



decisions made easy

Singapore • South Africa

Our
Services

A woman with dark hair and glasses on her head is looking at a stack of papers. She is holding a sign that says "HELP" in red letters. The sign is on a wooden stick with a white paper top. The background is a plain, light-colored wall.

HELP

Do you...

- Spend too much time creating reports?
- Have difficulties analyzing numbers?
- Present misinterpreted findings?
- Have problems in deciphering data?
- Want to be in control of your big data?



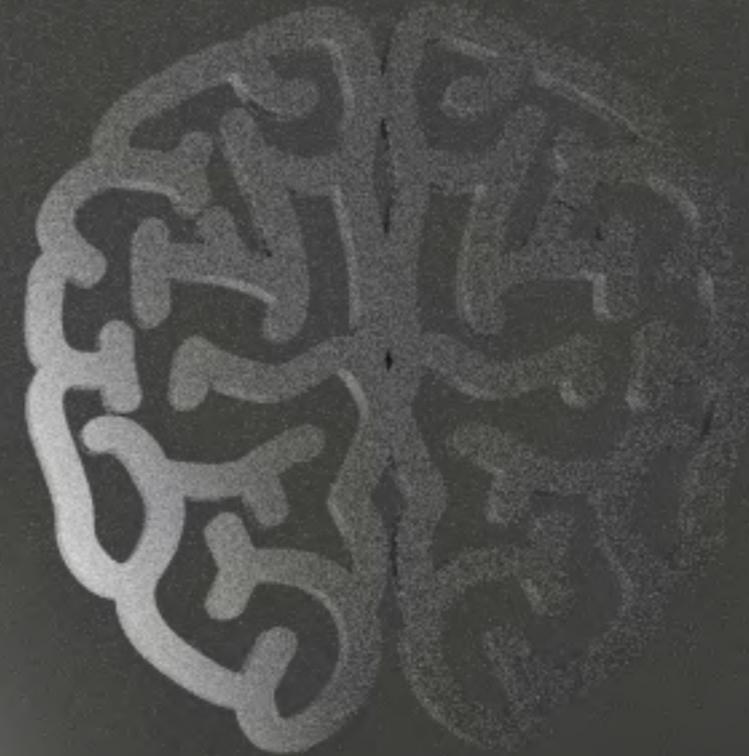
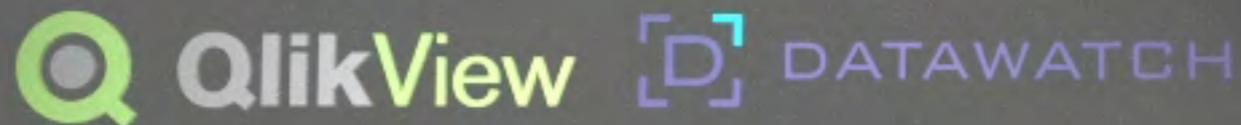
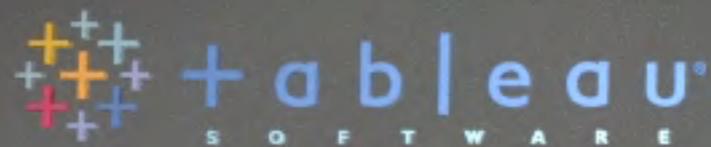
Is your company underachieving?

Is most of your time spent on collating data rather than analyzing them?

Data

Insights

Decision



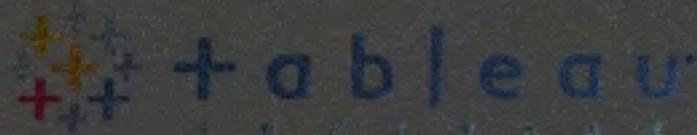
Are your tools helping?

While many Business Intelligence solutions in the market today claim to help reduce your data analysis workload, they do not necessarily make the decision making process any easier or more efficient.

Data

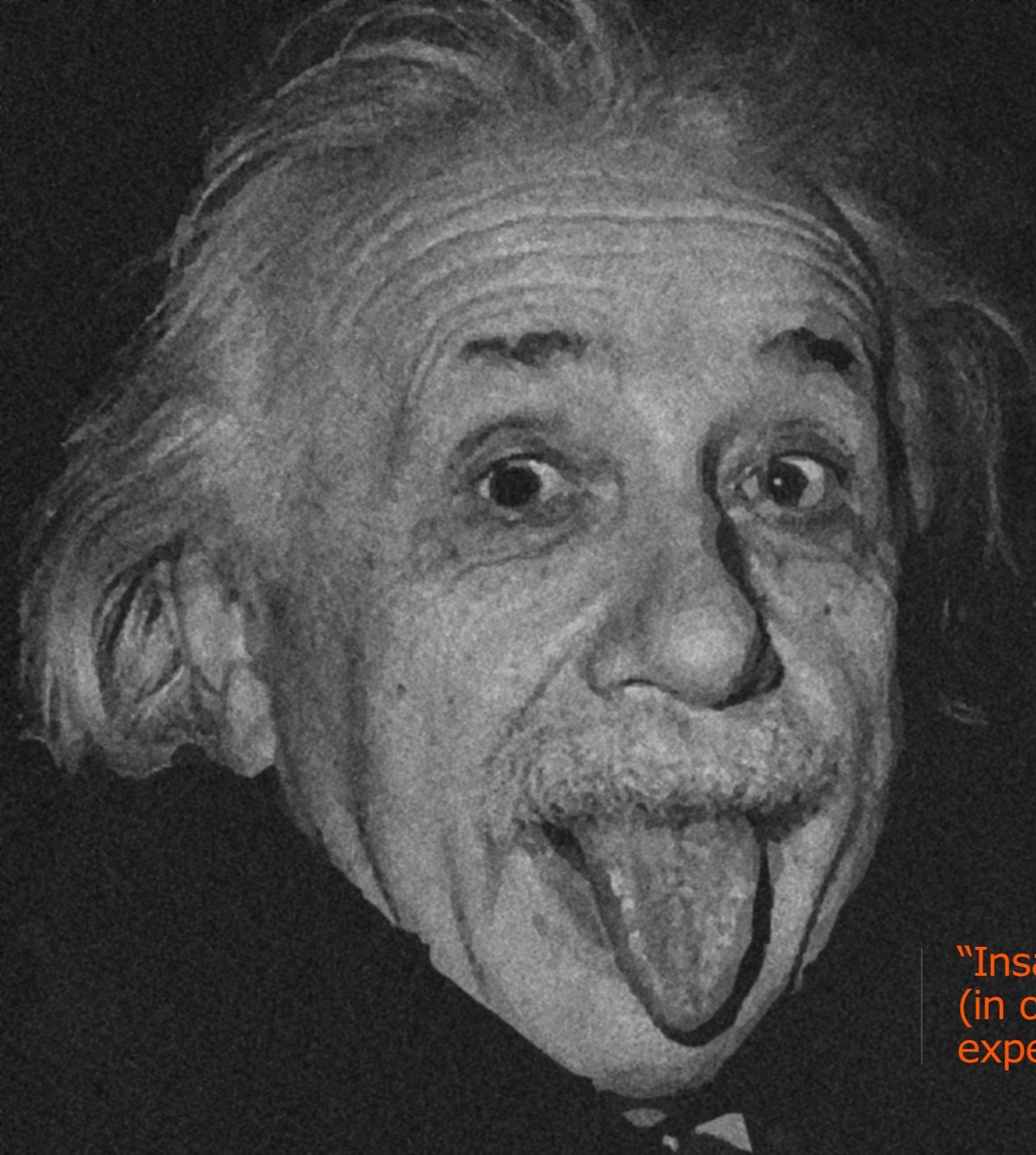
Insights

Decision



The human factor

Despite all the tools available, making sense of the data output remains a uniquely human trait.



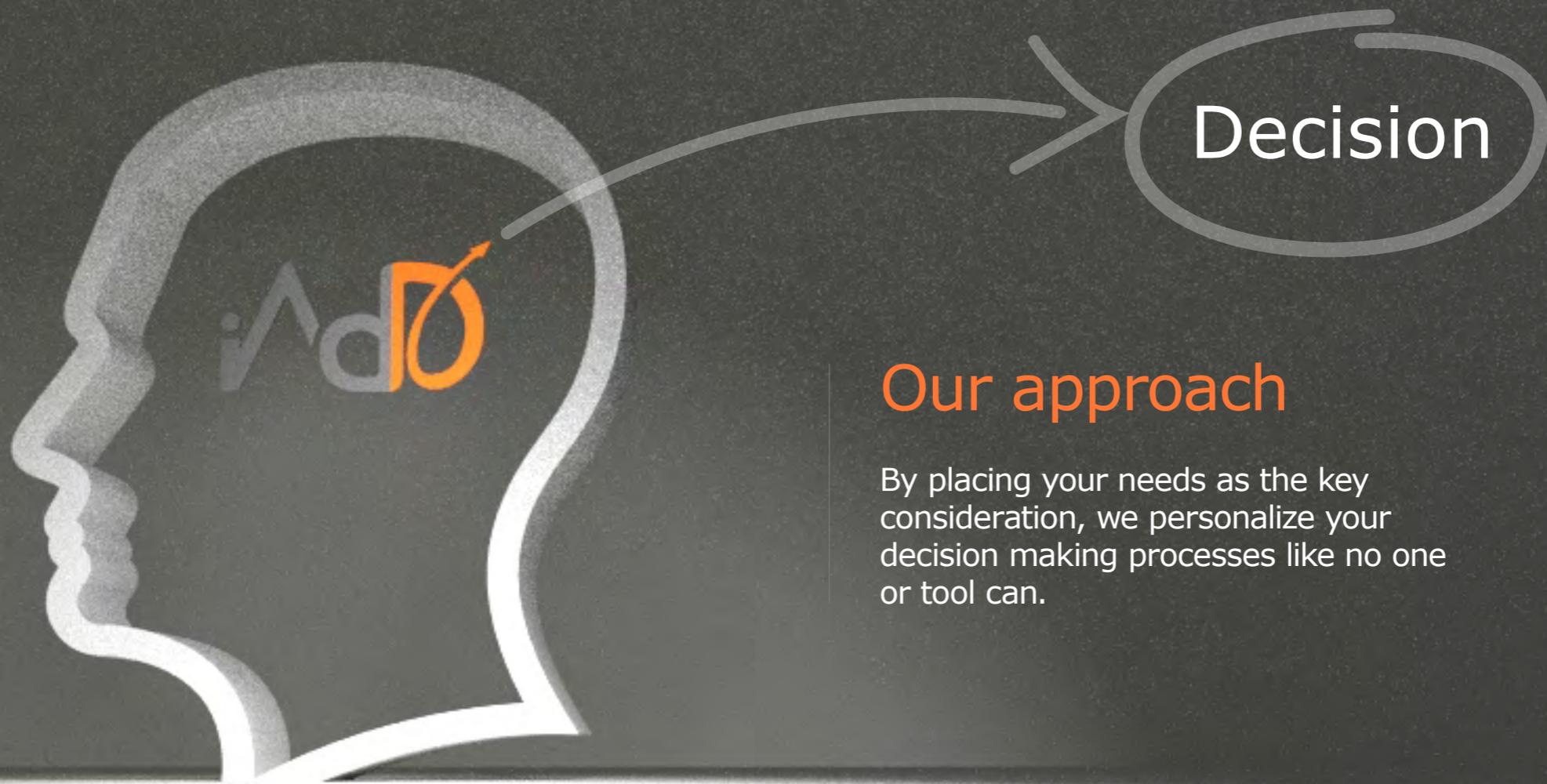
"Insanity is doing things
(in old ways) over and over again
expecting a different outcome"

- Albert Einstein

Introducing iAdD

At iAdD, we provide strategies to **interest**, **interpret** and **internalize** data so that you can recognize and analyze patterns and trends **faster**.





Our approach

By placing your needs as the key consideration, we personalize your decision making processes like no one or tool can.



What do you see?



What do you see?

When collected, data exists as random pieces of information that may not make any sense.



What do you see?

We rapidly transform a seemingly chaotic reality into information that works in your favour - connecting and synthesizing the information you need.



What do you see?

The result is an instantaneously recognizable pattern that allows you to interpret, evaluate and make your decisions.



What do you see?

We save you precious time that increases the efficiency and effectiveness of your data usage.

Find

Find patterns **in** your data

Reveal

Reveal trends and patterns for insights **from** your data

Engage

Interpret accurately & influence deciding **with** your data



Uncovering connections

We translate random and insignificant looking data clusters into recognizable patterns that allow you to interpret **faster**, evaluate **better**, and make decisions **easier**.



idea

The iAdD way interactive Analytics & dashboarding for Decisions

By creatively employing visualization tools, we bridge structures and systems with new human capabilities to help you innovate better productivity and increase profitability.

Knowledge

Structure

Processes

Helping you understand

We show you how to think critically when engaged in problem-solving.

Knowledge

Structure

Processes

Making it easier

We create the appropriate structures for you to design and build decision models.

Knowledge

Structure

Processes

Systematic

We design unique processes to solve your problems and strategize your solutions.

Everyone can benefit from iAdD

Board Members (C-Suites)



Decision makers who shape
the business direction
of an organization

Tactical Managers



Mid-level executives
who spearhead
business functions

Operational Supervisors



Frontline leaders who
ensure smooth running of
day-to-day operations



Applicable to your field

Procurement
Product development
Manufacturing
Distribution
Marketing
Pricing and yield management
Merchandising
Sales
Store operations
Human resources



Making decisions - Faster, Easier & Better

By uncovering meanings to your data quickly, decision making will be swifter, saving you precious time to grow your business.



Empowering your people!

While tools are important, they form only part of the solution. iAdD will also help you uncover your employees' motivations for change and equip them with the knowledge, skills and abilities to thrive and succeed in the new data-driven business environment.

Think long-term

It is not just about now.
It is also about your company's future.
We help you move your organization with your data.

Asset

Data is valuable

I.P.

Data must be protected

Adapt

Data must be used properly

Solution

Data must be analyzed deeply

**Smart
City**

Data prepares you for the future





Contact us

We are your preferred partners to grow your business revenues and reduce your costs. We want your business to succeed with the better use of data.

Contact us today for more information and/or **make an appointment** with us to show you how we uncover your data's full potential:



enquiries@i-add.co



+65 9008 9832



Our expertise

Speak to us for better understanding on how we can help you increase the value of your business data.

- Preparing your data for smoother migration
- Automating your reporting for deeper analysis
- Designing your dashboards for easier decision making
- Creating your scorecards for better strategy implementation
- Re-engineering your processes for faster delivery in execution
- Growing your people for organic analytics capabilities



Our Package Solutions

Speak to us for better understanding on how we can help you increase the value of your business data.

1

Business dashboards in one page

- Conceptualize and design the Management Decision Dashboard
- Report synthesis and integration into dashboards
- Data visualization design

2

Business scorecards in your pocket

- Create actionable business strategies and setup the Performance Management System
- Measure organizational alignment
- Assess effectiveness of strategy implementation

3

Business intelligence reports in your inbox

- Express delivery of interactive management reports for speedy decision making (within 24 hrs of receiving raw data) – Proprietary methodology
- Available in weekly, monthly, quarterly, and yearly packages

4

Data management in a cube

- Diagnose and setup your master data register
- Clean and structure existing business data from legacy data silos for enterprise system migration
- Prepare data for integrated reporting
- Harmonize data collection

5

Empowering agents for change

- Build and grow change management capabilities
- Tailor business course design to enable your people in change management
- Uncover motivations in your people and arm them with the knowledge, skills and capabilities to become data-ready agents for change



Value-adding Support Packages

Speak to us for better understanding on how we can help you increase the value of your business data.

A

Business planning related support

- Deliver analytical reports that drive and facilitate strategic conversations for business planning workshops
- Present data-driven visual reports that measure the alignment of marketing activities with business results and objectives
- Provide evidence-based reports that align business needs and requirements to enhance existing internal business intelligence solutions

B

Business development and opportunity identification support

- Validate business opportunities from internal sales data with syndicated industry reports and data
- Identify business risks and causes that challenge or threaten business performance
- Uncover new business opportunities from historical and emerging data discovery initiatives

C

Performance management support

- Diagnose, review and refresh key performance indicators to improve alignment in execution
- Align stakeholders to strategic goals and objectives based on defined organizational strategy
- Interpret overall business health based on analyzing business performance across strategic business units and business value creation chain