Evolving Away from the “Ask, Wait, Answer” Cycle
Headquartered in Tampa, FL with focus on providing guidance and support around business intelligence and data governance.

Premier Services:
• Business Intelligence & Data Analytics
• Software Development & Resell
• Data Governance & BI Governance
• Process and Quality Improvement
• Project Management & IT Testing
• Enhance Self-Service Analytics

Data Driven/Data Informed Decision Making:
• Executive KPI’s and Automated reporting
• Speak with Facts / Act on Data
• Data Integrity / Data Availability
• Tangible and Intangible benefits
• Enhance collaboration and relationship between IT and the Business.
Customer Success and Community Involvement:

- USF & University of Tampa – Interns, Workshops, Certifications, ISDS Muma School Board Support, etc.
- Metropolitan Ministries – Technology Enhancements for Science and Technology Program, Donations, Feeding, Giving, etc.
- Williamson Trade School – 3 Smart Rooms built for students technology enhancements in Power Plant Trades
- Meals on Wheels of Tampa
- SME Foundation (Founded 2018) Focus on getting technology and engineering into the hands of all communities.

SME choses to work and partner only with a select few BI and DG solutions and platforms. Due Diligence & Experience

SME’s primary interest is reaching your objectives. The Product is only the enabler, it is not the solution.
SME Customer Network – Vertical vs Horizontal

Use case
- Supply Chain
- Auditing
- Sales
- Marketing
- SLA Mgmt
- Inventory
- Maintenance
- Transportation & Logistics
- Etc.
What our Customers have to say:

“SME Solutions has enabled Port Tampa Bay to harness the power that comes with business intelligence. We are now able to consolidate multiple data sources and create easily readable reports that improve transparency within our organization. We have created dynamic KPI’s that allow for real time decision making by our leadership team, which will help Port Tampa Bay continue our record breaking trends. SME Solutions has been a valuable partner and we look forward to seeing what more this partnership will accomplish.”

Stephen Fry VP Finance – Port Tampa Bay

“Since the creation of the Chamber’s Vision 2026 plan, we knew that a core focus would be on making data driven decisions and with SME’s help we are doing just that. Not only has the quality of our data improved but also our speed of decision making. Month end reporting that used to take 2 weeks is now automated and always available. SME has helped the Chamber revolutionize how we view data and has become a trusted partner of ours.”

Karen Arnold, CEO Greater Tampa Chamber of Commerce
Data & BI in Today’s World

Data is the new oil.

Data is an immensely valuable asset that still needs to be:
• Extracted
• Refined
• Stored
• Manipulated into Actionable Data

What your BI strategy really needs...
• Scalable Reporting Process
• A “Single version of the truth”
• Quality Data

Why is BI/Analytics #1 priority?
• BI/Analytics encompasses priorities #2-10.
• Total investment integration.
• Provides specific business insights and values.
• Only priority that spans equally across IT and Business.

1. BI/Analytics
2. Cloud
3. Mobile
4. Digitization/Digital Marketing
5. Infrastructure & Data Centre
6. ERP
7. Security
8. Industry Specific Application
9. CRM
10. Voice/Data Communications

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Data literacy is the ability to read, work with, analyze and argue with data regardless of your role, skill level, or the BI tools you use.

Improving data literacy hones your decision-making skills. You learn to ask the right questions of your data, interpret your findings and take informed action.

New research shows only 24% of business decision makers, from junior managers to the C-suite, feel fully confident in their ability to read, work with, analyze and argue with that data—the fundamental skills that define a person’s data literacy.
The ability to read, work with, analyze, and argue with data

Data Driven Decision Making:
• Speak with Facts / Act on Data
• Data Integrity / Data Availability
• Argue, perhaps politely Challenge
• Operational Metrics
  • Data Source
  • Calculation
  • Frequency

Take Away – In work and at home, data knowledge plays apart of all conversation...sports, politics, dinner conversations.
Today’s Reality in the Digital Economy

Data is **exploding**...

Data in 2009: 0.8 Zettabytes

Data in 2020: 44 Zettabytes

Growing by a factor of 55

But is just a **source**...

It’s **People** who make the decisions

It’s **People** who harness the data.
The Result

IT

Risk Mitigation:

• Security
• Scalability
• Reliability
• Manageable

Business

Agility:

• Access
• Customizable
• Performant
• Timely Answers

Sorry IT, all roads no longer lead to you

Sorry Business, you can't do it on your own
- IT focused on data integrity and data availability
- Business able to self-serve their reporting and application needs
- Quicker response time and improved data integrity
- Efficient and effective solutions
- Assurance of stakeholder engagement
Platform-Enabled Visual Analytics

- **Self-service data visualization**
  Decentralized analysis and exploration for individuals and groups

- **Guided analytics**
  Centrally deployed guided analytics to multiple knowledge workers

- **Embedded analytics**
  Analytics embedded in web and enterprise applications

- **Custom analytics applications**
  Custom-built analytics applications for internal and external use

- **Reporting and collaboration**
  Pixel-perfect report distribution across the enterprise
Geospatial Insights and Analytics

Example Use Cases

IoT - Understand and optimize traffic by monitoring people’s movements via their Wi-Fi or Bluetooth connections

Mobile - Combine network data with geographic information to better understand how customers use their phones and apps

Geo-related Datasets - Accurately target marketing campaigns by determining which zip codes are within sale regions

Tracking - Cluster together GPS location of individual vehicles to better understand traffic patterns

Routing - Include drive times when analyzing which suppliers can best support a manufacturing site

Integration - Ability to leverage ESRI GIS system maps into Qlik data & dashboards
Port Executive Dashboard

- Heart Rate Monitor
- Near Real Time
- Drill Down Capability
Port Finance Use Case

- Expenses by department
- Pattern and trend recognition
- Actional vs budget

- Profit/Loss
- Variance
- Pinpoint outliers
### Port Finance Use Case

- **YTD Tonnage**
- **By Day, By Week, By Month**

<table>
<thead>
<tr>
<th>CY Tonnage</th>
<th>MTD Tonnage</th>
</tr>
</thead>
<tbody>
<tr>
<td>11,775,085</td>
<td>913,826</td>
</tr>
</tbody>
</table>

- Track revenues
- Monitor expenses
- Pinpoint outliers

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Port Real Estate Use Case

✓ Impact Tracking
✓ Acreage Production
✓ Risk
✓ Process Tracking

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Port Real Estate Use Case

✓ Project Pipeline
✓ Document Tracking
✓ Board Approval Status
3\textsuperscript{rd} Wave of BI

WELCOME TO THE THIRD WAVE OF BI

- Mainframe
  Wait time: Months
  1950s-80s

- BI 1.0 - Reports
  Wait time: Weeks
  1980s-present

- BI 2.0 - Visualization
  Wait time: Days
  1990s-present

- BI 3.0 – Search & AI-Driven Insights
  Wait time: Seconds
  TODAY
Search-based data discovery technology can help drive adoption by users resistant to or intimidated by using traditional BI and analytics interfaces for interacting with data, but who are quite comfortable using a search engine to find the information they need.

By 2020, 50% of analytic queries will be generated using search, natural-language processing or voice, or will be auto-generated.
From Reporting to AI-Enabled BI

- Self-Service BI
  - Descriptive (What happened?)
  - Diagnostic (Why did it happen?)
- BI as Reporting
  - Predictive (What will happen?)
- AI-Enabled BI
  - Prescriptive (What should we do?)

✓ SME helps customers define BI maturity for their organization and enables them to achieve ROI sooner than expected

✓ SME ensures a clear roadmap, with constant focus on value driven by analytic investments
What can you do now?
Become a Data Skeptic

**DO BECOME A DATA SKEPTIC**

Dig into the results. Dig into the numbers, the connections, the sources – and ensure the analysis was done properly.

**DON’T ASSUME ANYTHING**

Data analytics is a science, but that doesn’t mean your results will always be right the first time. If you don’t question your analysis, you could miss out on valuable insights.
**DO**
Seek help from experts

Establish a strong network of data literate mentors and peers. Set up one-on-one meetings, and learn about their roles, their skills, and how you can follow in their footsteps.

**DON’T**
Go it alone

Improving your skills on your own time is critical, but don’t underestimate the wealth of data knowledge from people in your own organization. If you don’t reach out, you could miss out.
Have Courage, Fail Forward

**DO BE BOLD**
As you continually practice your new data skills, get creative. Try new ideas and experiment. Sometimes you'll succeed, and sometimes you'll fail — but you'll learn from every opportunity.

**DON'T BE AFRAID TO FAIL**
The fear of failure can cripple your creativity, your confidence, and your performance. Don't hold yourself back when it comes to trying new data literacy skills.
Thank You

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