



# **4 Ways** **to Know You're a** **Data-Driven Business**

Data is at the foundation of a competitive business. Companies that embrace, maintain and analyze their data efficiently stay one step ahead in their decision making. Here are 4 signs you're maximizing your potential with data.



# The Data Health Meter



## **DATA-DRIVEN**

Granular  
Predictive  
Highly Visible



## **DATA-PROFICIENT**

Accurate  
Accessible  
Integrated



## **DATA-DEFICIENT**

Unreliable  
Segregated  
Delayed

# Are You Data-Driven?

## COMPETENCY 1

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My company frees up time from repetitive tasks and creates efficiencies that enable higher level analysis and informed decision making.





## METHODS



Experienced accounting team leadership



Established data collection and process controls



Automated accounting workflows



Manual, paper bookkeeping

# Case Study

## THE COMPANY

110-year-old general contractor

## CHALLENGE

Financial analysis curbed by inefficient use of talent and technology

## + SOLUTION

Established procedures and practices to make financial data available faster

## = COMPETITIVE EDGE

**50% less time** on month-end close & more time to evaluate financial statements and acquire capital

→ [READ FULL STORY](#)

# Are You Data-Driven?

## COMPETENCY 2

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My company integrates data across team functions to eliminate information silos and work toward a common goal.





## METHODS



Customized ERP  
implementation



Accounting  
information systems



Cloud migration



Patchwork spreadsheets

# Case Study

## THE COMPANY

Acquired CPG Startup

## CHALLENGE

Fast growth increases accounting complexity and workload compression

## + SOLUTION

New (SAP) ERP system to connect workflows

## = COMPETITIVE EDGE

**Greater bandwidth** and efficiency to expand accounting team and scale

→ [READ FULL STORY](#)



# Are You Data-Driven?

## COMPETENCY 3

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My company uses data to understand growth drivers & risks with greater predictability in order to empower proactive decision making.






## METHODS

◀  Predictive analytics

◀  Financial modeling

◀  Rolling forecasts

◀  Traditional  
incremental budgets

# Case Study

## THE COMPANY

Digital Agency

## CHALLENGE

Lack of a confident roadmap for the next stage of growth

## + SOLUTION

Test and analyze impact of scenarios on key growth drivers

## = COMPETITIVE EDGE

**Gained insights** to optimize cost, resources and time allocation for projects, ultimately **increasing profit margins**

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# Are You Data-Driven?

## COMPETENCY 4

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My company sees its health in real time to adjust strategy and goals with greater agility.






# METHODS

◀  Advanced reporting techniques

◀  Departmental dashboards

◀  Tailored KPI development

◀  Generic business metrics

# Case Study

## THE COMPANY

Computer Product Reseller

## CHALLENGE

Declining profitability & valuation due to incorrect performance standards

## + SOLUTION

Tightly defined metrics + optimized KPIs

## = COMPETITIVE EDGE

More realistic and sustainable goals leading to **higher valuation**

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data with Paro's flexible  
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**FIND YOUR SOLUTION**



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