

The current toolset is in conflict with their value of efficiency and their desire for high quality data.

There are limitations in their tools that result in frustration

Sugar has a very specific purpose - Sugar captures the essence of client project and contact information but it can only serve as a base - maximum project management tool that is not widely used by Sales and Finance.

Information provided by clients is used to make decisions, but it is not in a uniform format.

The client's initial communication is used to determine if they are a good fit with AG.

There is a discrepancy in perceived data quality based on department needs.

Content from the client's initial communication is used to determine if they are a good fit with AG.

There's demand for better performance metrics, but it is limited by the time it takes to manually process data.

Employers adapt to their current situation by deploying workarounds.

Leadership wants to data to business decision

Sugar is not going to function to the data team.

Sugar is not going to function to the data team.

The initial client contact is not always the client's project contact/lead.

Tanya is trying to figure out who the decision maker is.

Marketing doesn't do a full data research, they target data they need.

Marketing contacts Delivery Lead to fill in missing client data.

Marketing wants to know the effective their influence is & how to improve.

Marketing wants their work to be validated by data.

Marketing needs to know the type of project labels they don't have it.

Marketing needs to know the type of project labels they don't have it.

Marketing needs to know the type of project labels they don't have it.

Marketing needs to know the type of project labels they don't have it.

SUN contain all notes and client information, but it is accessing with command lines, so more run - task people don't share knowledge in it.

There are a variety of feelings toward their existing tools.

Calculating can be hard depending on the client.

Tanya is not going to function to the data team.

Marketing doesn't do a full data research, they target data they need.

Marketing contacts Delivery Lead to fill in missing client data.

Marketing wants to know the effective their influence is & how to improve.

Marketing wants their work to be validated by data.

Marketing needs to know the type of project labels they don't have it.

Marketing needs to know the type of project labels they don't have it.

Marketing needs to know the type of project labels they don't have it.

Marketing needs to know the type of project labels they don't have it.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.

There is no knowledge sharing with SUN.