

IRONSIDE

**ELEVATE
YOUR
BUSINESS**

THE IRONSIDE DIFFERENCE

Minding your business™

IronsidesGroup.com

WHAT WE DO

Ironside exists to make the world of business smarter.

We turn your data into valuable insights that drive positive business outcomes. Our advisors dive deep into our clients' core business challenges, emerging with new insights into how we can leverage the power of business analytics to help move companies further and faster toward their goals. From establishing a strategic vision plotting the path to your ideal destination to tightening the last few nuts and bolts on a fine-tuned, full-scale environment implementation, we'll ensure you have the roadmaps, skills, and tools needed to realize your organization's full analytics potential.

Welcome. Enjoy the ride.

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Minding your business™

IronsideGroup.com

Some
numbers
that matter
to us.

1999

Ironside's founding year

#1

Our 2013 & 2015 IBM
Business Analytics
partner ranking

100+

Brilliant analytic minds
in North America

757 & 20

Our rankings on the
2015 Inc. 5000 and
2014 100 Best Places
to Work in IT lists

500+

Happy clients served 😊



HOW WE DO IT

Passion. Knowledge. Trust.

The spark that drives everyone at Ironside forward is our desire to be your single trusted partner for end-to-end analytics. We strive to not only have the breadth of experience to manage every corner of the data and analytics landscape, but also the depth of knowledge in each focus area necessary for flawlessly delivering every element specified in our clients' engagements at the highest level of quality. Our unique approach lets you tap into multiple experts who will work hand in hand with your internal resources and each other to weave your different assets into a unified information fabric that supports your critical decisions with hard, relevant facts.

Our areas of focus.

- ▶ Enterprise Information Advisory
 - Business Intelligence
 - Information Management
 - Advanced Analytics
 - Financial Performance Management
 - Sales Performance Management
- ▶ On-Shore Remote Development
- ▶ Professional Education
- ▶ Enterprise Information Platform Hosting & Management

PARTNERSHIPS

Strong alone, stronger together.

Any good advisor will tell you that the tools you choose to accomplish what you're planning can make all the difference in the world. That's why at Ironside we make careful decisions about who we partner with to bring you the technologies you need to reach your data and analytics goals. Our partners are the luminaries driving their specialty areas forward with creativity and reliability, and they help us do the same.



ADVISORY SERVICES

Trust our advisors for your well planned growth.

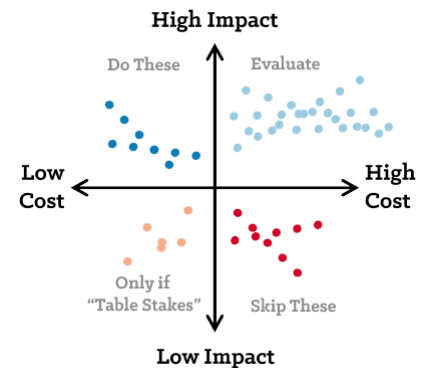
An expertly crafted game plan is a must for achieving lasting success in data and analytics. It's what ensures that you invest your time and money in the areas that will benefit you the most.

The bottom line is that if your plan is visionary, your results will be too. That's where Ironside can help.

An Ironside Advisory Services Engagement puts our most elite resources in conversation with your top decision makers and subject matter experts to discover what you hope to accomplish with analytics and how we can make that happen.

Our advisory process is an empowering, personalized experience designed to make you see your enterprise's true potential and set you on the clearest path to your ideal destination. Put our vast library of experience to work for you and start evolving your infrastructure today.

Decision Matrix



We'll help you map your priorities and focus on what's most impactful with our unique and powerful decision management philosophy.

Advisory Services Highlights

- ▶ Data & Analytics Assessments
- ▶ Information Delivery Strategy
- ▶ Strategy Workshops & Public Speaking
- ▶ User Experience Design & Development
- ▶ Data Monetization & Product Management



"Being a successful advisor revolves around having honest conversations. When we come to your organization, we genuinely come to help. You won't hear any technology sales pitches or generalized, packaged plans. Instead we'll be focused on your specific business case from day one."

- ▶ Greg Bonnette,
VP, Strategy & Innovation,
Ironside

Make your data come alive.

Though it's been a mainstay in the industry for a long time, BI is still evolving, and Ironside is leading the charge with innovative new approaches to this discipline. To us, BI is a crucial part of a wider information management and analytics ecosystem. It has the power to unlock mission critical insights embedded in your historical and current state data, prove the validity of your predictive models, and present findings in intuitive, consumable formats that enable real-life organizational impacts.

Ironside BI consultants bring a potent mix of creativity, expertise, and realism to every engagement, pushing the limits of front-end aesthetics and back-end performance to deliver the most responsive and actionable modeling and reporting environments possible.

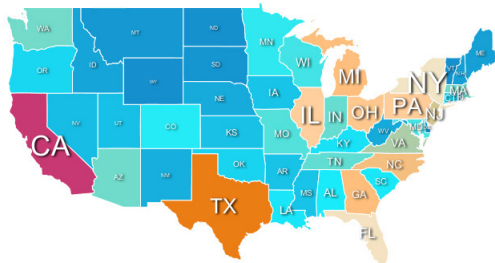
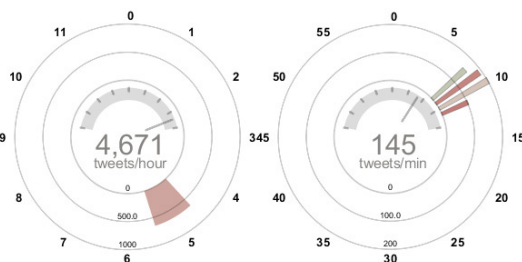
Using cutting edge techniques like active reports, visualization, and our own AnalyticsUX solution, we'll change the way you see BI and promote a culture of self service and painless data discovery.



"Ironside has a unique approach to BI based around understanding the why before we move on to the what, allowing us greater focus on the core business questions prompting the engagement."

- John Fehlner,
Engagement Manager,
Northeast Region,
Ironside

A Taste of What's Possible

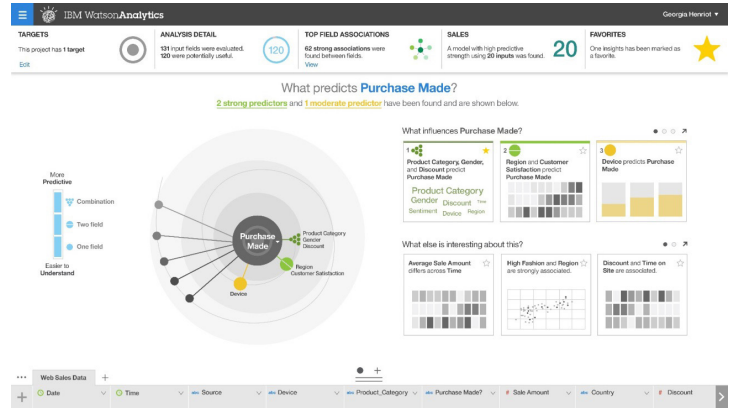


Act on the future today.

Though it's been a mainstay in the industry for a long time, BI is still evolving, and Ironside is leading the charge with innovative new approaches to this discipline. To us, BI is a crucial part of a wider information management and analytics ecosystem. It has the power to unlock mission critical insights embedded in your historical and current state data, prove the validity of your predictive models, and present findings in intuitive, consumable formats that enable real-life organizational impacts and widespread data discovery.

Ironside BI consultants bring a potent mix of creativity, expertise, and realism to every engagement, pushing the limits of front-end aesthetics and back-end performance to deliver the most responsive and actionable modeling and reporting environments possible.

Using techniques like design thinking, visualization, and data blending coupled with our own IronSense solution, we'll change the way you see BI and promote a bimodal analytics culture where your data discovery and enterprise BI efforts blend seamlessly into a unified, collaborative whole.



We can also get you set up to start doing your own self-service data discovery through smart, user-friendly, context-sensitive tools like IBM Watson Analytics



"The Advanced Analytics team transforms big data into actionable solutions for your business. Our expertise in statistics and econometrics allows us to support your efforts to understand your data, predict future events and consumer choices, and prescribe actions to be taken."

- ▶ Pam Askar,
Data Scientist,
Ironside

Build Your Own Future

- ▶ Predictive sales/operations planning
- ▶ Quality/warranty analytics
- ▶ Customer churn forecasting
- ▶ Market basket analysis
- ▶ Predictive policing
- ▶ Asset Forecasting

Prove success with clear financial growth.

Each project is a component in the greater structure of a business, and they should all contribute to a single, unified vision of success. Tapping into this overarching purpose and articulating which metrics drive it in a positive direction is what the Ironside Financial Performance Management team does best. They see past departmental priorities and complex planning matrixes, uncovering the core values toward which all those processes need to be working.

Our Financial Performance Management advisors will help you develop comprehensive roadmaps that coordinate your efforts and promote a culture of cohesion and collaboration. With this foundation in place, you can have full confidence that your key metrics are accurate and see how all the different pieces of your enterprise are contributing to your overall goals and strategies.

From financial analytics solution implementations to optimized current state financial models to predictive forecasts, Ironside can make sure your organization stays on target and maximizes the impact of your daily activities.

Let us help you realize your full performance potential.



“The value of data-related initiatives depends on an organization’s ability to merge operational metrics with financials in a meaningful way. This is the core of Ironside’s holistic FPM approach. Operational management needs financial information that directly resonates with the business. For FPM initiatives, this approach leads to broader accountability and buy-in, setting the stage for world-class forecasting capabilities.”

▶ Rob Minogue,
Director, Financial
Performance Management,
Ironside

FPM Engagements

- ▶ Financial performance advisory
- ▶ KPI & balanced scorecard development
- ▶ Predictive & econometric forecasting
- ▶ Disclosure management & statutory reporting
- ▶ Planning cycle & financial model support & maintenance

Develop and optimize your sales strategy.

Many companies believe that their sales approach is complete after they implement a variable compensation solution, but at Ironside we see this as only the beginning. Beyond being an efficient way to incentivize reps and get comp payments out, incentive compensation management systems are full of data that can be critical to establishing a holistic view of how an organization's sales department is doing. The Ironside Sales Performance Management team is dedicated to sharing this grander strategic vision with our clients.

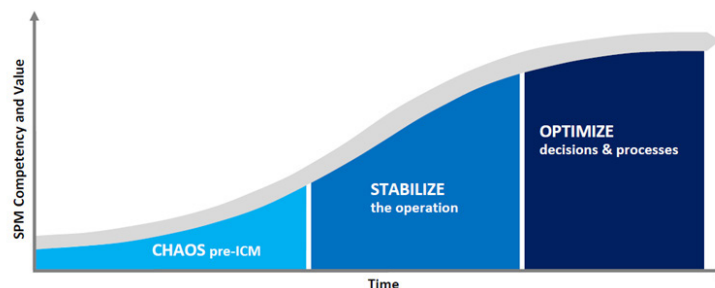
The focal point for any Ironside SPM engagement is evolution. Our consultants will constantly strive to take you beyond simply a stable incentive compensation management infrastructure to a fully realized sales performance management environment that syncs up your efforts with larger business goals.

Get in touch so we can start a sales revolution at your company.



"Sales compensation is so much more than supplying timely payments when reps complete deals. It's an intricate, interconnected ecosystem of information that is constantly being refined and adjusted."

▶ Maria Ippolito,
Director, Sales Performance
Management,
Ironside



SPM Engagements

- ▶ Sales performance advisory
- ▶ Incentive compensation management
- ▶ Sales territory planning
- ▶ Sales and compensation reporting
- ▶ High-performance sales dashboards

Actionable insights from trusted sources.

The common factor present in any successful analytics environment is high-quality data. Having verified information to draw from energizes the entire analytics pipeline from end to end, driving high-impact decisions in the present and accurate predictions for the future.

Ironside Information Management consultants can navigate you through the overwhelming array of infrastructure choices available and help you arrive at an implementation that works best for your priorities and industry so you can start putting your data to work and recognize tangible value from it.

Regardless of the architecture you decide on, our experts will design it with usability and actionability in mind. We'll ensure that your data sources flow seamlessly into your analytics tools, empowering you to leverage the data at your disposal and quickly start seeing major business benefits.

Our main concern in any information management engagement is always partnering with you as a trusted advisor to uncover the organizational strategies that provide the most reliable, interpretable results possible. Contact us today and see what a mature data handling process can do for your organization.



"An effective Information Management architecture helps an organization to efficiently combine all existing and emerging technologies and craft an integrated approach that caters to business needs across all types of information."

▶ Nirav Valia,
Senior Data
Architecture Consultant,
Ironside

The Information Management Experience

- ▶ Expertise with established and emerging technologies: relational & dimensional databases, data warehouses, data lakes, ETL & ELT, MDM, maintenance & quality, cloud, exploration, self-service, security, etc.
- ▶ Integration with a full complement of analytics services that can further capitalize on data assets
- ▶ Focus on serving as an advisor and partner to arrive at a tailored data solution
- ▶ Big-picture thinking leading to lasting, environment-wide change, positive daily business impacts, and pushing the envelope of innovation

MANAGED SERVICES

Expert hands supporting your growth.

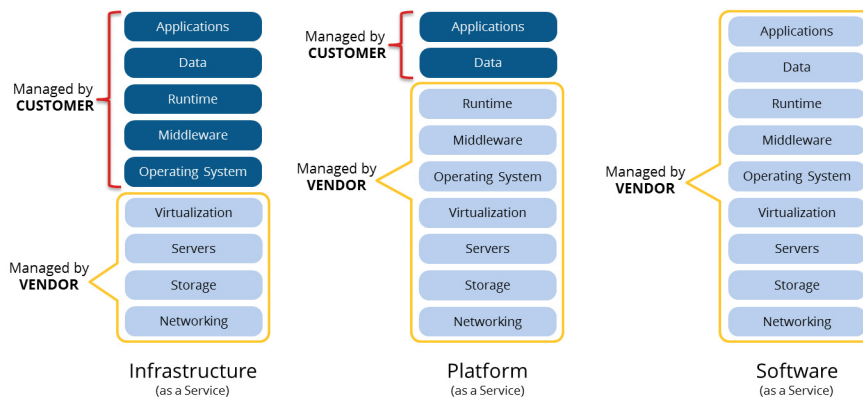
The cloud is the great equalizer in the modern marketplace. It gives organizations of any size access to the most advanced analytics technologies and the best infrastructure experts in the field, all for a smaller cost.

The Ironside Managed Services team combines these elements to help you plan, design, and maintain your ideal information management and analytics environment. We're equipped to deliver solutions that meet your goals with an unparalleled level of sophistication and responsiveness.



"Ironside Managed Services functions as an extension of your company using the expertise of ours. We don't just feed you a solution. We partner with you to help you leverage the full potential of your environment."

- ▶ Erik Romanek, Technology Services Manager, Ironside



The Meaning of Partnership

- ▶ Full, end-to-end support, including managed applications, business analytics platforms, and cloud hosted analytics infrastructures
- ▶ Increased analyst and IT team effectiveness through removal of maintenance overhead and much easier new solution adoptions
- ▶ White-glove, personalized support and complementary guidance on deployment and change management best practices
- ▶ Continual tuning and environment optimization to suit your usage profile and demand

Trusted resources when you need them most.

There are few things more valuable to a business than the certainty that critical projects will be delivered on time with high quality. The Ironside Solution Center can make this a reality for you, bringing in knowledgeable, responsive remote consultants who can navigate the complexities of your industry and environment without needing constant oversight. Our team will deliver innovative resolutions to any tasks you assign them on your timeline while also providing informed insights relevant to your specific situation.

Having the Solution Center working for you is like having access to a surgical strike team you can deploy to tackle your most pressing issues. They seamlessly weave themselves into your culture and infrastructure, adding incredible value to all your remote development efforts. The best part? You get all these benefits at a far more reasonable price point than a comparable onsite resource but still have the full power of Ironside's collective knowledge and expertise at your fingertips.



"We engage in partnerships by providing talented and responsive consultants who relieve everyday burdens that would otherwise inhibit the realization of your organization's goals. We're compassionate and knowledgeable team members who work hand in hand with your internal employees on your time."

▶ De Hsieh,
Solution Center Manager,
Ironside

The Solution Center Difference

- ▶ High quality, expert offsite development, QA, and migration services for a budget conscious environment
- ▶ Same best-of-breed skills, communication, and resources as our onsite consultants in a remote setting
- ▶ Access to Ironside intellectual property and project management methodologies
- ▶ Scalability to meet new and evolving requirements
- ▶ Dedicated senior resources managing your project's remote team
- ▶ North American working hours that sync with your schedule
- ▶ Minimal travel and expense costs when compared to boutique consulting resources

Unlock your potential.

Having the right analytics technology in place and running properly is an important step for any organization, and one factor that most determines whether or not this will succeed is education. Providing this critical knowledge transfer is something that Ironside excels in. We'll not only get you the tools you need, but also the power to use them effectively. Through practical coursework delivered by our world-class instructors, we'll put you in the driver's seat of your environment.

We deliver courses that range across the entire spectrum of IBM Business Analytics and Information Management. What's more, we offer a flexible array of choices for attending the course you desire, including public, online, private, and custom formats.

Of course, what matters most is not what's being taught, but who's teaching it, and our instructors are the best in the industry. They all have deep experience using the technologies they teach in a variety of industries, and are certified in all the tools they teach you. From fundamental skills to the most advanced and refined techniques, they'll get you where you need to be to perform at the highest level possible at your company.

Sign up today and see the difference an Ironside education makes.



"The quality of our instructors sets Ironside apart. They have the experience, deep technical chops, and people skills to deliver engaging and crisp lessons that have maximum impact on learners. Ironside instructors are determined to help you do your job better."

- ▶ Steven Kreytak,
Education Services Manager,
Ironside

Education Options

- ▶ **Public:** Our standard curriculum held in person on a regular basis in a variety of convenient major cities across the US
- ▶ **Online:** Our standard curriculum delivered in an easy-access remote setting
- ▶ **Private:** Our standard curriculum delivered onsite at your location and adjusted to your schedule
- ▶ **Custom:** A curriculum tailor-made to teach you the analytics skills you need using your own environment and data

IRONSIDE SOLUTIONS

Our bright ideas lead to your beaming results.

Our quick route to a proven strategy is a rare and powerful asset to have in the modern business world. At Ironside, we're committed to building solutions that provide those routes, putting the methods our experts use to innovate in the analytics space to work at your organization. We've developed dozens of turnkey analytics applications that integrate with the technologies you already own.



IronSense

A flexible framework for building business dashboards and data-driven decision support applications that end-users love to work in.



IronFund

A flexible framework for building business dashboards and data-driven decision support applications that end-users love to work in.



IronDrive

Transparent incentive compensation reporting that stops shadow accounting, maximizes plan alignment/effectiveness, and sparks your sales organization.



IronGrad

Transparent incentive compensation reporting that stops shadow accounting, maximizes plan alignment/effectiveness, and sparks your sales organization.



IronShield

Turnkey predictive hot spots policing and business analytics for law enforcement.

► **Have a business problem?
We've got an app for that.
Contact us today.**

IRONSIDE SOLUTIONS



IRONSENSE

Mark the path to action.

The IronSense solution redefines the enterprise business intelligence experience. The days of sacrificing the quality of your interactions with BI platforms to preserve the quality of your data are over. IronSense takes the guesswork out of building beautiful, functional dashboards and visualizations that will meet the high standards of modern business users, enhance organization-wide trust in your existing BI platform, and blaze a trail that makes sense out of the wilderness of your data and generates the most important outcome any analytics solution can deliver: quick, correct action.

IronSense Packages

- ▶ **IronSense Core:** A stylized framework designed over a single iteration to match your brand/corporate identity. Includes over 400 icons, custom documentation, a style guide, one free training session, and access to all future updates.
- ▶ **IronSense Complete:** All the features from IronSense Core plus guided development and implementation of your dashboard application with Ironside consultants and Ironside developed custom reusable widgets and visualizations for use with your IronSense template.
- ▶ **IronSense Custom:** A fully customized IronSense framework designed to perfectly fit your organization, a complete UX design/development project led by Ironside consultants, a total UI and creative design workflow over two iterations, and Ironside-guided implementation.



IRONSHIELD

Change lives with data.

Law enforcement is a place where data science and predictive analytics have the chance to truly make a difference. The IronShield platform embodies this mission. It arms police departments with the intelligence required to be proactive about crime reduction and put officers in position to stop incidents before they occur.

It starts with a hot spot policing module that's ready to produce intuitive visual map displays of where crime is most likely to occur right out of the box. These results can then be fed into computer-aided dispatch systems or pushed out to the mobile data terminals in the department's cruisers directly, equipping officers on patrol with the facts they need to put themselves in the optimum locations to protect their communities.

Hot spots are just the beginning, though. IronShield is a sandbox, not a black box. We'll mentor your crime analysts and get them well on the way to deploying a broad spectrum of predictive policing techniques based on established criminology theories.



IRONDRIVE

Bring goals into focus.

Sales is a place of constant motion and quick action. Professionals in this space are constantly chasing new opportunities, closing deals of many sizes, and trying to somehow keep track of how they're doing relative to their company's core priorities in the midst of all those shifting pieces. In this kind of environment, having a lens zoomed in on your key targets available to you anytime and anywhere you need it is invaluable.

Our IronDrive solution gives sales professionals the clarity of purpose they need to make decisions beneficial to both themselves and their organization. Through intuitive, mobile-friendly reports and dashboards, IronDrive takes the mystery out of the standards being used to evaluate performance. In the field, on the road, or at the office, employees and managers can know with certainty that their efforts are well-placed for maximum impact.

IronDrive Highlights

- ▶ Reports available anywhere on any mobile device
- ▶ Clear, simple visual formats allowing quick action
- ▶ Layer over existing Incentive Compensation Management and Sales Performance Management systems for easy integration and maintenance

IRONSIDE

CONTACT US

**Now you know us.
We want to get to
know you, too.**



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