customer Operations callcenter data differently in each region. As the business matured, leaders realized the need for a dashboard view of critical global KPIs. However, an inconsistency in data management procedures made this difficult to achieve.	AIM began by analyzing the wireframe structure of one region's dashboard, using it as a model for how the global dashboard would perform. Following an analysis and cataloging of data from other regions' call/email systems, AIM developed a plan to clean the data and make it consistent for processing at a global level.	The new dashboard enabled crucial efficiency gains in report derivation, with rendering reduced to under a minute in the new dashboard.

The new dashboard enabled leaders to rapidly perform side-by-side comparisons in Tableau of regions and different points of sale. |
| **International Medical Manufacturer** | A medical equipment manufacturer was acquiring and installing unique machines to produce lithium battery parts, but needed to determine how many machines were needed. Product engineering leads decided to adopt Overall Equipment Effectiveness, however, engineers were unsure how to transform their current (manual) data-analysis process to the more efficient OEE model. | AIM built a modern proof-ofconcept solution for a single machine that enabled users to quickly view and drill down into the OEE metrics.

The solution automatically transfers the machine data from MongoDB into a star schema data model on SQL Server, and then into Microsoft Power BI dashboards for data analysis and visualization. | The resulting dashboards facilitated powerful insights into the behavior of the new machines, providing more value than the prior manual data process. The project generated interest across the company, with teams looking at extending it in other areas of the enterprise. |
| **Oil Industry Company Subsidiary** | An oil industry company knew it needed to leverage its data more effectively — but needed to overcome significant challenges to do so: data was non-uniform and unstructured, too many applications used to host and consume the data, and legacy reporting tools led to poor decision-making. The team wanted to leverage Microsoft Power BI but lacked proficiency. | Beginning with discovery and thorough data mapping, the team created robust Power BI visualizations that allowed workers to drill down into millions of line items of contracts.

AIM delivered a 1.5 hour knowledge transfer sessions to explain each new data visualization solution as it was built, ensuring long-term utilization of the new tools. | As a result of the engagement, the clients saw an impressive time reduction for workers performing data transformations, with the team more agile and innovative as a result. All levels of workers could easily drill down to any level of detail they needed to generate - resulting in more effective insights and better decision-making. |

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AIM Consulting, an Addison Group company, is an award-winning industry leader in technology consulting and solutions delivery. AIM's differentiation is our collaborative engagement model that provides cross-functional results. We work with clients, shoulder to shoulder, for one goal – their success. Founded in 2006, with offices in Seattle, Minneapolis, Denver, Houston, and Chicago, we are ranked among the fastest-growing private companies and best companies to work for due to a long track record of success with our partners and consultants. Our long-term relationships with the best technology consulting talent allow us to deliver on expectations, execute on road maps, and drive modern technology initiatives.