



Strategies to Reveal the ROI From Hidden Data

Lucy® + Knowledgefound

Introductions



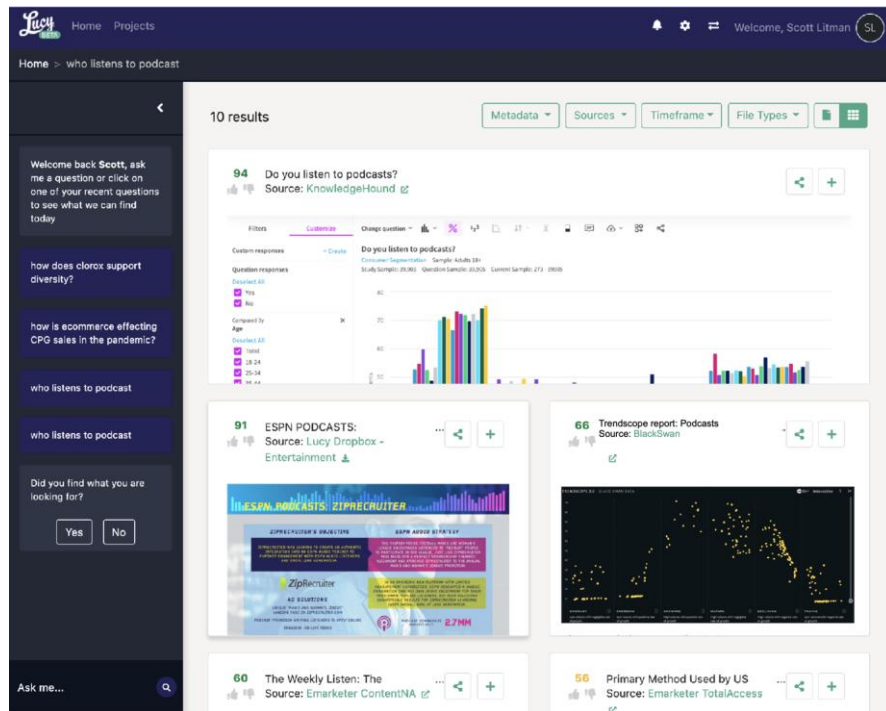
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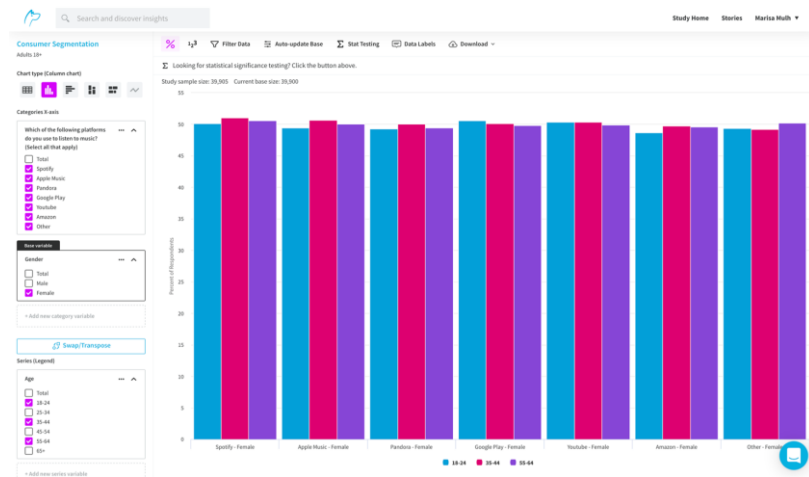
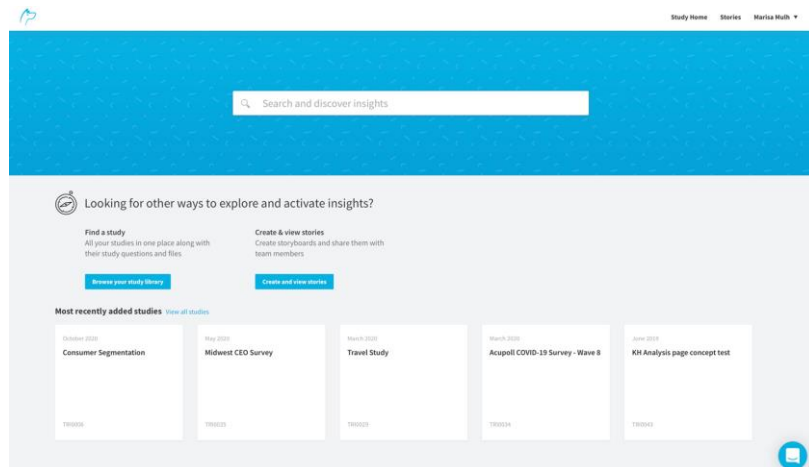
Meet Lucy[®]

- The AI companion to the research and marketing professionals
- Built for the Fortune 1000, Lucy reads, listens, watches and learns all of the data that you share with her.
- She never leaves, never forgets and becomes smarter every day.



Meet KnowledgeHound

- Search-driven, user-friendly DATA analytics solution.
- We enable quick and easy exploration and visualization of survey data allowing analysis to move at the speed your business requires.
- We maximize the lifetime value of costly research projects and breathe new life into existing data lakes.



Lost Data is a Universal Business Challenge

95%

of accumulated data goes unused.

Permanently put on proverbial shelves and forgotten.

Where is it?

- There's no efficient way to search and extract all the possible value from what has already been created and accumulated.
- Nobody can find the information. Or worse, nobody knows what exists.



Let's explore the top six reasons why data gets lost.

1. People Leave

Every time an employee leaves a position, they're taking their institutional knowledge with them.



2. Redundant (Costly) Research

- Redundant research is the source of millions of wasted dollars.
- Global brands themselves have researched this issue.



3. Org Disruption

During M&A or company reorganizations, data gets moved around yet never unpacked.



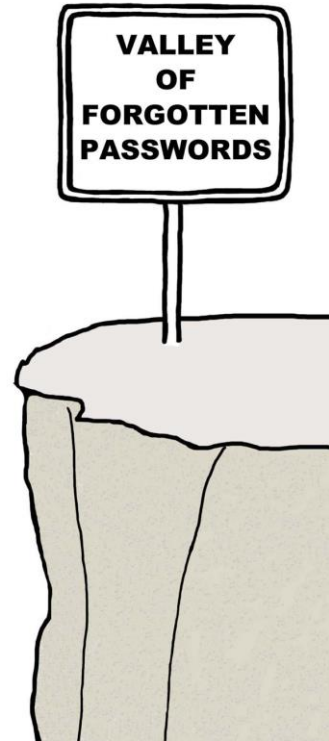
4. Survey Data

- Have you ever launched a new survey research project only to later find that you already had done a similar study?
- Most survey data is never collected, throwing out millions of data points that are assets to your business.



5. DIY Tools

You have all these great tools yet they all require different logins. The information gets stuck inside and only those that live in them everyday know how to access the information.



6. Individual Hard Drives

Valuable work gets saved and hidden from other in the company who could benefit from the information.



Fortune 500 CPG Company Case Study

Challenge:

- New packaging innovation needed
- Insights team was unsure of what, if any, survey data existed

Solution:

- Discovered data from 2017
- Customized and analyzed the data from that study

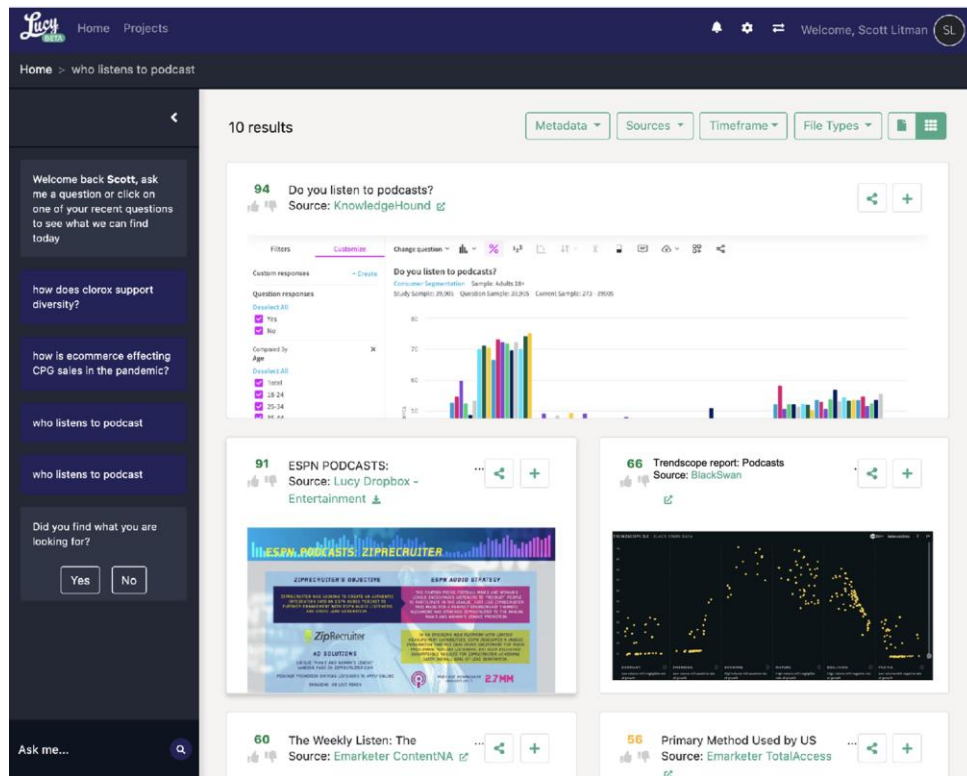
Result:

- Uncovered a new insight within a day, using existing data



Saved 3 weeks of time and \$20k+ in study costs.

How to Uncover Structured & Unstructured Data



A tablet with a black bezel and a white screen. The word "Demo" is centered on the screen in a bold, dark blue font. The tablet is shown from a slightly elevated angle, casting a soft shadow on the white background.

Demo

ROI of Managing Enterprise Knowledge

- **Time and Information Lost From Inability to Locate Existing Insights**
 - Research & Insights Professionals **spend 10 - 25% of their working week, looking for data they can't find.**
- **Avoid Redundant Research Costs**
 - According to research done by global brands themselves redundant research is the source of **millions of wasted dollars.**



ROI of Managing Enterprise Knowledge

- **Increase usage of tools and subscriptions**
 - There are so many great research providers in the industry, but too often their insights are underutilized.
- **Reduce demands on Subject Matter Experts**
 - SMEs lose valuable time fielding repetitive questions and requests that should be easily answered from information already documented.



ROI of Managing Enterprise Knowledge

- **Drive efficiency and save time**
 - Productivity increases and ability to focus on strategic initiatives
 - **60% faster data processing/analytics**
- **Create better outcomes by using better data**
 - **Use all available knowledge for the best data-driven decisions**
 - Multi-Million dollar product launches at stake



ROI of Managing Enterprise Knowledge

- **Extend lifetime value of data**
 - Reuse data from past projects in future, **not one and done**
 - Past 3-5 years budget total
- **Search in one place**
 - No lost logins, multiple tabs



Tips for Managing Enterprise Knowledge

- Develop User Persona(s)
- Document Goals
- Collect User Input
- Calculate ROI



Questions?



Contact Us

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