

Taking the guesswork out of business decisions

ARE YOU delaying making a decision that could have a major impact on your business, marketing or operations strategy - due to a lack of good information?

Given the last two years in business, most people no longer trust hunches when it comes to decision making. Luckily, technology has also evolved to provide us with all the data we need to make informed decisions.

The challenge now is how to make sense of a whole range of often confusing data to know which are the key to use to get the right path forwards.

As one of the fastest-growing companies in New Zealand and the leading data mining organisation, Datamine deals daily with the unexpected challenges faced by leading businesspeople. By starting at the business problem, the experts at Datamine wade through data to find the business solution.

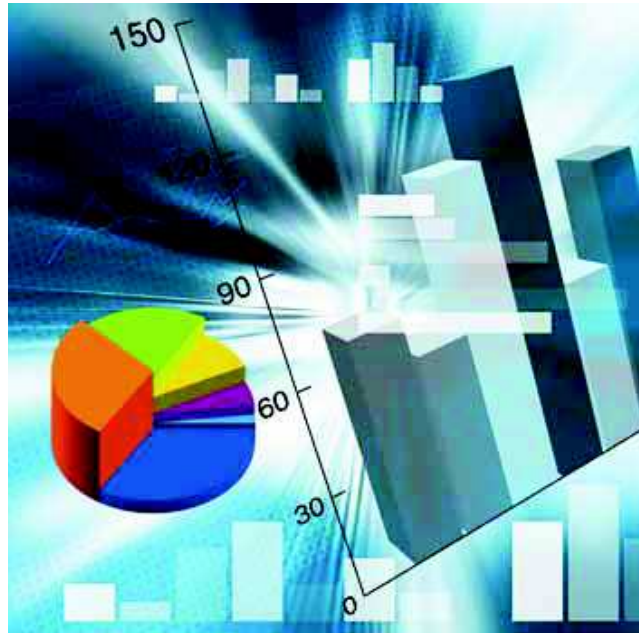
Most companies already have the knowledge they require within their grasp. However often the information they need lies dormant, buried within out-of-date systems that were originally designed for processing financial reports, not delivering business intelligence.

The smart use of data can help you solve problems, make better decisions, improve the customer experience and identify growth opportunities.

Digging deep

As businesses rode out the tail of 2009, Datamine observed a huge increase in accountability. Those in charge are being asked to provide accurate measures of results and evidence to support decisions in every part of their business from marketing and operations, through HR, risk and finance. The last couple of years have been challenging for many businesses with budgets cut across the board, the threat of redundancy looming, and the overall feeling of being given less 'room to move' while also having more to answer for.

In negotiating this landscape, Datamine has seen smart



businesses increase their use of data to proactively aid decision-making, as opposed to its retrospective focus on measuring results after the fact.

For example, a major retailer was opening a new store and wanted to understand the likely purchasing preferences of customers in their catchment, to optimise their planning. By compiling a comprehensive demographic profile of the new store's likely customers, the retailer was able to take a more informed approach to effective range planning, as they had greater confidence in their predicted purchasing behaviour.

At a boardroom level, high-level decision-makers are demanding better insight and transparency from senior management to back their investment decisions. This trend exists across a vast range of industries, including government.

We are seeing a lot more confidence in decisions that draw on the predictive power of good data and actual behaviour, so not what people say they do in opinion polls, but what they actually do. This information is contained right there in your data.

Built on a strong belief that evidence should be at the foundation of business decision-

making, Datamine helps companies interpret their large volumes of data to clearly see their next move.

Upskill and secure

Technology and marketing are fast-paced, fluid industries so staying ahead of the pack is almost a part-time job in itself. It's worth investing in a course run by experts in this fast-evolving world to get you up to speed without a large time investment. Whether you want to explore how data can unlock marketing potential or learn new skills, Datamine offers in-house courses to suit.

And while investing in data is increasingly par for the course, sometimes businesses forget to secure and insure this data.

A data security system will ensure you're not caught out when important information accidentally gets wiped by novice employees and will also protect client-sensitive material.

Datamine use business intelligence to identify and address business challenges. They help New Zealand companies wade through and interpret large volumes of data, taking the guesswork out of business decision-making. **bt**



Sonya Crosby joined Datamine as Managing Director in 2009. Sonya is a past President of

the Association of New Zealand Advertisers and the Advertising Standards Authority and is a current Council member of the Direct Marketing Council.



Paul O'Connor founded Datamine in 1995 and has been the catalyst in Datamine's growth into

a key player in the data analytics space and an invaluable resource for many of New Zealand's leading corporates. Paul's industry experience is extremely thorough, serving companies in banking, energy, insurance, telecommunications and the public sector, just to name a few.



Sally Carey joined Datamine in 2001 as partner and co-owner. Originally from the UK, Sally gained

a BA in Systems Analysis and received a Masters in Business Administration (MBA) from Bradford University (UK). Sally is a fellow of the UK Institute of Direct Marketing. Working on the majority of Datamine's key accounts Sally has industry experience in banking, insurance, energy, retail, FMCG and mail order. With over 20 years' business and marketing experience in the direct marketing industry Sally also has agency and direct marketing services experience.