

Data and Analytics Functions Drives Endless Value

Why & How (Vision)

Data and analytics teams unlock the power of data and AI to drive meaningful business impact.

Harnessing data and AI enables us to:

- Eliminate friction and provide real-time, actionable insights for internal teams and customers.
- Enhance customer ROI by improving efficiency, reducing costs, and identifying opportunities.
- Unlock new revenue streams through innovative data-driven products and monetization strategies.

How We Achieve This:

- **Continuous Experimentation & Agile Innovation:** We embrace rapid, iterative experimentation to optimize engineering cycles and validate high-value outcomes quickly. We fail fast and learn faster, ensuring we invest in solutions that deliver impact.
- **Empowering Self-Service Analytics:** We democratize data by enabling business teams with modern BI and Gen-AI tools. By reducing dependency on data teams for routine insights, we free up capacity to focus on complex, high-value initiatives.
- **Delivering Measurable Business Outcomes:** Our success is defined by the tangible impact we create, measured in operational efficiencies, revenue growth, and strategic insights. We ensure that analytics is not just a support function but a core driver of business success.
- **Advancing Analytics Maturity:** We shift from descriptive analytics (what happened?) to a proactive, full-cycle approach including Diagnostic (why did it happen?), Predictive (what will happen next?), Prescriptive (what should we do about it?). This progression reduces analysis cycle time and empowers teams to make smarter, faster decisions.

Value Gained

88% Faster Decisions

Reduced time to data insights from **8+ Hours to 1 Hour or Less** through self-service AI-powered analytics. **AI is the new BI.**

65% Faster Workflows

Automated insights and anomaly detection through machine learning speeds up internal and customer workflows. **ML is just as important as Gen-AI.**

50% Less Product Feature Development

The implementation of agentic-AI frameworks reduces feature development requirements and puts the power of data in the customer's hands. **AI is the new UI.**

What We Do

Data & AI Strategy: We define and execute a data and AI strategy that aligns with business objectives, ensuring teams have the right data and AI capabilities to drive innovation and scale efficiently.

Internal Reporting & Analytics: We provide comprehensive insights into customer engagement, device performance, and network health, supporting product, hardware, network, operations, and customer success teams. Our analysis ensures successful deployments, improves troubleshooting, and enhances operational efficiency.

Customer Facing Reporting & Analytics: We develop embedded analytics, ROI reporting, and custom dashboards that give customer success, sales, leadership, and customers real-time visibility into their operations, helping them measure impact and optimize performance.

Analytics Self-Service Enablement: We enable product, customer success, hardware, and network teams with AI-powered BI tools, allowing them to independently analyze device performance, troubleshoot issues, and track key metrics.

Monitoring & Alerts: We build real-time alerting and anomaly detection systems that proactively identify network, device, and operational inconsistencies, supporting hardware, network, and software teams in maintaining system stability and performance.

Algorithms & Business Logic: We develop business logic to classify things like trip events, tracker statuses, and battery health, ensuring product, hardware, and network teams have accurate insights for asset tracking, performance optimization, and automation.

Data Product Experimentation & Development: We create data-driven products and AI-powered insights to improve customer success, operations, and leadership decision-making while optimizing workflows for hardware, network, and product teams.

AI & ML Experimentation, Development, & Enablement: We leverage AI and machine learning to drive predictive analytics, intelligent automation, and AI-powered support tools, benefiting customer success, sales, product, leadership, and engineering teams in improving efficiency and decision-making.