



Analytics

A Perspective Never Seen Before

George Ferris, a humble bridge inspector, took the concept of a small wheel in 1893 and transformed it into a magnificent vertical carousel ride for the Chicago World's Exhibition—a ride that to this day remains highly popular throughout the world.

Collier IT takes that same stroke of genius harnessed by Ferris and brings light to the hidden stories that change the way people do business. When it comes to analytics, the Minnesota-based information technology firm turns Ferris' ability to think outside the box into an obsession, finding answers to complex analytical problems that no one else is even contemplating.

"Collier IT has this innate capacity to see things that we have not yet thought of," says Scott Petersen, the chief information officer for Minnesota's Department of Health Services, who has worked as a partner with Collier IT on numerous projects. "I don't know if out-of-the-box thinking is the right phrase, but there is no doubt, they help us think differently. They are innovative. I've seen it first-hand."

Obsession drives breakthrough innovation and provides true value for its partners.

By blending the disciplines of art, industry, and science, Ferris was obsessed with creating his great wheel at the Exhibition. It was one of the proudest achievements of modern engineering and radically reshaped

the world. With 25 years of experience in analyzing, sifting and filtering data, Collier holds expertise in blending the very same disciplines. Its data scientists are masters at the art of analytical storytelling, the technologies of database management, and the craft of systems architecture to solve data solutions for their clients.

"Collier knows that data is only as good as the story of your data. If you can't extrapolate meaning out of the data, it's hollow. If you have a data warehouse but it can't tell you anything, then why did you build it?"

Collier IT flexes its architectural and analytical prowess to help organizations transform raw data into vital intelligence. Working as trusted advisors, Collier IT's veteran analysts

mix, sift, and uncover the hidden stories within your data.

Ferris held together his wheel with an enormous cast-iron axle, weighing more than 89,320 pounds—the weight of a large locomotive. The biggest and heaviest piece of forged steel ever manufactured, the axle connected the more than 100,000 parts that went into the wheel's construction.

Imagine, if you will, that giant hub serving as a metaphor to the processor of a vast computer network—a central location where billions of bytes of data are gathered, sifted, and analyzed.

Frank Daniels, a senior data scientist at Collier IT, who has worked with a wide range of clients, notes that most organizations simply don't know how to gain insights from the data they are collecting. "Nobody knows the story of their data," Daniels says. "There are so many hidden nuggets of information contained in their databases that can help them

and creating ways to forecast what could be is what Collier IT is all about, Daniels notes. "We can help anybody become a consumer of the data stored in their organization."

In one recent engagement, the CIO for the Minnesota Department of Human Services asked Collier IT to investigate the potential of a "compliance as a service" model that was affordable, sustainable and flexible.

Working with suppliers and several subject matter experts, Collier IT engineers and architects launched a mind-map approach to identify the best practices, methodologies, and disciplines for creating a flexible data environment that would provide an easy solution for auditing, compliance, process improvement, detection, analytics, and alerting.

The diverse group of experts working on the development phase resulted in a wide variety of viewpoints for gathering, cleansing, managing and utilizing the target data. State officials added additional insights. Af-

requires a solution to fit its own unique situation. There is no "one size fits all." The organization listens to every customer's story as they tell it, and then, working with the client as a partner, puts together a solution that saves money reduces complexity, consolidates their information to make it more accessible, guides them toward more efficiency. Every solution is collaborative and empowers the customer and involves as many people across the enterprise as possible.

Equally important is scalability: Every solution provided by Collier IT offers performance and capacity in the face of the ever expanding 3 Vs (velocity, volume, variety) of data and includes the needed level of security.

Collier IT examines its client's needs not from just one angle, but every angle. It is this multi-faceted exploration that teases out entirely new perspectives. They help their partners invest in infrastructure and analytics to capitalize on their digital assets. When done correctly, the story of the past as told through the customer's data illuminates the best path to future success.

"It's not just that they are customer-centric—we know they will always do what is right for the customer," says Paul Bjorklund, who works for a large industrial manufacturer headquartered in the Midwest. "It's that they are very empowered with this can-do attitude that is so often missing today." ■

“They will always do what's right for the customer.

gain meaning and value. As trusted advisors, we can help them access the data, massage it, and give it purpose.”

Helping its customers find an explanation for the way things are

ter 18 months of testing and vetting, Collier IT architected a solution that was not only self-implementable but was also self-sustaining without the high costs of a licensed product.

Collier believes every organization