



Unlock the power of data to deliver valuable business intelligence

Data and analytics are key to modernization and continued optimization. Establishing an effective data practice can accelerate your ability to predict new opportunities, respond to unforeseen challenges, and adapt to changes. Transforming disparate datasets, from financial and operational data to customer information, allows you turn data into a valuable asset that can bolster your competitive advantage and increase productivity.

Our Services

Data Strategy Development and Innovation

Gain an understanding of the current state of your data and develop an appropriate data strategy integrated across your organization

Building, Implementing, and Engineering

Build the environments and implement the tools necessary to gain valuable insights from your data through real-time data, AI/ML innovation, and data science

Managed Services

Maintain the quality and accessibility of your data and simplify security, monitoring, and management



- SaaS Services Competency
- Govt. Services Competency
- DevOps Services Competency
- Migration Services Competency
- Nonprofit Services Competency
- Digital CX Services Competency

Advanced data and analytics for your modernization initiatives

Every organization has a wealth of information to store, organize, reference, and analyze for decision-making purposes, but this data may exist in department or business unit silos where only a few people can access it. We architect secure and scalable solutions that provide access to real-time analytics – breaking through those data silos to answer the complex questions facing your business.

Data Strategy Development and Innovation: Bridging the gap between business and technology

Assessment

By conducting in-depth assessments, our data scientists can help develop comprehensive data strategies and architect a modern data foundation for business intelligence and predictive analytics. Assessment services may include:

- ▶ “State of the data” assessment
- ▶ Business Intelligence (BI) assessment
- ▶ “Enterprise Data Office” organizational strategy
- ▶ Extract, Transform, Load (ETL) assessment
- ▶ Data architecture strategy

Get in Touch:

www.effectual.com

1-800-991-3011

Experience ▶ Expertise ▶ Execution

Effectual is an AWS Premier Consulting Partner offering cloud first managed and professional services that enable modernization for commercial enterprises and the public sector.



Planning for Governance and Compliance: Driving compliance with documented definitions, roles, and security

Mastering data governance requires a top-down approach that involves all functional areas of your organization. This coordination ensures governance activity connects organizational priorities to stakeholder value, with metrics for measuring against industry compliance standards.

Our in-depth expertise spans both private and public sector compliance, including GDPR, PCI DSS, HIPAA, FedRAMP, and FISMA.

Building, Implementing, and Engineering: Translating information into ROI and data-driven insights

Our data scientists and Modernization Engineers™ leverage AI-enabled, predictive analytics and adaptive machine learning technologies to build scalable cloud-based data solutions for faster, future-focused decisions. Effectual engineers can build and deploy the necessary components in AWS and execute the migration of databases and big data to the cloud.

- ▶ Data lake build and deployment
- ▶ Data warehouse build and deployment
- ▶ ETL build and deployment
- ▶ Analytics platform build and deployment
- ▶ Data migration services

Data Management: Empowering intelligence from the volume, velocity, and variety of your data

When connected to your organizational goals, data science tools can help you quickly analyze and visualize complex data sets resulting in:

- ▶ Improved sales and marketing efforts
- ▶ Insights for data-driven decisions
- ▶ Streamlined workflows
- ▶ Centralized data and Master Data Management
- ▶ Improved financial reporting and analysis
- ▶ Optimized operations

Advanced machine learning

Access highly-accurate, predictive forecasting with AI/ML tools and solutions

Data lakes and analytics

Enable advanced query capabilities, apply use cases, and access Snowflake and AWS Cloud services

Comprehensive and open

Leverage a deep portfolio of AWS Cloud analytics tools that support standard, open file formats

Durable and cost-effective

Use auto-scaling, saving plans, and integration with AWS EC2 Spot instances to reduce compute usage costs

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Modern Cloud Management: Managed services with a focus on security and modernization

Effectual can provide managed services focused on data and analytics, including the management of data systems, flows, resiliency, and retention demands. Our Modernization Engineers act as an extension of your own internal time and apply in-depth knowledge of cloud-native and traditional IT environments across AWS Cloud, VMware, and VMware Cloud on AWS. This helps reduce administrative burden and facilitates the continued optimization of your environment.

Managed services for Data and Analytics feature:

- ▶ Data insights
- ▶ Logging, monitoring, and alerting of data flow processes
- ▶ Issue triage and resolution (e.g., ETL error resolution)
- ▶ Managing the health and wellness of the various data platforms



Knowledge augmentation services are also available, giving customers direct access to data experts who can fulfill specific roles, including:

- ▶ Product Owner
- ▶ Product Manager
- ▶ Data Architect
- ▶ Data Engineer
- ▶ Data Scientist

End-to-End Modernization Solutions for Complex Business Challenges



Strategy & Design



Application Development



Data & Analytics



Migrations



Modern Cloud Management



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