

Idiro Analytics

Levelling the playing pitch for SMEs



Ireland's Experts in Analytics & Big Data

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iDIRO
ANALYTICS

Idiro Analytics – Levelling the playing pitch for SMEs

Idiro Analytics (in association with the SFA) is empowering SMEs to survive and thrive using advanced analytics.

More than two thirds of businesses have lost revenues during the pandemic. Worse still, according to an Oireachtas report, almost 33% of businesses have closed indefinitely. Many companies looking to adapt and prosper in these challenging times are now turning to analytics to help speed their recovery. These companies know that analytics can help their business improve sales, reduce costs and be better able to anticipate their customers' needs during these times of unprecedented change.

All businesses generate and gather data though how that is done varies significantly from business to business. Successful business managers understand and utilise the data at their disposal even if that data is stored in a ledger, on a computer or perhaps just in their heads.

Using data to make business decisions should become a priority for SMEs as it is certain that at least some of your competitors are doing just that. With Covid-19 changing the way you do business; the past has become less of a guide to the future, and the future is here 10 years earlier. So, to remain relevant and successfully compete in the marketplace, it is vital to begin the journey of becoming a data-driven business.

For many business managers and owners data analytics may seem like the preserve of large multi-nationals and tech companies. However, you can also use analytics to answer critical business questions such as

- How can I sell more of my products/services?
- Which of my customers are most profitable?
- How can I optimise my stock management?

The good news is that you don't need expensive software or hardware to get these insights, neither do you need to hire expensive data scientists – data analytics is far more accessible and affordable than you realise.

To begin your journey of becoming a data driven business IdirO Analytics is offering SFA members an audit of their analytics capability along with recommendations as to where and how they can better utilise data - at a reduced cost of €2,500 (a 50% discount for all SFA members). Additionally, Enterprise Ireland are offering a **Lean Business Improvement Grant** which will cover 100% of the cost of this service, so essentially there is no cost to companies. For LEO clients 90% of the cost can be covered by the same grant.

The Process

Idiro Analytics use a proprietary methodology for assessing your data analytics maturity and will provide a road map on how to fully leverage analytics. We provide:

- An assessment of your current data maturity
- A roadmap for becoming a data driven organisation
- Technology & training recommendations

If you would like to know more about how to become a data driven business then please contact **Padraic Marren**, COO at IdirO Analytics (Email: padraic.marren@idiro.com).

Idiro Analytics is an award-winning Irish analytics consultancy, headquartered in Dublin.