PYRAMID ANALYTICS

QUICK QUESTIONS WITH...
JAKKI GEIGER, CMO

Who are Pyramid Analytics and what do you do?

Pyramid Analytics is a recognized and award-winning innovator in the analytics and BI space. Our Decision Intelligence Platform helps organizations turn their fragmented decision-making into a frictionless, mission-critical data-driven decision process that spans the organization from the C-suite to LOB analysts to field operations teams. Our goal is to tame the chaos created by data silos and a proliferation of self-service analytics tools.

What is the need that you see in the market?

Becoming data-driven is a fundamental aspect of organizations' digital transformation. Yet the challenge that many organizations face today is decision chaos. And it's only going to get worse. In fact, Gartner says that 47% of business leaders expect their decisions to become more complex in the next 18 months. Without a clear decision-making process, supported by a decision intelligence platform designed specifically to support data-driven decisions, organizations will continue to lack:

(1) the ability to make timely decisions,
(2) the ability to access the right data at the right time,
(3) confidence in their data,
(4) proportionate investments in data and analytics that keep up with business needs, and
(5) high analytics and BI adoption across the user base.

How does your solution address that market need?

Our highly scalable analytics software platform uniquely combines business user data wrangling, self-service business analytics, and codeless data science all within one, unified platform. The result is a Decision Intelligence Platform that empowers everyone in an organization to make decisions in a frictionless, data-driven environment.

VIEWPOINT ANALYSIS

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Who is your stereotypical buyer?

In larger companies that are over $1B, it's the people responsible for business intelligence, data and analytics. In mid-sized companies, it's the CIO, VP of IT for VP of Information Management that is responsible for ensuring their line of business (LOB) stakeholders have data wrangling, business analytics and data science capabilities they need to make confident data-driven decisions and to take action on an opportunity or a problem.

Why should they buy it now?

The way we make decisions is broken. Business leaders' challenges have become infinitely more complex, and there's a clear need to transform chaotic decision-making into a frictionless, mission-critical process. The time to invest in decision intelligence—not just business intelligence—is now. Decision intelligence allows organizations to make better, faster decisions using reliable and trustworthy data. This allows organizations to drive better business performance, reduce costs, streamline operations, optimize supply chains, identify new business opportunities, and enhance the customer experience.

Learn more about Pyramid Analytics:

Website - www.pyramidanalytics.com
or
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