

Unlock the Power of Data with Data Bridge

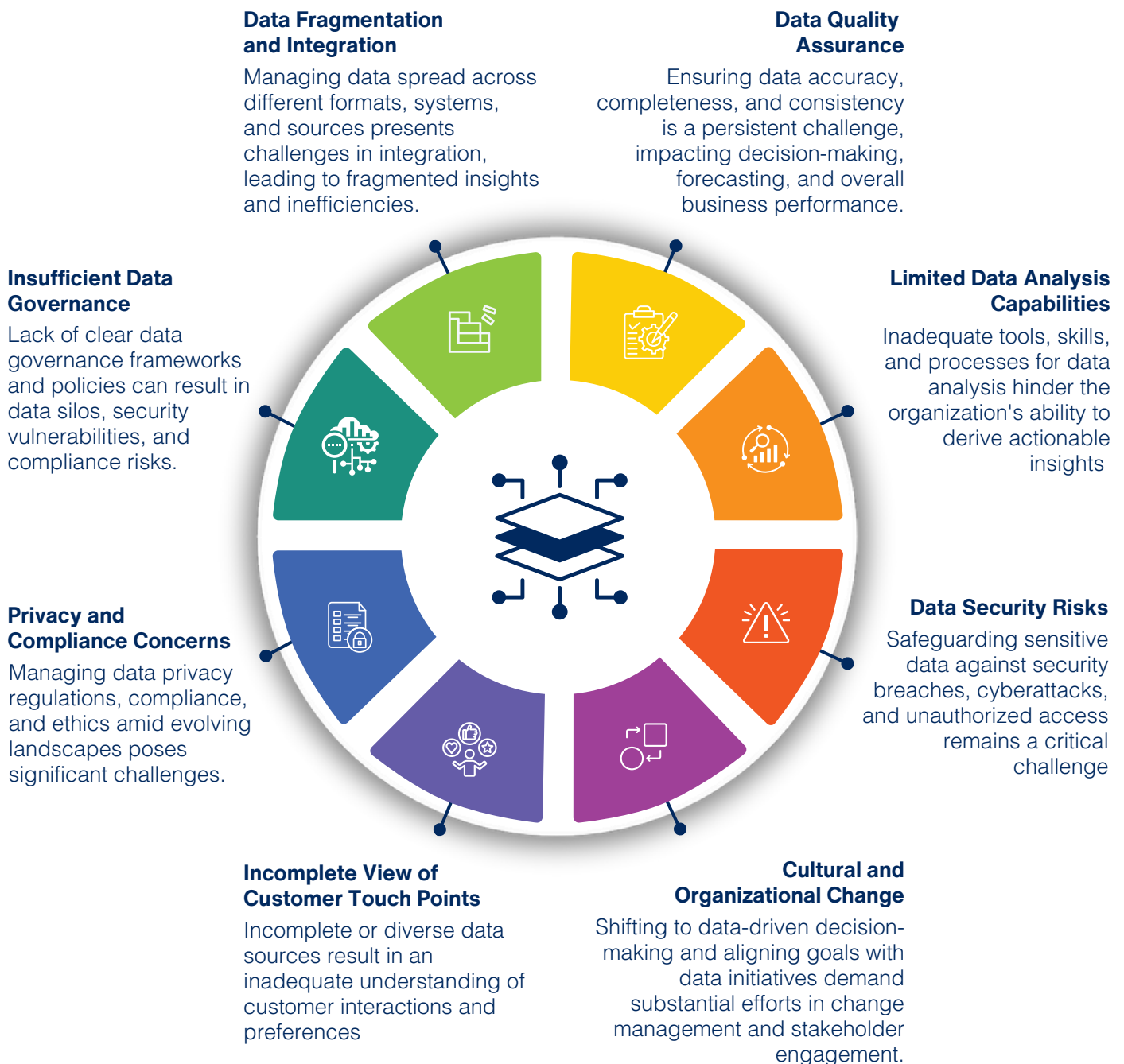


Think & Build BEYOND.
#curious #nimble #committed



Key Challenges of Data Management

In the dynamic world of modern business, data has become the driving force behind strategic decision-making and innovation. However, maximizing the potential of data assets poses challenges of its own. Many organizations face significant challenges when it comes to effectively leveraging and interpreting data. Based on asUgo research there are **8 major challenges** that organizations often face when dealing with data:

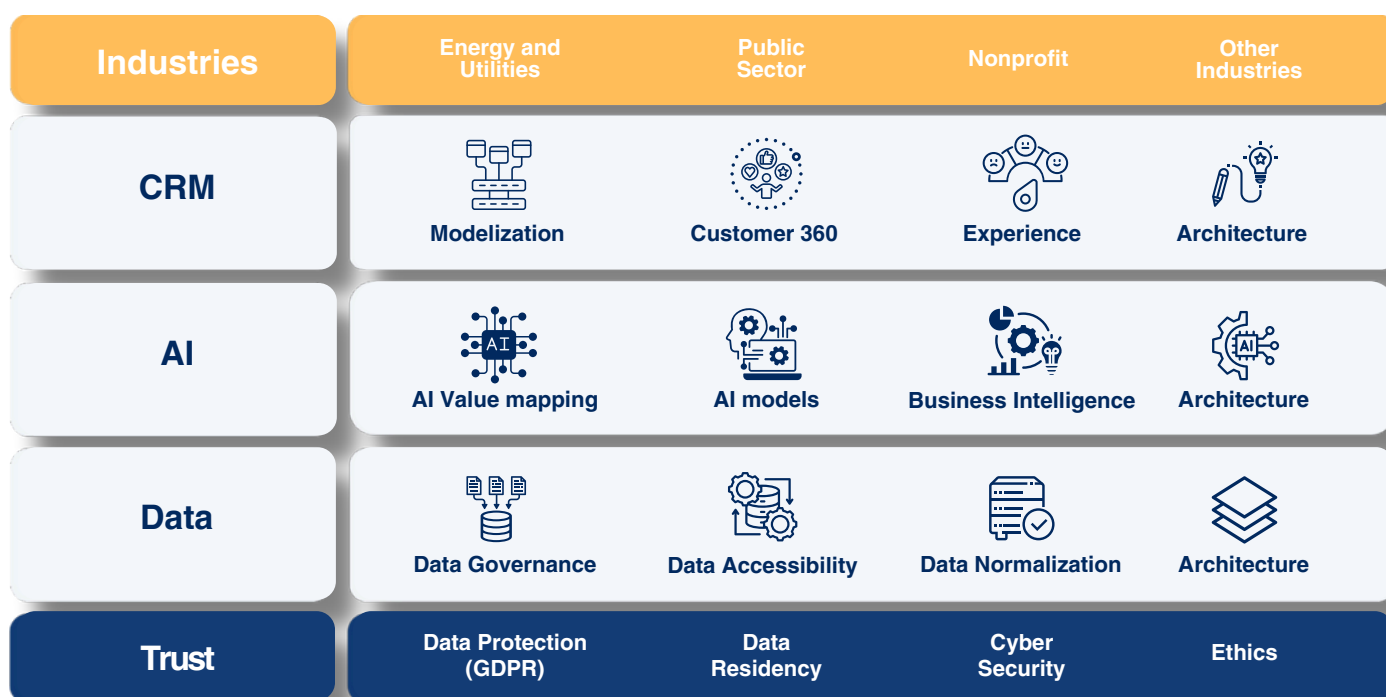


*Based on research conducted by asUgo on key challenges in organizational data management

Introducing asUgo Data Bridge

Recognizing the challenges of organizational data management as an opportunity for innovation, we at asUgo developed [Data Bridge Framework](#). It represents a comprehensive approach to data management and integration, designed to empower organizations across industries with the tools and strategies needed to navigate the complexities of modern data ecosystems. At its core, the framework consists of four key dimensions: [Industries](#), [CRM](#), [Data](#) and [AI](#), all built upon a foundation of [Trust](#).

Data Bridge Framework



Industries Dimension

The framework is designed to adapt to the unique processes and requirements of each industry, ensuring that data management solution is customized to meet specific sector needs.

CRM Dimension

The focus of this dimension is to optimize companies' interactions with their customers across various touchpoints, including the use of new capabilities of platforms like Salesforce.

AI Dimension

This dimension aims at accelerating innovation, leading to more efficient and scalable operations while mitigating risks associated with AI adoption.

Data Dimension

It focuses on ensuring that data assets are effectively utilized, standardized, and made available across the organization to drive informed decision-making.

Trust Dimension

It ensures data integrity, security, and ethical standards are maintained in all aspects of data management and utilization.

Value-driven Deliverables

By conducting comprehensive workshops with our clients, addressing [pain points](#) and [aligning priorities](#) we bring practical insights and industry expertise from asUgo on how an organization can unlock the [full potential of its data assets](#). Following the Data Bridge Framework principles we conduct collaborative sessions with our clients and deliver actionable strategies for effective data management and utilization.



Business Focus

- **Observations & Pain Points:** we identify current data management challenges like data silos and data quality issues.
- **Consolidated Epic Mapping and Priorities:** we align business objectives with key requirements and prioritize them accordingly.
- **Assumptions for Business Case:** we determine value drivers, complexity and required resources related to new solutions.
- **Implementation Roadmap & Change Plan:** we develop a detailed timeline, budget, and change plan for smooth service implementation.



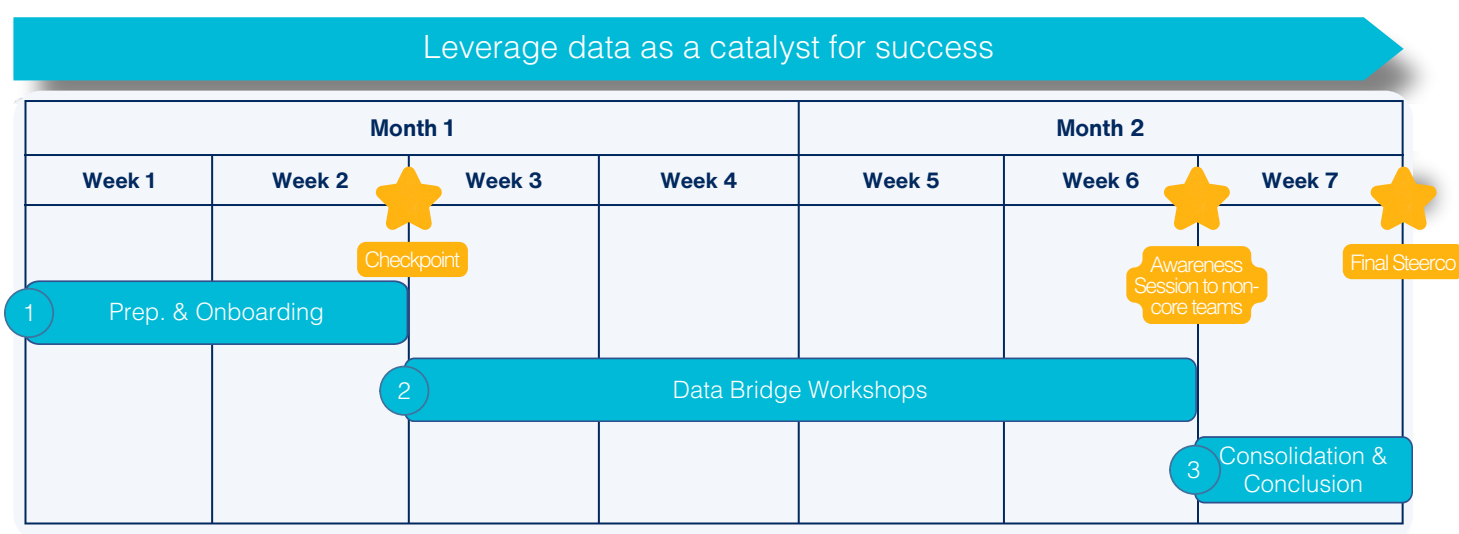
Technology Focus

- **Solution Design:** we define architecture principles, and provide technology selection recommendations, ensuring scalability and interoperability.
- **Data Governance:** we establish governance principles, standards and data quality processes.
- **Data Model:** we design a structured data model aligned with business needs and industry best practices.

Join Our Pragmatic Approach

Effective data management is the foundation of a successful organization, driving informed decision-making, optimizing operations, and enhancing customer experiences. Our Data Bridge workshops are designed to help companies “Think BIG, start small... move fast,” equipping them with the knowledge to master tools like Salesforce Data Cloud, MuleSoft, and Tableau. These workshops emphasize the critical interdependencies within data governance, ensuring that every aspect of digital transformation is approached with trust and integrity.

Our Typical Timeline



1. Preparation & Onboarding

To lay a solid foundation, we recommend a two-week onboarding process. This phase includes interviews with key stakeholders, thorough documentation review, and alignment on objectives and team dynamics. By the end of Week 2, we'll conduct a checkpoint to fine-tune our approach, ensuring it aligns with the company's unique context and needs.

2. Data Bridge Workshops

Our bi-weekly workshops, supported by asUgo business analysts and architects, focus on gathering key insights and delivering a unified backlog, a prioritized set of recommendations and a pragmatic roadmap. This approach allows us to start small, addressing immediate priorities while building a scalable framework aligned with the client's vision and business requirements.

3. Consolidation & Conclusion

In the final phase, we consolidate all deliverables and present our findings and recommendations to the steering committee. This ensures that the momentum gained throughout the workshops translates into actionable strategies for the organization's digital transformation journey.

Book your Data Bridge Journey >

Why asUgo?



Our Differentiators

Think Big, Start Small, Move Fast Approach

We enable start-up/scale-up mindset when addressing complex challenges, complex organizations, complex architectures with agility as an obsession.

Industry Focused Accelerators

By harnessing our wide-ranging expertise across different sectors, we deploy holistic solutions that fulfill the innovation, quality, and speed expectations of our clients.

We Put Our Clients In The Driving Seat

We recognize that each client has unique goals and visions, and our approach is designed to enable them to lead the way.

Swiss Knife Teams

We differentiate from other consultancies by building "Swiss knife" teams to empower our clients with extra agility. The flexibility of these teams allow us to quickly respond to changing client needs, ensuring timely and successful outcomes.

Who You See is Who You Get

To move forward with asUgo is to benefit from the agility of a human-sized organization, along with the expertise, commitment, and professionalism of a large structure.

International Delivery

At asUgo we have experience in multi-country harmonization analysis and implementation with multiple international roll-outs for the same client. 70% of our roll-outs are multi-country with local presence if needed.

asUgo in Numbers

Stable

8

Years in business

Experienced

150+

Projects

One Team

80+

Professionals

Certified

300+

Certificates

Innovative

25+

Portfolio of Enterprise Apps

International

3

Offices in Belgium, Portugal and Canada

asUgo in a nutshell

asUgo is a leading Salesforce Crest Partner, Salesforce.org Impact Partner, Salesforce Reseller and proud Pledge 1% member.

With offices in Belgium, Portugal, and Canada we provide a personalized project experience. We blend expertise, agility, and healthy pragmatism, with a fresh and human-centered spirit. This makes us trusted advisors. We want organizations to look at the bigger picture.

We Think and Build, Beyond.

