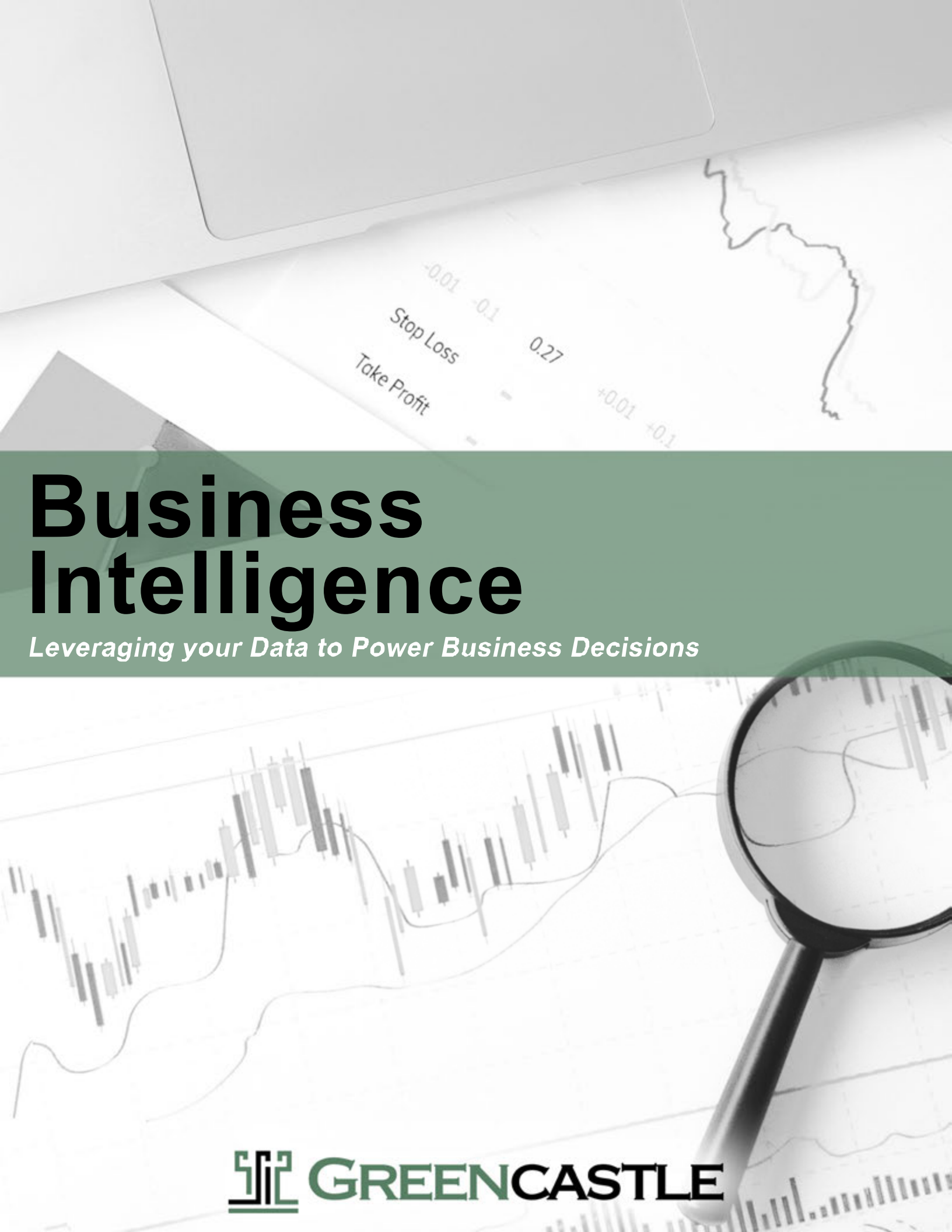


Business Intelligence

Leveraging your Data to Power Business Decisions

GREENCASTLE

BUSINESS INTELLIGENCE FOR EVERYONE

Given the continued progress toward a data-driven world, leveraging data to optimize decisions and performance is key. The Business Intelligence experts at Greencastle deploy proven processes and methodologies, empowered by the latest technology, to bring your vision to reality. Take a look at how Greencastle can bring our knowledge of all things data combined with our project management best practices to help your organization harness the power of your data to make critical business assessments, and leverage automation to simplify even the toughest data processes.

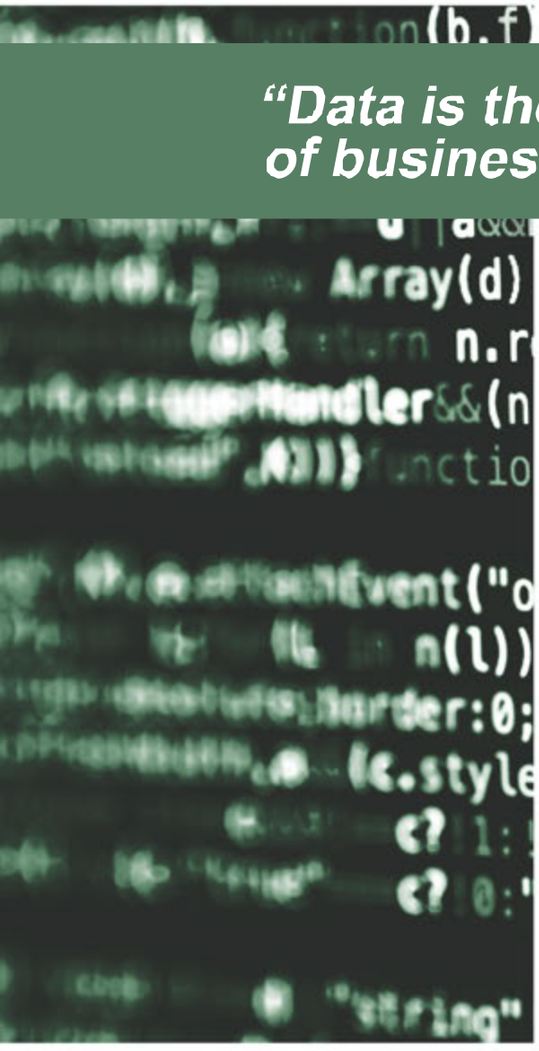
WHAT WE OFFER

- ✓ **Data Governance**
- ✓ **Data Visualization**
- ✓ **Center of Excellence Implementation**
- ✓ **Process Automation**

Deliverables within each of the service offerings will empower your organization to be more data-driven. From metric and dashboard creation to data mapping—we have you covered with the solutions you need to make impactful decisions.

DATA GOVERNANCE

When it comes to your data, who's in charge? Do you want to put an end to the endless questioning of the validity of your data? Greencastle can help you establish the right Data Governance model to create clarity and solve data management problems. Greencastle's data governance consultants will help you establish processes, roles, and responsibilities around your data to lead you to better decision-making, greater efficiency, and increased value without disrupting your business operations.



"Data is the raw material of business." – *Craig Mundie*

Data Dictionary

Get your organization on the same page about what things mean. Data can come in all forms and arrangements, but proper documentation will provide clarity and alignment.

Metric Formation

Make important decisions based on metrics that are sound and have consensus. The last thing you want to is different departments measuring the same work differently. We help your team come to a common understanding of what metrics mean and how they are calculated.

Data Mapping

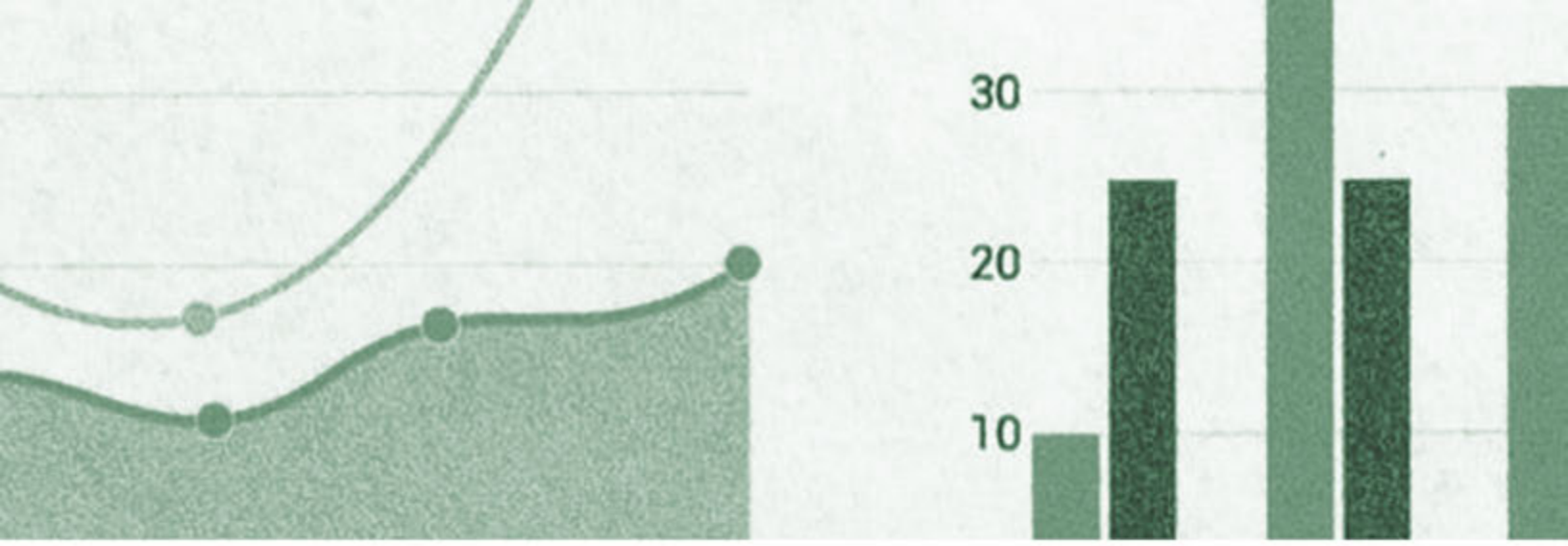
We can help your analysts understand the flow of data between front-end applications and back-end databases. Doing so will get business users, operational team members, and the analyst workforce on the same page.

Data Quality Control

Ensure the data you are collecting is usable and properly maintained with proper data collection methods, implementing data cleaning when identified, and using proper data handling.

Policy and Procedure Development

Have that one person that thinks the number in the "system" is wrong? Establish standardized processes that ensure your organization manages data consistently and using best practices will help avoid conflict and allow for a clear path to resolution.



DATA VISUALIZATION

Like most things at Greencastle, there's a process for building reports for the purpose of data visualization. We collaborate with stakeholders to collect all the necessary information and ensure proper training of those who will be using the reports. We leave no stone unturned!

UI/UX Design and Implementation

Developing a clean, consistent, and user-friendly report design and implementing that across all your reports will improve how your teams view your reporting. Planning and implementing a smooth user experience with consistent and intuitive functionality will ensure your report consumers are able to use the reports your team builds.

Data Modeling

While you may have a clear idea in your head of what you want to be reported on, chances are that the data needed to build that report is not readily available in one clean table. We'll help take your data through the entire Extract, Transform, Load (ETL) process, building relationships, and connecting systems to allow for robust reporting.

Interactive Reporting

You really want beautiful, interactive, and informative reports that will help you make the best possible decisions. The consultants at Greencastle will work with your team to build comprehensive and interactive reports that will provide advanced insights critical to your team's success. Functionality meets beauty!

Deployment and Training

Ok great, an amazing report was created, now what? We ensure your report gets deployed to the right place in the right way so that it is easily (yet securely) accessible to the right people. If your vision is to have deployed reports maintained by a member of your team, we'll happily conduct training and handover of detailed technical documentation, otherwise, we're happy to discuss ongoing services.

BENEFITS INCLUDE

- ✓ **Save time and reduce errors with automated data flows**
- ✓ **Scheduled updates of reports for the most up to date and accurate information**
- ✓ **Dive deep into interactive reports to investigate data and get the answers you need**
- ✓ **Measure end-user engagement with daily usage reports**
- ✓ **Protected data through row-level security and select dissemination**

BUSINESS INTELLIGENCE CENTER OF EXCELLENCE

If you have analysts spread throughout your organization that all do things differently and have competing priorities from multiple directions, leaving everyone unsatisfied, then a business intelligence center of excellence is for you! A center of excellence will bring together a counsel of business leaders and a technical “ACE Team” that together will serve to drive alignment and best practice implementation throughout your organization.

Best Practice Implementation

Technology changes fast; do you want your organization to stay on top of the latest best practices? Of course, you do! Putting a center of excellence in place ensures you have a dedicated effort toward the continual modernization of your workforce.

Business Analyst Empowerment

We’re guessing that you want your business analysts freed up from their repetitive tasks and able to truly analyze what is happening to keep a pulse on your business and make meaningful recommendations. A center of excellence will empower your business analysts by providing them with the support and assistance they need to thrive.

Replicability and Scalability

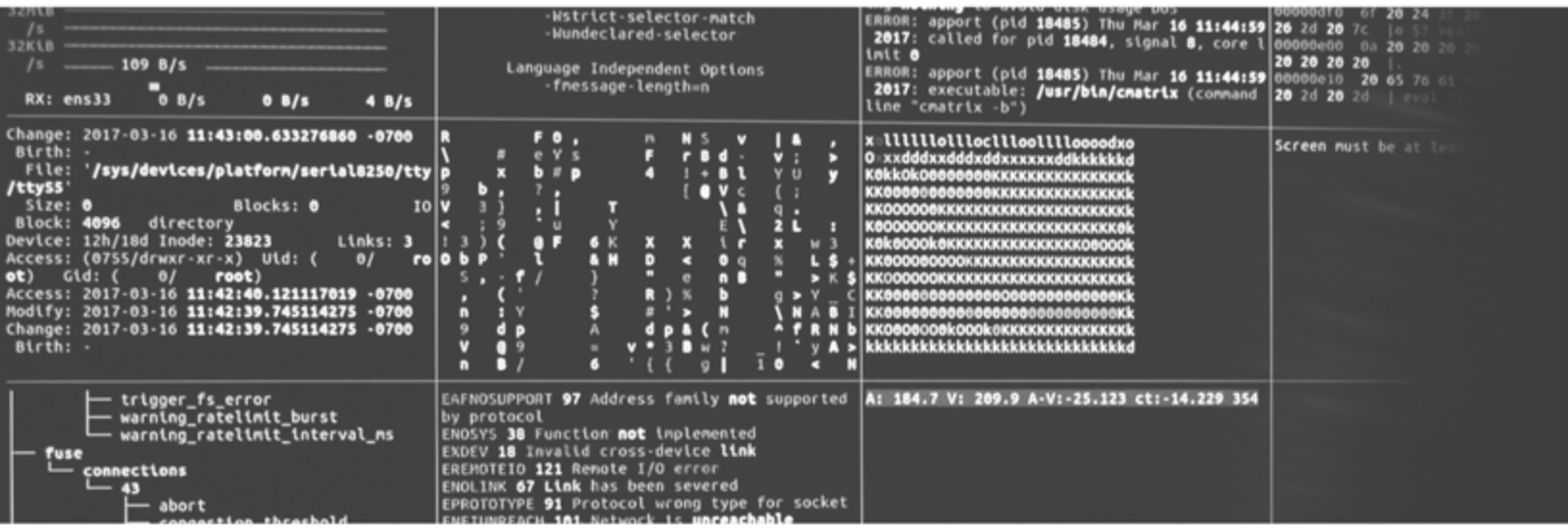
It’s critically important that all of your know-how doesn’t live inside the heads of a couple of senior folks. What happens if they leave? A center of excellence will ensure well-documented processes are in place that will provide your organization with the consistency and continuity you need to scale.

Quality Assurance and Standardization

Avoid the pain of fractured reporting, duplicated efforts, and spaghetti workflows. A center of excellence introduces and enforces standardization in both process and product, which ensures consistent quality.

Workforce Training and Alignment

Do you want to ensure that every new hire has go-to experts that help train them? How about that new business executive coming on board that you want spun up on how things work around here from a data and reporting perspective? A center of excellence ensures experts are available to train and teach your workforce. Furthermore, the center of excellence helps ensure everyone is aligned in their pursuits and that business leaders have firm control of where analytics efforts are being focused.



PROCESS AUTOMATION

Greencastle's team of business intelligence consultants are certified in Microsoft Power Automate and are trained to use other technologies to bring efficiency and cost-reduction to your organization through the automation of repetitive tasks that slow your team down.

Opportunity Identification

Six Sigma experts can identify high-value opportunities for automation by building process maps that highlight repetitive tasks.

Course of Action Analysis

Work with end-users and subject matter experts to identify specific courses of action that lead to ideal outcomes.

Process Automation

Use technology to implement scalable automation solutions of repetitive tasks that can grow with your team.

Value Realization

Measure the effectiveness of process automations by capturing and reporting on workforce data before and after implementation.

BENEFITS INCLUDE

- ✓ **Automated Data Flows**
- ✓ **Report Alerts & Dissemination**
- ✓ **On-Demand Analytics**
- ✓ **Application Connectivity**
- ✓ **Process Clarity**

"Automation is efficiency in climbing the ladder of success."

Demonstrated Technological Expertise

Power BI · Power Automate · Microsoft Azure · tableau · python · SQL · ArcGIS · MicroStrategy

Our Satisfied Clients

ppl · AMERICAN BOX & RECYCLING · ComEd An Exelon Company · PECO · MESA TECHNICAL ASSOCIATES, INC · colonial electric supply · Wawa

Business Units We Have Served

- ✓ Operational Units
- ✓ Human Resources
- ✓ Program Management
- ✓ Change Management
- ✓ Finance and Planning
- ✓ Corporate Accounting
- ✓ Regulated Utilities
- ✓ Customer Service

GREENCASTLE

Greencastle Associates Consulting is a 100% veteran-owned and operated implementation consulting firm that tackles critical projects with a unique, military-precision approach. Founded by veterans in 1997, Greencastle provides metric-driven results to businesses looking to maximize growth. We are experts in change management, process improvement and project management. Using Implementation Management as the foundational approach to every project—we help our clients meet and exceed their definition of success. Our team is mission-focused, adaptable, and ready to get stuff done—all while saving you time and driving operational efficiencies.