

A Shoppers Guide to Analytics

So you've decided that you'd like to partner with an analytical services company. If you're like many other organizations, somebody knows somebody that they've worked with in the past. But is that company the right partner for you?

It could be that this recommendation is exactly the right one, but there is a good chance that there are more suitable options out there. So how do you choose the right analytics partner? There are a number of filters that you should consider when selecting the right company...here are the key criteria to contemplate:

- Does the company have experts with skill-sets that complement your internal team?
- When scoping the business opportunity, do they involve all key stakeholders to help define the challenge and solution deliverables?
- Will the company approach the solution in an iterative fashion that allows for interim deliverables and decision checkpoints?
- Does the company use a variety of tools and techniques...and not one single solution?
- Is the company data neutral...meaning that they will use data from any in-house or third party source?
- Will the company be open book...showing you all the details of their work?
- Does the company have marketing experts who focus on how to successfully apply the analytical findings to solve the business challenge?
- Is the company open to the possibility of transferring knowledge to your internal team?
- Does the company offer flexible pricing alternatives, including contingency-based success fees?

If you answered "Yes" to most of these questions, then the analytical services company may be a good fit for your organization. To find out if DataCo Solutions might be the right partner for you...please check us out at: www.datacosolutions.com.