

TELLING A COMPELLING STORY THROUGH MAKING SENSE OF YOUR DATA

Birnam Wood is a niche consultancy within the emerging 'smart data' industry. Our mission is to help you solve challenging problems by helping you better analyse YOUR data giving you the ability to amplify your corporate intelligence.

Through our ultra-smart technology, innovative approach and data expertise we can unlock the latent 'knowns and unknowns' within your data to tell a story. The result amplifies your corporate intelligence and enables the insight created to be leveraged for business action, change or improvement.

Through the combined effect of our people and our smart-data platform here's how we will add value to your organisation:

DATA INTEGRATION

using our smart data platform (Mycroft) we rapidly integrate both structured and un-structured data from any internal and/or external sources.

DATA AGGREGATION

we aggregate that data in both determinate (known knowns and unknowns) and non-determinate (unknown unknowns) ways.

DATA INTERROGATION

we drill down into low levels of data for deep analysis, investigation, and insight.

PREDICTIVE ANALYTICS

based on the interrogated data-set we apply predictive analytics.



OUR DIFFERENTIALS

SPEED, ADAPTABILITY, CONTEXTUALISATION AND SCALE

Our secure* smart-data platform enables organisations to contextualise data driven solutions that can adapt at speed and scale to unlock the value hidden in your data. With open and flexible technology, we're able to complement existing technology investments and future proof your investment going forward.

*Our solutions are secure and aligned with the ISO27001 Information Security Management Standard

SPEED

we rapidly capture and index structured and unstructured data for natural language searching, delivering immediate benefit by collapsing the time to find valuable insight.

ADAPTABILITY

we adapt the relevant data that allows organisations to make important decisions from structured and unstructured sources into a single, coherent manageable form.

CONTEXTUALISATION

by transforming the data into meaningful defined entities, their properties (relationships, people, places, things, events) and the connections between them, scoring patterns are applied to find value hidden in the data.

SCALE

our solutions are designed not to be bound by volume or memory. Our architecture is designed for massive concurrent scalability, event driven orchestration, scalable functional programming with common data standards and data persistence.

OUR DELIVERY APPROACH

RAPID EVIDENCE-BASED INSIGHT TO OVERCOME TRADITIONAL DEVELOPMENT BARRIERS THAT CAN JUSTIFY FURTHER INVESTMENT

While most organisations gather data few connect or contextualise their data for actionable insight. Those organisations that see the strategic advantage of 'smart data' are then faced with a 'bringing the data together' capability gap. The often lengthy and costly development phase can place a significant barrier to leveraging insight for business optimisation. This places a significant barrier to getting started.

Using our advanced smart data platform we significantly simplify the traditional capability gap challenges of bringing data together. We help our clients gain momentum by avoiding the need for large investment before insight is gained. Hosted onsite or in the cloud we pilot the integration of data from any internal and/or external sources to help our clients get to the 'unknown unknowns' quickly. Our clients are then able to use that new found evidence as justification for the required investment.

CONTACT US TODAY

Engaging Birnam Wood will help you get to your organisation's 'unknown unknowns'; tell a compelling story; and leverage your evidenced based insight to drive your next business improvement, change, or action.

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