

# Knowledgebound

The background is a solid light blue color. Overlaid on this are several faint, stylized elements: a network of thin white lines resembling a circuit board or data paths, and several rectangular shapes that look like sticky notes or pieces of paper. These sticky notes contain faint, hand-drawn sketches, including clouds, a lightbulb, and various abstract shapes, suggesting a process of brainstorming or knowledge mapping.

Leveraging SaaS to create an  
insights-driven organization



# KnowledgeHound

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Hello, it's nice to meet you.







**The pace of business is moving  
faster than ever.**




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**1/3rd of all products are delivered late or incomplete due to an inability or delay in decision making.**

- **Harvard Business Review**



A close-up photograph of a sloth hanging from a tree branch, with its face and paws visible. The image is overlaid with a semi-transparent blue filter. The text is positioned on the left side of the image, overlaid on the blue filter.

Uncovering insights from your consumer research can be painfully slow. It can take weeks or even months to find data backed answers that will inform business decisions.



## REASON #1

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Customer data is not user-friendly or approachable.

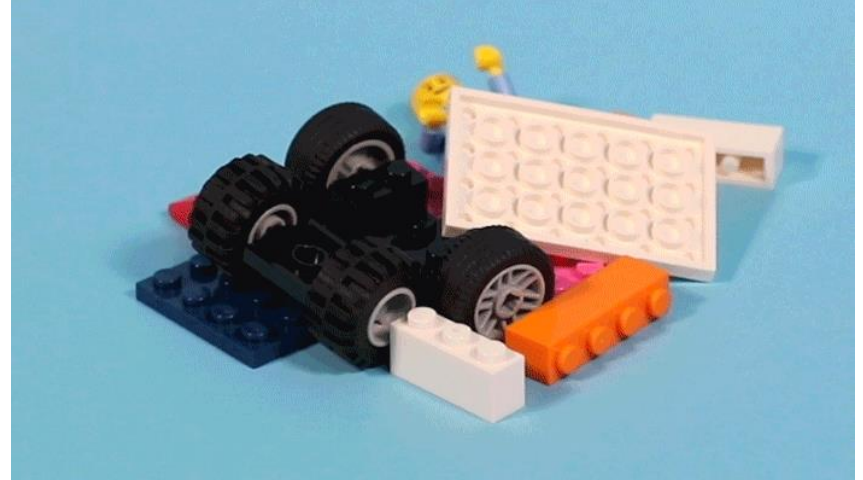




## REASON #2

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Inability to  
connect the dots  
across disparate  
research studies.





## REASON #3

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Insights are siloed across functional teams and disconnected platforms.





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**Goal: Actionize data  
to make your  
organization more  
consumer focused.**





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**Saas solutions, such as KnowledgeHound for survey data analysis, speed up decision making.**



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Quicker access to data  
leads to insights-driven  
decisions, **not decisions  
based on gut.**





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## Data democratization is key.

Every product & customer-focused decision should originate from consumer data that the insights team has uncovered. **The insights team simply needs a faster and more approachable way to share it.**





## RESULT #1

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Insights in minutes,  
not hours, days, or  
even weeks.





## RESULT #2

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You find relevant answers - from data you already have.





## RESULT #3

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You make data backed  
decisions vs. gut  
reactions





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Thank You!

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