For our website redesign we need to come up with wording to describe our services in the following areas:

* Business Intelligence and Advanced Analytics. (or Decision Intelligence)
  + The newest developments in BI and analytics technologies have converged to create a new category called Decision Intelligence. DI is defined as a framework that supports processes around data modeling, data discovery, business intelligence and information delivery into an integrated strategy and architecture. DI integrates artificial intelligence and machine learning to help businesses make more accurate and contextualized decisions faster. KASH Tech consultants have over 20 years of experience helping our clients develop the strategy and modern approach to DI that serves you needs for reporting, ad hoc data discovery and visualization, along with AI and ML, that can be used by all users inside your organization as well with external users.
* Self-Service Reporting
  + There are two approaches to self-service reporting and analytics. The first method is to set up a copy of the software and train IT and business users on how to create their own reports, visualizations, and dashboards. IT would be responsible for creating extracts from the enterprise data (or data marts) that would have the security and administration controls built into the extracted data. The advantages of this approach are minimizing the need for IT resources to build the reports, lower the initial cost of entry in terms of software licensing and server overhead/costs, and eliminating the time delays in producing results for the individual users.
  + The second method of self-service reporting is to create BI/analytics applications which contain both static and dynamic reports organized in dashboards
* Data Visualization
  + How do companies make sense of all the data flowing into their organization? It is critical that businesses embrace data visualization as an effective way to analyze and communicate complex data for making better decisions. Whether you are using Tableau, Power BI, QlikView, Excel, Spotfire, or other popular DV tools, KASH Tech offers experienced consultants to help you find the right strategy for both the development and enablement of data visualizations that will make a positive impact. We are continuing to develop best practices for integrating data visualizations along with traditional business intelligence services to produce impactful insights into your enterprise data.
* Portal and Dashboards
  + Portals represent the gateway into your companies’ critical data for reporting and analysis and is a vital part of creating a data driven culture within your organization. We can assist you in creating a data portal that holds data from different sources, reports and dashboards and is organized to make it simple for users to find useful and actionable information for a broad range of users. A key objective in designing dashboards is to provide a self-service experience that allows users to run their own queries and create their own reports even if they don’t have an IT background.
* Embedded Analytics
  + We understand how to seamlessly embed reports, dashboards, visualizations, and other BI content, with effortless self-service capabilities for your users. We can help you embed ad-hoc reports and dashboards leveraging automated distribution tools into your custom business applications to deliver data-driven insights for your users and customers.
* Predictive Analytics
  + We help our clients drive better performance by providing business users with actionable insights based on company goals and performance metrics. We can help your company develop descriptive and predictive models that is required to predict future performance and trends and identify potential risks that is easy for the business user to understand in an automated and timely manner.

I will be taking a shot at this. Would you be willing to contribute in any of these topics?