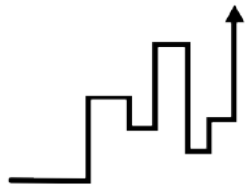


WE ARE YOUR COMPLETE FP&A SOLUTION



SKYLINE ANALYTICS®

HOME OF FP&A INNOVATION™

Q: What is one smart thing I can do to support my company's growth in 2025?

A: Simple. Get your data right.

You may not see your data as the epicenter of your organization's success, but it is. Your data is one of the most important things your company has. Without good, clean data combined with the ability to gain meaningful insights, you have little chance of accomplishing your growth goals. Data mastery requires an organization to leverage both data intelligence and business intelligence analytics to see the organization's full operational performance.

Data Intelligence (DI) is a collection of tools and methods that organizations use to better understand both their structured and unstructured data. By using predictive analysis and advanced analytics, DI helps organizations gain insight into their data's quality, context, usage, and impact, which can lead to better decisions and outcomes. DI also sheds light on the financial health and operational efficiency of an organization. Having these kinds of real-time insights facilitates swift, adaptive decision-making.

Business Intelligence (BI) is a sub-set of DI and encompasses data mining, process analysis, performance benchmarking, and descriptive analytics. BI parses historical data generated by a business and presents clear, accessible reports, performance measures, and trends that inform management's decisions.

Because every company is unique – even ones in the same industry – canned reporting has informational gaps and does not provide the best insights to make thoughtful, data-driven, operational or strategic decisions on the direction of your company. While an off-the-shelf package can be a starting point, it very quickly becomes insufficient, and, ultimately, frustrating. Best-in-class custom reporting makes your data accessible to you, is timely, and provides unique visibility into your enterprise, highlighting opportunities in real-time.

If your organization does not have data mastery as an internal core competency, then it makes sense to seek outside counsel from an expert resource. To help guide you in identifying a Data Intelligence consultant with the right credentials, here are some key considerations to help you vet your selection:



www.skyline-analytics.com



7700 Congress Ave. Suite 3114
Boca Raton, FL 33487



(561) 774-2168

- **Data Mastery:** Select a partner who understands, can explain, and implement the best approach for using data and analytics to extract insights that can inform business decisions, who can help you develop a single, authoritative version of your organization's data from various sources.
- **Technological Savvy:** Your data analytics partner should be proficient with and using the latest technology (including AI), tools, and methodologies. This includes data analytics, forecasting, and financial modeling – to name a few. They should be able to articulate clear, understandable explanations of their methodologies, and demonstrate a clear commitment to precision.
- **Financial expertise:** Look for a resource with specific experience in financial planning and analysis (FP&A). While industry knowledge is important, in this particular instance, a partner with FP&A fluency is paramount.
- **Frictionless Integration:** Make sure you ask about the resource's integration process. How long and how much will it impact your day-to-day operations before everything is up and running and producing useable reporting?
- **Aligned approach:** Strategic alignment is crucial for a successful partnership. Select a consultant whose approach dovetails with your organization's goals.
- **Proactive and transparent communication** is the bedrock of a successful relationship.
- **Industry Comprehension:** Select a consultant who understands the nuances and contextual quirks of your industry.
- **Record of Success:** Look for a partner who has plenty of good reviews. Testimonials from former clients can provide valuable insights.
- **Pricing:** Evaluate the cost-effectiveness along with the flexibility and scalability of the solution they offer.
- **Ongoing support:** Ensure they have the capacity to grow and evolve with your needs over time.

Staying ahead in 2025 will require more than just keeping up with trends; it will involve proactive adaptation and a willingness to innovate – all of which is predicated on data. It may come as some relief that there are still large numbers of organizations of all shapes and sizes that have not yet started their data mastery journey. According to recent data, less than 40% of companies were considered to have data analytics at the core of their operations.¹ If you don't start leveraging your data for the best insights, it will hinder your growth. So carpe diem – and get your data right.

1. <https://hbr.org/2022/07/how-well-does-your-company-use-analytics>