

**Fresh  
thinking,  
to help  
business  
flourish.**

# Data Analytics

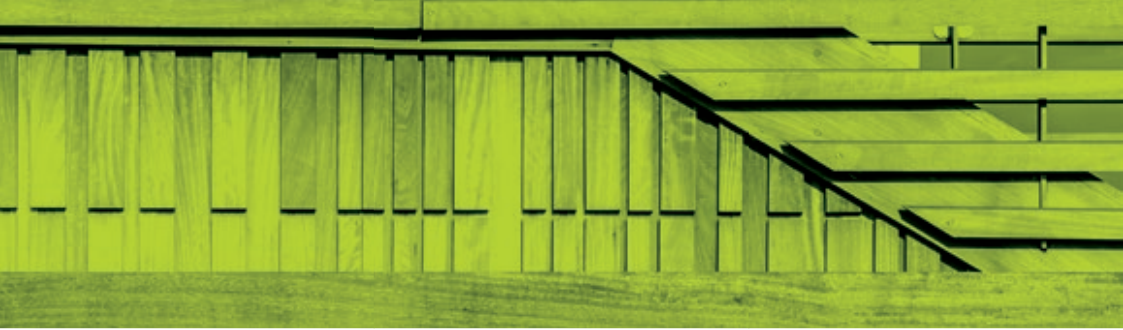
*Companies and organisations who work with us are winning new business and industry-wide recognition, thanks to our expertise in interrogating data and extracting its true worth.*

We're a major world centre for advanced and big data analytics. But what does that mean to businesses who work with us? It means we have the leading expertise to help you unlock the highly valuable knowledge your data contains, and then use this knowledge to develop solutions to your business problems.

We can help you understand what is behind trends and shifts – so that you can make better-informed business decisions that improve your operations and your competitive edge. From here, you can lead your business onto expansion and new opportunities.

From logistics optimisation and agile supply chain management, to in-depth understanding of customer behaviour to add intelligence into your marketing campaigns – understanding your data is the first step to informing your future strategy.





### Unlock the value of your data

A 2015 project where we helped this to happen, was through a knowledge transfer partnership we set up with Signal, a media tracking company. The project harnessed data to develop intelligent, cutting-edge natural language processing applications, to monitor and analyse the world's news.

Now, the product developed is being used across many market sectors. The company has seen significant expansion in just one year, and it's gaining industry-wide recognition for its innovative approach, winning the Innovate UK Best of the Best KTP Award in 2015.



### The latest tools and techniques

Through this kind of work, across our centres of expertise, we are providing new support to businesses: through ground-breaking knowledge, insights, and research and through specialist courses and education.

We offer hands-on guidance and training so your employees can stay up-to-date with the latest data analytics tools and techniques, plus we have secure data facilities for businesses and other organisations to securely deposit data for researchers to access.

If you need a further incentive to get in touch, we also offer innovation vouchers for SMEs of up to £5,000 to kick-start involvement with us. This is with a view to developing ongoing, valuable collaboration through contract research or other forms of knowledge exchange to ensure your business is backed by the latest thinking in data sciences.

**Find out more about how expert consultancy in data analytics can add fresh thinking to help your business flourish.**

#### Contact

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