

MOVING FORWARD

How to maximize value from data and analytics



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PRIME | The Analytics Company

“Most companies are capturing only a fraction of the potential value from data and analytics.”

McKinsey, 2016



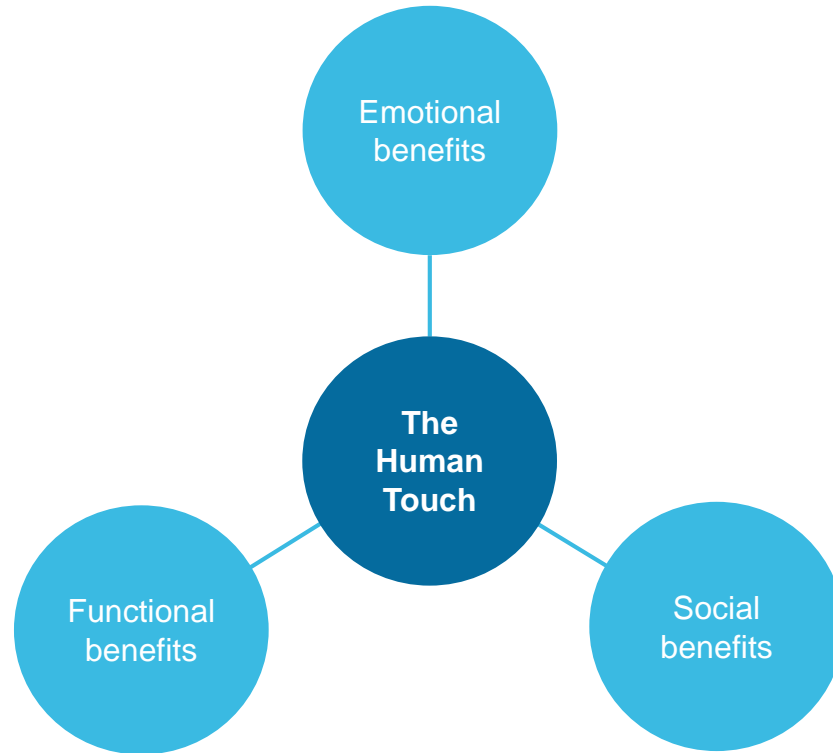
Many companies are struggling to **humanize**, **organize** and **culturize** data and analytics.
It's not only a technology or data challenge!



- Key insight -
Balance logic and emotion with “The Human Touch”

Intuitive

How does it make me feel?



Simple

What can it do for me?

Significant

How will it make me look?

Five mechanisms that increase The Human Touch...



Value
driven



Tactics
oriented



Human
centered



Story
based



Collaboration
designed

Benefits



Faster time-to-insight



Richer insights



Higher repeatability



Lower costs



Higher business value

About PRIME...



Dream big. Work smart.

Our mission is to help progressive companies WORK SMARTER
and make a positive impact on the world.



The intuitive data and analytics platform for all business professionals

Our partners

BOER & CROON

EFMI BUSINESS SCHOOL

Digital Decisions

Group Mapping

😊 Create personalized experiences

PRIME enables all professionals to gain insights from data, whether they are a business manager or data expert. We do this by providing effective data visualization and an intuitive way of working.



📊 Generate actionable insights

Which insights are relevant in light of your business goals? Which actions should you take to drive value? PRIME helps you define just that and only shows you what really matters.



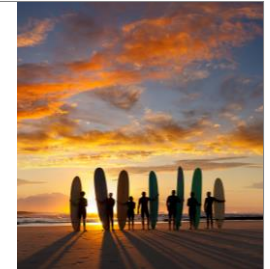
🔄 Enjoy end-to-end flexibility

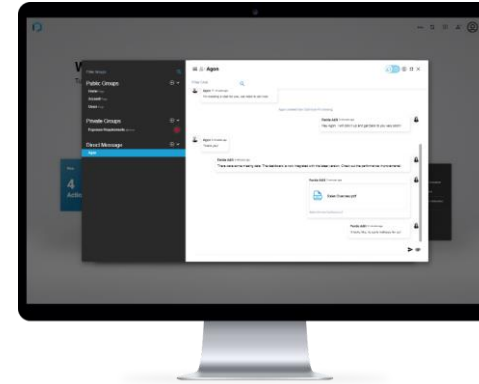
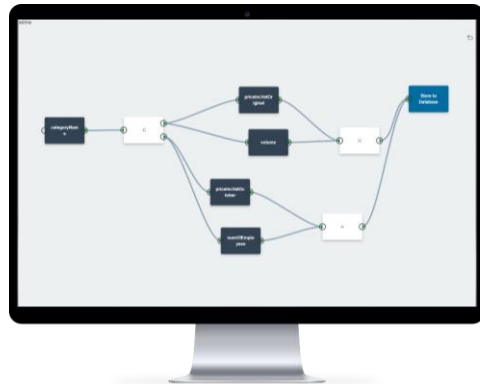
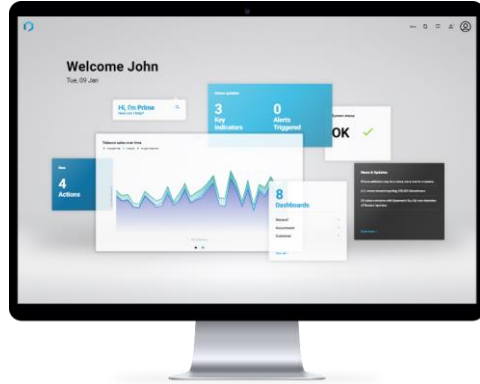
Data analysis becomes a lot more fun when you are flexible and not restricted. PRIME lets you create dashboards, automatically or manually upload data and perform on-the-fly calculations.

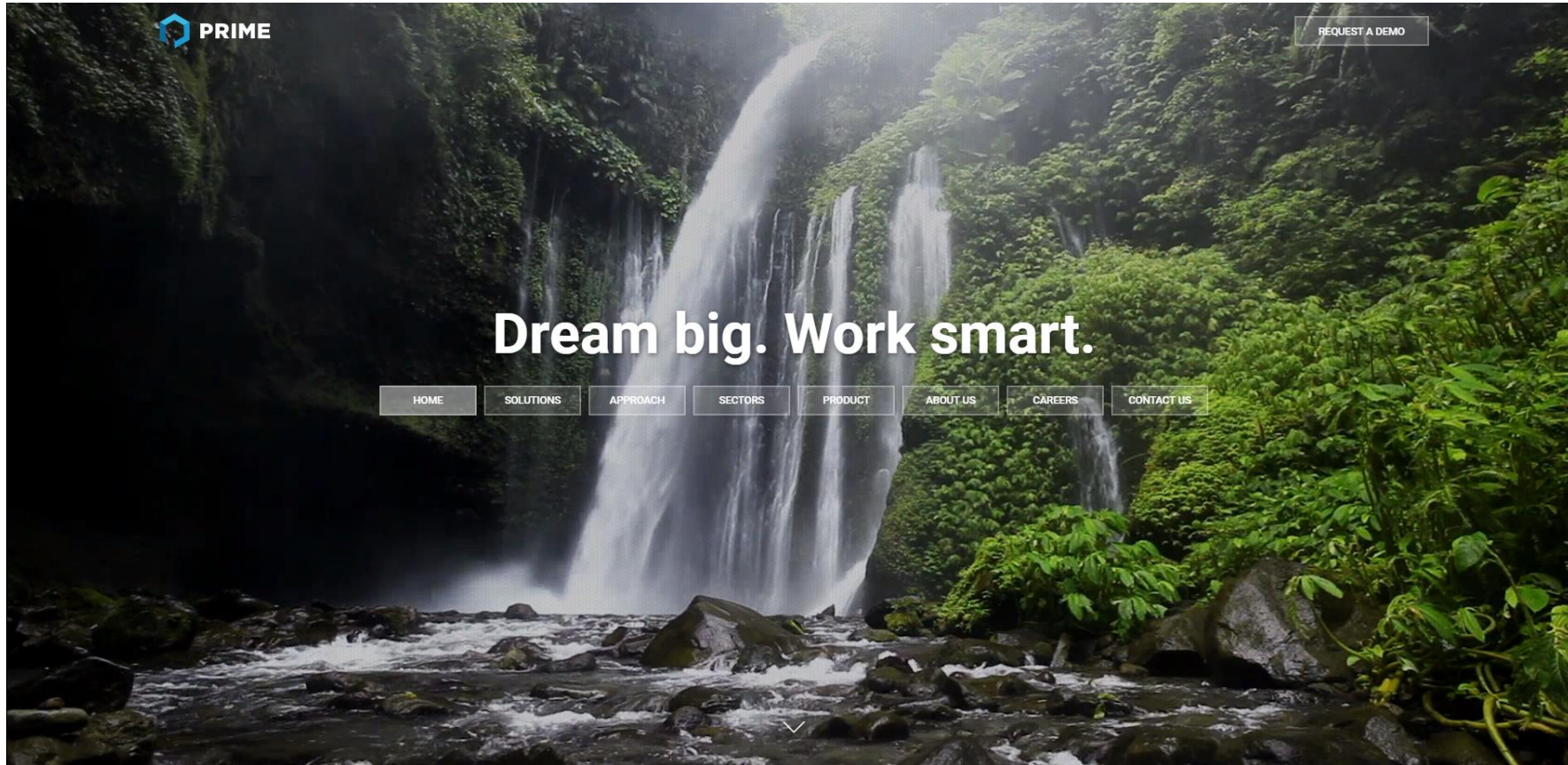


👥 Stimulate deep collaboration

Strong collaboration within and across teams is essential for successful insight generation. PRIME makes it easy to oversee projects, share ideas and communicate with colleagues.







Find us at goprime.io

THANK YOU

The end