



Data Analytics

Realizing speed to
insights with a unified
data strategy





Data has become one of the most critical assets in modern business. Every day, organizations collect massive amounts of data—**over 2.5 quintillion bytes daily**, by one estimate¹—yet many struggle to translate this into actionable insights. In fact, studies show **60% to 73% of enterprise data goes unused for analytics**².



Current environment and challenges driving the need for data analytics

Data is being generated at unprecedented rates and from countless sources (transactions, customer interactions, IoT sensors, social media, etc.). This explosion of data is coupled with intense competitive and market pressures. The **need for robust Data Analytics services** has never been greater, driven by several key challenges and trends:

Data deluge and complex sources

Organizations are “drowning in data but starving for insights”³. Global data creation is skyrocketing (projected to reach **394 zettabytes in 2028**³), yet **only a tiny fraction (perhaps 0.001%) is truly relevant** for decision-making⁴. Organizations are collecting data from diverse systems (marketing, sales, finance, operations), often in silos, making it **difficult to get a complete, accurate picture**. Fragmented data across different platforms leaves companies with incomplete information and hinders meaningful analysis³.

Unused data and lost opportunities

A vast portion of captured data is never analyzed. Forrester research found **60–73% of all data within enterprises goes unused for analytics**². In asset-heavy industries, up to **85% of IoT data is not leveraged at all**². This means potential insights—from

predicting equipment failures to understanding customer behavior—are left on the table. Companies recognize that failing to use data effectively can lead to **lost revenue opportunities, lower efficiency, and suboptimal decisions**².

Rapid market changes and competition

Industries are being disrupted by data-savvy players. Data-driven organizations vastly outperform their peers: they are 23x more likely to acquire customers and 19x more likely to be profitable according to McKinsey⁵. Businesses feel pressure to digitalize and base decisions on data to keep up. Those who don't leverage analytics risk falling behind more agile, insight-driven competitors. In one example, Red Roof Inn used real-time weather and flight data to capture stranded travelers, boosting revenue by 10%⁵—a testament to the competitive edge of smart analytics.

Decision complexity and speed

Executives must make decisions faster than ever, often in uncertain conditions. Relying on gut instinct or outdated reports is risky. The current environment (volatile markets, shifting customer preferences, supply chain disruptions, etc.) **demands real-time**

intelligence. Modern analytics (like streaming data and IoT) allows companies to react swiftly—e.g., predictive inventory management helps retailers adjust to demand changes immediately¹. Organizations need analytics to navigate volatility with agility.

Regulatory, security, and customer expectations

Data privacy laws (GDPR, CCPA, industry regulations) and high customer expectations for personalized, efficient service also drive the need for better data management and analytics. Companies must analyze data not only for insight but also to ensure compliance and to build trust with customers through transparency and customized experiences.

Businesses today are amassing huge volumes of data in a fast-paced, competitive landscape, but **struggle with siloed systems, unused data, and a shortage of actionable insights**^{3, 2}. These challenges are exactly what robust data analytics services and programs are intended to address. Organizations recognize that mastering their data—turning it into a strategic asset—is no longer optional but mission-critical for growth and competitiveness.



Benefits of a unified data analytics strategy

A **unified data analytics strategy** means having an integrated, enterprise-wide approach to managing and analyzing data. Rather than ad hoc or siloed analytics efforts, a unified strategy consolidates data and aligns analytics initiatives with business goals. Adopting such a strategy yields numerous benefits:

Better, faster decision making

Unified data means decision-makers have a **single source of truth**. By consolidating data from across the organization into one central repository or platform, leaders gain **real-time insights across all departments**⁴. This eliminates guesswork and delays. Managers can confidently base strategic and tactical decisions on up-to-date facts, responding to market changes with agility. In today's fast markets, this speed and accuracy are critical—**companies with integrated data are quicker to spot trends and respond** than those mired in fragmented reports⁴.

Operational efficiency and cost savings

Integrating data and analytics reduces a lot of waste and inefficiency. Teams no longer spend hours hunting for data across multiple systems or reconciling conflicting numbers. A unified strategy **streamlines**

data workflows, reduces manual data wrangling, and minimizes errors, which drive efficiency⁴. Automation becomes easier; for example, **AI-powered analytics can automate data integration and reporting**, saving time and labor⁴. The impact on the bottom line is tangible—organizations that leverage big data report an **8% increase in profits and 10% reduction in costs on average**⁵. They also cite faster cycle times for reporting and analysis. In short, one cohesive program cuts duplication of effort and leverages scale, leading to **lower costs and higher productivity**.

Improved customer experience and revenue

A unified data analytics program can combine customer data from all touchpoints (sales, support, web, social) to build a 360-degree customer view⁴. This enables personalized experiences and targeted marketing that boosts customer satisfaction and loyalty. In fact, **companies with robust customer data integration see customer satisfaction improve by ~20%**⁴. By anticipating customer needs and tailoring services (through analytics of behavior patterns), businesses can increase sales and retention. McKinsey found data leaders were **6x more likely to retain customers**⁵. In practice, this might mean

recommending the right product at the right time or proactively addressing service issues—all made possible by unified analytics. Satisfied customers drive revenue growth.

Strategic insights and competitive advantage

Analytics done in silos only gives piecemeal insight. A unified approach, however, can uncover **broader trends and patterns** that siloed teams might miss. Organizations can apply advanced analytics (AI/ML) on the integrated data to predict future outcomes (e.g., forecasting demand, identifying emerging market segments) and discover new opportunities. Companies with enterprise-wide data integration are able to **leverage AI and machine learning to optimize operations and innovate**, staying a step ahead of competitors⁴. **Data-driven enterprises strongly outperform their competitors**: For instance, surveys show **69% of businesses using unified big data analytics make better strategic decisions** and **52% gain deeper customer insights** as compared to those who don't⁵. Over time, this translates to innovation, new revenue streams, and a sustainable competitive edge.

Consistent metrics and accountability

A unified program establishes common definitions for metrics and KPIs across the company. This consistency means every team trusts the data and measures success the same way (ending the “**multiple versions of the truth**” problem). It fosters a **data-driven culture** where everyone from executives to front-line staff can access and use data confidently. With clear, organization-wide KPIs and dashboards, accountability improves—it is evident which initiatives are working and which need adjustment, aligning everyone toward the same objectives.

Scalability and future readiness

As the business grows, a unified analytics framework can scale with it. Because data is managed in an integrated way, it is easier to incorporate new data sources (from expansions, acquisitions, or new systems) without fragmenting the analytics approach. A modern unified data platform (often cloud-based) can **handle growing data volumes and more complex analytics** seamlessly⁶. This futureproofing is critical—it ensures that as emerging technologies like IoT or advanced AI come into play, the company’s data strategy can accommodate them. Organizations with a unified strategy in place will be **better positioned to capitalize on future trends** (like real-time IoT analytics, AI-driven automation, etc.) because their data foundation is solid and extensible.

In summary, **a unified data analytics strategy unlocks the full value of data**. It empowers faster and smarter decisions, drives efficiency and cost savings, delights customers, and gives companies a competitive advantage. It creates an environment where data is a trusted asset fueling every level of the business. In an era where **data-driven decisions can make or break a company**, the benefits of a cohesive strategy are profound—from stronger financial performance to improved agility and innovation⁵.



Technology and components of an effective data analytics strategy

Implementing a successful data analytics program requires several core components working together. It is not only about technology—**people, process, and strategy** elements are critical—but here we will focus on the key components and technologies needed, kept at an executive-level view. An effective strategy typically includes:

Clear business alignment

At the foundation, the analytics strategy must align with business objectives and key questions. **Executive sponsorship and a data strategy tied to business goals** ensure that analytics efforts target real needs and opportunities⁷. This means defining what success looks like (e.g., improving customer retention by X%, reducing supply chain costs, etc.) and focusing data initiatives accordingly. Without this alignment, even the best technology can be misdirected. Leaders should identify what decisions they want to improve or what problems to solve with data. This guides all other components of the program.

Data architecture and infrastructure

A unified analytics program requires a robust **data architecture** to handle data storage, integration, and access. This often involves modern **data platforms** like data warehouses and data lakes. For example,

companies might implement a **centralized data repository**—such as a cloud data warehouse for structured data, or a data lake for large volumes of unstructured/semi-structured data³. Many organizations combine these in a “lakehouse” or utilize a data fabric approach to connect disparate data sources³. **Cloud-based infrastructure** is increasingly popular because it offers scalability and flexibility (able to accommodate big data growth and allow global access). A well-designed data architecture breaks down silos by bringing data into an integrated environment. It should also address data pipelines for **extracting, transforming, and loading (ETL/ELT)** data from various systems, ensuring that fresh data flows into the analytics platform continuously. Key technology components here include databases (SQL/NoSQL), big data storage (e.g., Hadoop, cloud object storage), and streaming data platforms for real-time needs, depending on the use cases. The goal is to ensure **all relevant data can be stored and shared efficiently** as a single source of truth.

Data integration and quality management

Alongside storage, **data integration tools** and processes are essential. These tools combine data from multiple sources (CRM, ERP, web analytics,

etc.) and reconcile them. A top challenge is dealing with **data silos and inconsistent data**; integration middleware and data virtualization can help unify these sources. Equally important are **data quality management and governance**. An effective program implements policies for data cleansing, standardization, and validation so that decisions are based on high-quality data. Without trust in data, users won't adopt analytics. Many strategies incorporate a **data governance framework**—defining data ownership, data definitions, and quality standards. This might involve data cataloging tools, master data management solutions, and processes for continuously monitoring data accuracy. For instance, companies that excel in analytics have often created a “**single version of the truth**” for key metrics, making sure everyone uses the same definitions and high-quality data⁷. They also handle **security and compliance** as part of governance, ensuring data is protected and regulatory requirements (like privacy laws) are met.

Analytics and BI tools

To derive insights, organizations need the right **analytics tools and platforms**. This includes **business intelligence (BI) software** for reporting and dashboards (such as Power BI, Tableau, etc.), which turn raw data into human-friendly visual insights. Dashboards provide executives and teams with real-time KPIs at a glance. Additionally, for deeper analysis, the program may involve **advanced analytics tools**—from statistical analysis packages to machine learning platforms. Depending on the company's needs, this could mean incorporating tools for predictive analytics (forecasting trends, scoring leads), data mining, or even AI and cognitive services (like natural language processing for text data). Crucially, these tools should be chosen and configured with the end user in mind: Modern analytics platforms are moving toward self-service models. That means business users (not just IT or data scientists) can easily drag and drop to explore data. Ensuring that analytics tools are **user-friendly and integrated into daily workflows** encourages adoption⁷. In short, the technology stack should empower users at all levels—from analysts to executives—to get the insights they need with minimal friction. It isn't just about raw power; it's about accessibility and ease of use (a factor often overlooked, which can make or break analytics initiatives).

Skilled team and data literacy

Even though this is about technology, it is worth noting the human component: An effective program needs people who can build and use the tools. **Data professionals** (data engineers, analysts, data scientists) are needed to set up and maintain the system and to develop advanced models. But beyond the core data team, a successful strategy invests in raising the **data literacy of the broader workforce**. This means training end users to interpret data and use analytics tools confidently. Only **21% of workers are fully confident in their data literacy skills**⁷, so most organizations need to include education as part of their program. The technology must be coupled with change management to encourage a data-driven culture (more on this in Barriers section). Many effective programs start with small wins and demonstrative dashboards to get buy-in, then expand usage as people become more comfortable relying on data. The **analytics team** also should work closely with business units to understand needs and tailor solutions—this alignment ensures the technology delivers value and is used.



Continuous improvement and roadmap

Technology and business needs evolve, so an analytics strategy should not be a one-time project but an ongoing program. Establish a roadmap for analytics initiatives—identifying quick wins in the short term (e.g., a particular dashboard or KPI automation) and bigger transformational projects in the long term (like implementing predictive models or new data platforms). Monitor adoption and results and be ready to adjust. Effective programs often use an iterative approach, implementing in phases and expanding capabilities over time. They also keep an eye on emerging tech (like new AI tools or data storage innovations) and incorporate those when beneficial. In practical terms, this might involve regular strategy reviews, user feedback sessions, and updates to the data platform as new sources or requirements come online. By treating it as a continuous journey, the organization can adapt its analytics to changing circumstances (e.g., integrating data from a new acquisition or scaling up to handle a surge in data volume) without losing momentum.

To summarize these components in a structured way, here is a high-level overview of **key components** and their roles:

Component	Role in an effective analytics program
Business alignment & strategy	Ensures analytics initiatives target business goals and have executive buy-in. Defines success metrics and focus areas (so efforts drive real value) ⁷ .
Modern data architecture	Provides a scalable framework to store and integrate data (e.g., centralized data lake/warehouse) and break down silos. Enables a single source of truth for all data ³ . Cloud-based and flexible to support current and future data needs.
Data integration & governance	Unifies data from disparate sources and maintains its quality, consistency, and security. Implements data standards, cleaning, and protections so that users trust the data ³ . Addresses compliance (data privacy) and establishes one version of the truth.
Analytics tools & access	Deploys user-friendly analytics, BI, and AI tools to convert data into insights. Dashboards, reports, and advanced analytics platforms allow users to explore data and derive insights. Tools are integrated into workflows for easy access, driving broad adoption ⁷ .
People & skills	Builds a capable data team (engineers, analysts, data scientists) and cultivates data literacy across the organization. Provides training and support so that employees can effectively use data in decision-making. Mitigates the talent gap by upskilling staff and, if needed, partnering with experts.

Each of these components is crucial. **Omitting any one can undermine the entire program**—for example, a great data platform is useless if no one trusts or understands the data, and a highly trained team can only do so much if they lack modern tools or accessible data. An executive overseeing a data analytics initiative should ensure these pieces are in place and work in harmony. The technologies (from databases to BI software) are enablers; the strategy tying them together and aligning with people and process is what ultimately delivers value.

What's holding companies back from implementing an analytics program?

If unified data analytics strategies are so beneficial, why haven't all companies adopted them? The truth is that many organizations **struggle with significant barriers** when trying to implement or mature their analytics programs. Understanding these common obstacles is the first step to overcoming them. Here are the primary factors holding companies back:

People and culture challenges

Surprisingly, the biggest roadblocks are often non-technical. A survey of executives found the **principal challenge to becoming data-driven was not technology (only ~8%) but people, process, and culture (over 92%)**⁷. Many organizations lack a data-driven culture. **Low executive sponsorship or buy-in** is a top reason initiatives falter—if leaders don't consistently champion data-driven decision-making, efforts lose momentum⁷. Additionally, employees may be resistant to change or suspicious of data analytics if they have always relied on gut instincts. **Poor change management** exacerbates this; without clear communication of “what's in it for me” and training, staff may not embrace new tools⁷. Another cultural aspect is **data literacy**—if managers and frontline employees aren't comfortable interpreting data, they won't use analytics even if it's available. Currently,

only 1 in 5 workers feel confident in their data skills⁷ and **over 70% feel overwhelmed when working with data**⁷. This skill gap means organizations might invest in analytics, but adoption remains low because users aren't prepared. In short, fostering a data-friendly culture—from the C-suite to every department—is a challenge that holds many companies back.

Lack of strategy and alignment

Some companies jump into analytics without a clear plan. **Lack of a well-defined data strategy** and alignment with business goals can doom projects early. In one study, only **30% of firms had a well-articulated data strategy** for their organization⁷. Without a roadmap, companies may implement tools that don't address key business needs, or they may pursue isolated projects that don't scale. This leads to disillusionment (“we tried analytics, and it didn't pay off”). Also, failing to align efforts across the enterprise can result in duplicate work or analytics silos by department. Essentially, many organizations don't know where to start or what success looks like, which stalls progress. **Executive direction and cross-functional alignment** are needed to drive a unified program, and when those are absent, initiatives get stuck at pilot stage.

Data silos and poor data quality

Siloed, fragmented data remains one of the most persistent technical obstacles. Companies often have legacy systems and departmental databases that don't talk to each other. Different versions of customer or product data may exist in different systems, causing confusion. Indeed, **47% of marketers say their data is siloed and hard to access**⁷—and this issue is not limited to marketing. When data is dispersed and inconsistent, it is difficult to implement an overarching analytics program. People waste time reconciling reports or doubt the numbers because different sources don't match. This ties directly to the issue of **data quality**: if data is inaccurate or unclear, users won't trust it. An Accenture study found only **33% of firms trust their data enough to use it effectively**⁷. Poor quality data (missing values, errors, duplicates) leads to erroneous insights, undermining confidence in analytics. Overcoming silos often requires significant data integration effort and strong governance—tasks which themselves can be daunting without the right expertise (leading some companies to postpone strategy implementation indefinitely).

Talent and expertise gaps

Implementing a modern analytics program requires specialized skills—data engineers to build pipelines, data scientists to create models, BI developers to design dashboards, etc. There is a well-known **shortage of data analytics talent** in the market, and competition for skilled professionals is high. Over **50% of companies report difficulty hiring and retaining the data talent they need**⁷. For organizations without a large IT or analytics department, this skills gap is a substantial barrier. They may not have people who know how to start an analytics initiative, or how to manage the complex ecosystem of tools. Even for companies that have some internal expertise, keeping up with the **rapid evolution of technology** is challenging. New tools and techniques emerge continuously (from big data tech to AI), and many organizations feel they are **“struggling to bridge the gap” as data tools evolve faster than their staff’s skills**. This can lead to paralysis—not implementing anything for fear of doing it wrong—or to failed attempts if projects are mishandled due to inexperience.

Technology and integration complexities

On the technology side, companies face a bewildering array of options. Big data platforms, cloud services, analytics software—choosing and integrating the right stack can be complex. Some organizations have legacy systems that are not easily compatible with modern tools, creating integration headaches. Others invest in a fancy analytics platform but find it’s **difficult to use or not well integrated** with existing workflows, leading to low adoption (indeed, **67% of managers say they are not comfortable using data from their analytics tools** due to usability issues⁷). Additionally, implementing an enterprise-wide analytics infrastructure can be costly, and many companies worry about the ROI. They might face budget constraints or be unsure how to calculate the returns on a data program, making it harder to secure funding beyond initial pilots. **Security and privacy concerns** also fall under this category—with increasing cyber threats and strict data regulations, companies may be hesitant to centralize data or move it to the Cloud, fearing breaches or compliance issues. For example, concerns around data privacy are cited by 39% of enterprises as a top barrier to adopting certain advanced analytics (like AI). These technical and infrastructural concerns can slow down or stall implementation if not addressed with proper planning.



Short-term focus and organizational inertia

Implementing a data analytics program is often a multi-year journey, while many companies seek quick wins or operate quarter to quarter. The benefits of a unified strategy (better decisions, efficiency, innovation) are significant but may take time to fully realize and measure. Some firms get discouraged if they don't see immediate ROI from early analytics projects, leading to loss of support. Organizational inertia—the tendency to stick with the status quo—is strong. If an initiative lacks quick, tangible results, stakeholders might revert to old habits. **Change management** is critical: organizations that invest in structured change programs have a **much higher success rate (79% vs. ~26%)** in transformations⁷, but not all companies commit to this. Without patience and change management, the first stumbling blocks (like a project that fails, or an early cost overrun) can cause the company to pull back from the effort entirely.

In essence, while technology is an enabler, **the toughest barriers to implementing a data analytics strategy are often human and organizational**. Cultural resistance, lack of vision, data silos, and skill shortages form a combination of hurdles that can delay or derail analytics initiatives⁷. Recognizing these challenges is crucial so that leaders can proactively address them—through strong executive advocacy, investing in data governance and quality, building or outsourcing the right expertise, and managing change effectively. Those companies that overcome these barriers position themselves to fully reap the rewards of a data-driven enterprise, while those that don't will continue to lag in leveraging their data assets.



How OnX can help

Overcoming the challenges above and successfully implementing a unified data analytics program can be complex. This is where a technology partner like **OnX** comes in. Our end-to-end suite of Data Analytics services offers guidance and hands-on support to help organizations develop and execute effective data analytics strategies. Here's how we do it:

Expert assessment and strategy development

OnX begins by **assessing your current environment and business objectives** with a team of experienced consultants and architects⁸. Many companies struggle to understand where to start—OnX helps by documenting existing data assets, systems, and pain points, and then formulating a clear roadmap. Our experts work to align the data strategy with the client's specific goals (be it improving customer retention, optimizing operations, etc.). This often includes identifying quick wins and long-term opportunities. In a case study for a financial firm, OnX **spent three months mapping out the client's environment, interdependencies, and business processes, then established a detailed roadmap and communication plan for transformation**⁸. This kind of upfront planning ensures that any data analytics program is grounded in business reality and is achievable. We apply best practices from numerous successful projects to help avoid common pitfalls and tailor the strategy to the organization's maturity level.





Modernizing data infrastructure

As a next step, OnX can **design and implement a modern data architecture** that fits the organization's needs. This may involve **building a centralized data repository (data lake or warehouse)** to break down silos and enable unified analytics³. We have extensive experience consolidating data from disparate platforms and applications into **cloud-based storage solutions**. And we are vendor-agnostic, meaning we work with a variety of technologies (AWS, Azure, Google Cloud, Databricks, Fabric, etc.) to craft the optimal solution. For example, if a company is struggling with on-premises systems that can't scale, we can migrate data and workloads to the Cloud to provide scalability and flexibility. In one project, OnX migrated 31 critical applications to the Cloud (AWS) and retired hundreds of legacy servers and databases, drastically simplifying the environment⁸. This resulted in a **50% reduction in data center footprint and significant cost savings** for the client. With our holistic approach, we also took care to implement disaster recovery and security in that migration. By modernizing infrastructure, OnX helps clients handle big data growth, integrate previously siloed data sources, and position their IT environment for advanced analytics.

Data integration and governance solutions

Our team can help establish strong **data management and governance practices**, assisting with setting up data pipelines to continuously gather and unify data and ensure data quality through appropriate tools and processes. **Addressing data silos is a core focus**—OnX professionals can connect systems that were previously isolated, creating that single version of truth. We also help implement **data governance frameworks**: defining data ownership, standards, and security protocols. Organizations face “overwhelming data challenges, including managing rapid data growth with limited resources and ensuring compliance and confidentiality”. OnX tackles these challenges by bringing expert knowledge of data management best practices and introducing data cataloging, master data management, and data protection measures as needed. By **leaning on OnX experts, companies can modernize their data topology to cope with the digital data explosion**. The result is reduced risk (through better security/compliance) and higher confidence in the data being used for analytics.

Deploying analytics tools and solutions

On top of the data foundation, we can help organizations select and implement the right **analytics platforms and tools**. This could range from setting up enterprise BI solutions that unify reporting across the company to deploying advanced analytics or AI solutions for specific use cases. We also work on integrating analytics into business workflows—for example, embedding BI dashboards into a CRM system for salespeople. Because OnX is experienced with a wide portfolio of technologies, we can recommend what tools fit best given the client's existing environment and future needs. We often pilot new technologies in proof-of-value projects to demonstrate benefits before a full rollout. This approach is holistic, following an APO method—Applications, Platforms, and Operations—to ensure that all layers work together. For a client, this means they get an end-to-end solution: From data storage all the way to user-facing analytics apps, all integrated and tuned to deliver insights. OnX can also incorporate industry-specific analytics solutions (for example, analytics for retail, healthcare, finance, etc., leveraging our domain knowledge).



Training, support, and change management

Implementing the technology is half the battle—driving its adoption is equally important. OnX doesn't just "drop off" a solution; we provide **extensive support and enablement** to ensure the client can use and sustain the analytics program. Our available services include training sessions for users, documentation, and ongoing coaching for client teams. In one case, after a major cloud transformation, **OnX ensured the company's staff could support the new platform long-term by leveraging existing skill sets and providing documentation and support**⁸. We also offers **24x7 monitoring and management** for the solutions we implement. This managed service aspect is crucial for companies that don't have a large IT department—OnX can handle the maintenance, performance tuning, and even analytics operations (like managing dashboards or running data models) as a service. By outsourcing the heavy lifting, organizations free up their personnel to focus on using insights rather than wrangling systems. Additionally, our involvement can help overcome internal resistance; our experts often work side by side with business users during the rollout, effectively acting as champions for the new data-driven approach. Knowing that seasoned professionals are guiding the process gives stakeholders confidence and helps drive culture change.

Delivering measurable outcomes



Ultimately, OnX centers its approach on delivering business outcomes, not just technology. Whether it's reducing costs, increasing revenue, or improving operational metrics, we set markers for success. For example, with our transformation solution, a client **saved considerable time and money by eliminating underutilized hardware and automating infrastructure management**⁸. Another client might see improvements like faster reporting cycles or higher sales conversion thanks to better customer analytics. Clients can review case studies and references to illustrate the results OnX has achieved for previous clients. We align our projects with KPIs that matter to the client (such as a 40% reduction in patient wait times achieved via real-time analytics in one healthcare case study¹). By focusing on outcomes, OnX helps build the business case for analytics initiatives within a company—demonstrating early wins that justify further investment. This outcome-driven approach ensures that the data analytics program isn't just a tech upgrade, but a strategic initiative yielding tangible ROI.

Why choose OnX?

Few organizations have all the in-house expertise and resources to navigate the full data analytics journey alone. OnX brings **decades of experience** and a team of certified experts to act as **partners in the transformation**. We are able to **guide companies from initial strategy and architecture design through implementation and ongoing operation**. Importantly, we do so in a vendor-neutral way, tailoring solutions that are truly best for the client's situation (not a one-size-fits-all product). With the help of OnX, even companies that are behind in analytics can leap forward—avoiding pitfalls, implementing best-of-breed technologies, and instilling data-driven practices effectively. By **leveraging a partner like OnX, organizations can overcome the common barriers (skills, complexity, culture) much faster**, and start reaping the rewards of a unified data analytics strategy: better decisions, efficiencies, and innovation powered by data.

To learn more about our Data Analytics Services, visit OnX.com.

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From developing and deploying modern apps and the secure, scalable platforms on which they run, to managing, monitoring, and optimizing their operations, OnX is the trusted partner businesses need to thrive in the application era.