



# DATA SENTINELS

DARE TO DELIVER

**AFRICA**  
COMPANY PROFILE  
2024

## ALL THINGS DATA

Data Sentinels data and analytics practice specialises in collecting, organizing, analyzing, and deriving insights from data. We apply various techniques, tools, and methodologies to uncover valuable information that can be used to drive business decisions, improve processes, and gain a competitive advantage. The primary objective of a data and analytics practice is to harness the power of data to support evidence-based decision-making.

You competitors are using data for more than just reporting. Below are four of our offerings:



### DATA AND ANALYTICS STRATEGY

We'll map your analytics initiatives to quantifiable business outcomes with a data driven approach.



### DATA DISCOVERY AND AUGMENTATION

We bring you 360 degree customer views by augmenting your assets with third party data and predictive analytics.



### DATA MANAGEMENT AND BEYOND

In addition to data synthesis and analytics, we assist with governance, monetization and compliance.



### DATA DEMOCRATIZATION

We customize user-friendly tools to empower employees to embrace data and hit the ground running on the journey to AI.

### Analytics and Automation

use data to determine best processes to automate to get the most value out of your investment.

**90%** OF DATA HAS BEEN CREATED IN THE PAST TWO YEARS.



Big Data is the increase and availability of data in the world. This data comes from countless of sources, and top businesses use data 5 times more than underperforming companies.



## DATA COMPLIANCE & GOVERNANCE

Having a robust data compliance structure in place can attract high-caliber employees who value working in a responsible and ethical environment. Compliance also ensures businesses stay in line with evolving regulations, preventing legal implications and potential fines. This is especially important as data breaches can significantly damage a company's reputation and lead to costly lawsuits.

OBTAINING CONSENT	MINIMISING THE AMOUNT OF DATA YOU HOLD	ENSURING THE RIGHTS OF DATA SUBJECTS
Although the specifics vary, most data used generally must have been consented to beforehand, which means different datasets with different consent levels must be segregated and used only as permitted.	Global governance on data security and consent certainly seem to be moving towards greater restrictions and regulation rather than less. Hold less results in less risk	Tight integration across your all data systems and processes so that data updated in one system is automatically and correctly updated across all other locations





Over 99% of C-suite executives believe they will hire new roles - such as Chief Automation Officer, Chief Metaverse Officer, Head of Gamification and Immersion Counselor - in the next 10 years.

Employees demand firms use data to operate more responsibly.



90% of global employees believe that openly sharing data would make their organization fairer and more responsible.

## NEXT STEPS

We are excited to move forward and explore the potential of our data services to meet your specific requirements.



### DATA INSIGHTS ENABLEMENT

How are you currently enabling data-driven insights across your projects and initiatives?



### ESTABLISHING REPEATABLE DATA METHODS

Do you have established and repeatable methodologies for Data Management, Analysis, & Interpretation?



### DATA GOVERNANCE & SECURITY

Are you compliant with data regulation policies and enforcing data governance and security measures?



### EMBRACING DATA DISRUPTION & EMERGING TRENDS

Are you embracing the potential of data-driven technologies and leveraging the latest trends in data analytics and processing to enable AI??



### CONFIDENCE IN DATA DELIVERY

How confident are you in your organization's ability to effectively deliver and utilize data-driven solutions with the right capabilities?



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**CONTACT US**



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