

The Challenge

Six years ago, in a region of 43 Million citizens, a forward-thinking entity, visualized the future power of an emerging digital era and decided to unlock the power of data. This entity was jolted into reality following an IT management framework assessment which revealed that attempts to establish an enterprise architecture function still left some crucial gaps. These gaps would ultimately hinder a longer-term transformation strategy, hinged on use of data and needed to be addressed with urgency. The entity needed to find a way to:

- Intimately connect with their customers through personalized service
- Leverage data to cross sell and generate leads
- Establish effective data analytics and collaboration
- Have an effective Risk management and compliance framework
- Create operational excellence through shared services and a lean operation

They put out a bid to procure consulting services to achieve this and Symptai consulting ambitiously and enthusiastically took on the challenge

Client:
Undisclosed

Industry:
Undisclosed

Location:
undisclosed

The Solution

- The business decided that a major component would be partnering with consulting firm who could provide the requisite knowledge and sweat equity into this major investment to get the desired outcome within the aggressive timelines set by stakeholders.
- A champion was assigned to drive imperatives around Data management, Insight generation, Data availability and data governance.
- Alongside the mandate to grow the business through introduction and expansion of revenue streams and improved customer experience came also the mandate to efficiently run the business by improving operations and controlling cost.
- The approach was to use data and analytics to drive an agile digital ecosystem this would offer accurate operational insights to drive performance metrics, enable automated sales campaign, improve win-rate, reduce provisioning expenses, increase collaboration and make the entire customer visible.
- Symptai has been a strategy partner in the implementation of this program in entirety for the duration of its existence and has contributed significantly to its continued success.

| BUSINESS IMPACT

At the onset Symptai's contribution included establishing business goals, creating targets, designing information infrastructure, defining High level change management plans, information governance and operational structures, defining and objectively measuring performance, recruiting, creating standards for information management practices, managing business cases and recommending tools and skillset. Over the years Symptai's contribution has evolved into helping to support the pillars that has made this program successful by keeping standards high, maintaining plans to fix errors and supporting the major line of defense to guard against risk realization and this entity's protect information assets. This entity continues to entrust Symptai Consulting with this program which program has contributed over 150 Million Jamaican dollars. We continue to ambitiously and enthusiastically take on the challenge year after year.

Contact Us Today to Learn More

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