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The Navigator for Enterprise Solutions

BUSINESS INTELLIGENCE SPECIAL

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20 Most Promising Business Intelligence Solution Providers - 2018

Data is invaluable to all companies, from budding startups to global enterprises. This growing commodity is triggering organizations to deploy business intelligence solutions that will elevate and accelerate data-driven decisions. By automating simple, yet, labour intensive tasks like basic math, analysts gain time to think strategically about the business implications of their analysis and plan for next steps. Further, the disruptive effects of automation, artificial intelligence, machine learning and natural language generation continue to shape the Business Intelligence landscape. Data analytics is getting smarter, more streamlined and more readily available to business users and others who lack a data science background. According to industry reports, 50 percent of analytical queries will be generated via search, natural language processing (NLP), or voice by 2020. NLP will empower people to ask more nuanced

questions of data and receive relevant answers that lead to better insights and decisions.

Successful organizations are prioritizing a modern business intelligence approach, and in turn, priming their workforce to be the most analytically savvy generation ever seen. For a competitive edge in 2018, organizations must recognize the strategies, technologies, and business roles that can enhance their approach to business intelligence.

To help CIOs navigate through the list of Business Intelligence solution providers, our distinguished selection panel, comprising CEOs, CIOs, VCs, industry analysts and the editorial board of CIOReview narrowed the 20 Most Promising Business Intelligence Solution Providers that exhibit competence in delivering business intelligence.

We present to you CIOReview's "20 Most Promising Business Intelligence Solution Providers - 2018".



Company:
CDO Advisors

Description:
An IT advisory and consultant firm, providing end-to-end data services ranging from data management, business intelligence, predictive analytics, to data vaulting, and virtual chief data officer services

Key Person:
Derek Wilson,
Founder & CEO

Website:
cdoadvisors.com

CDO Advisors

Bringing Predictive Analytics to SMBs

While data analytics solutions such as BI and predictive analytics have already emerged as an integral factor in bolstering the value chain of big businesses, the Small and Medium Businesses (SMB) are yet far from leveraging their impeccable benefits. The existing rumor that these services are highly expensive, and the challenge of poor data quality and sheer lack of awareness on progressive technology, have become the biggest blocks in preventing SMBs from availing data analytical services. Drawn by the situation, Derek Wilson, an astute entrepreneur endeavored on a journey to aid SMBs to extract maximum value from their data sets. Thus, saw the creation of CDO Advisors, the IT advisory and consultant firm, providing end-to-end data services ranging from data management, business intelligence, predictive analytics, to data vaulting, and virtual chief data officer services.

“Our focus is not on the technology but on the business problem and providing a solution that starts delivering value within 3 to 4 months

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“Unlike the conventional data solution providers, we enter into a symbiotic partnership with SMBs to offer customized data services,” states Wilson, Founder and CEO, CDO Advisors. CDO Advisors’ flagship offering, the advanced BI services include data warehousing that facilitates the creation of single data sources to enable data-driven decisions. The company’s Power BI service helps SMBs build and deploy Microsoft Power BI solutions to create interactive dashboards and visualizations. Its data integration service offers seamless unification of both on-premise and cloud data storages. Lastly, CDO Advisors’ Power BI Assessment Engagement renders detailed reviews of clients’ BI environments. Thus, helping the clients transform their business abilities through BI engagement.

CDO Advisors recognizes that just BI is not enough to help SMBs advance in a world of cut throat competition, as a result, it has come to offer advance predictive analytics services to SMBs. CDO Advisors provides credentialed consulting, training, and assessments of RapidMiner, a data

science platform, facilitating its optimum utilization by SMBs to predictive analytics. The company’s RapidMiner powered predictive analytics services empower SMBs with ingenious abilities such as what are the customers more likely to buy, which customers are more likely to churn, who are more likely to accept a marketing campaign and more. Henceforth, helping SMBs carryout the best decisions to optimize marketing campaigns, improve working operations, and increase revenue. “Our focus is not on the technology but on the business problem and providing a solution that starts delivering value within 3 to 4 months,” remarks Wilson.

In addition, CDO Advisors has emerged as one of the first firms to offer virtual Chief Data Officer (CDO) Services. Recognizing the burdening cost imperatives which SMBs face in employing full-time CDOs, the company offers cost-effective virtual CDO services. The virtual CDO services help SMBs with enterprise information strategy, roadmaps, data management, and other related activities, helping them move ahead in the right direction.

In an instance, an emerging IT firm possessed a plethora of applications and had data disbursed globally. The firm found it laborious to move data and establish consolidated information about the organizational health. Enter CDO Advisors; it first made an incisive analysis of the executive team’s requirement of critical data elements for the consolidated report. Based on which, it then helped them build a central repository, to gather information from across the globe and interactive dashboards to visualize data, thus helping them carry out valuable decisions.

As CDO Advisors move ahead, it looks forward to bolstering the quality of their services further. It is fueled with the ambition to not only get small companies adopting predictive analytics but help them move beyond. **CR**



Derek Wilson