

loop



# Data Playbook

**Our go-to guide for turning data into action**



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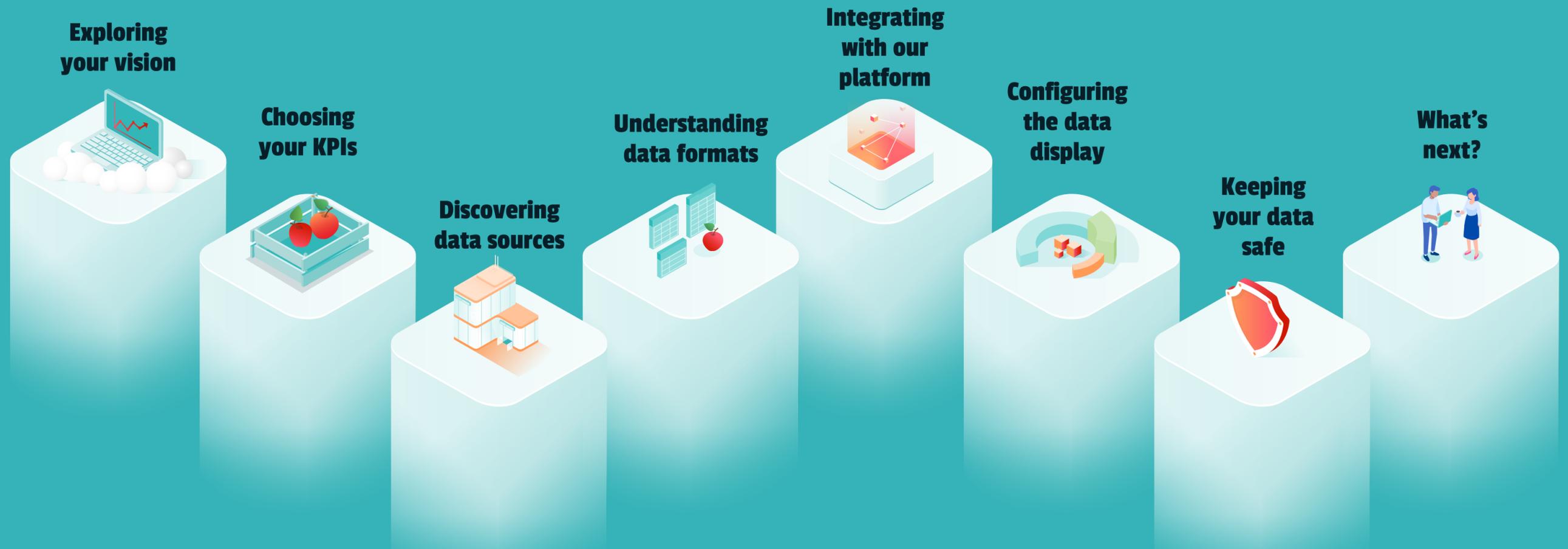
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# Welcome to Loop's Data Playbook

This playbook is designed to boost your confidence in your data and show you how easy we make the process of centralising and integrating your data into Loop. We know that understanding data can be overwhelming especially when it's complex, in different places and in an array of shapes and sizes.

Together, we can pull the plaster off and do the heavy data lifting for you. Ready to do more with your data? Let's dive in! It's not as bad as you might think.



# Exploring your vision

**Strong foundations are built on the basics. We are well versed in the challenges you face with your data. So we get to grips with understanding your business goals and aligning those to your KPIs right from the start.**

At Loop, we don't believe in simply unearthing insights, we believe in actionable insights so you not only know if there's a performance issue, but drive the behaviour you want to consistently across your business.

Our data specialists will work alongside you to understand your current challenges and ensure that your business questions will be confidently answered with data transparency.



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# Choosing your KPIs

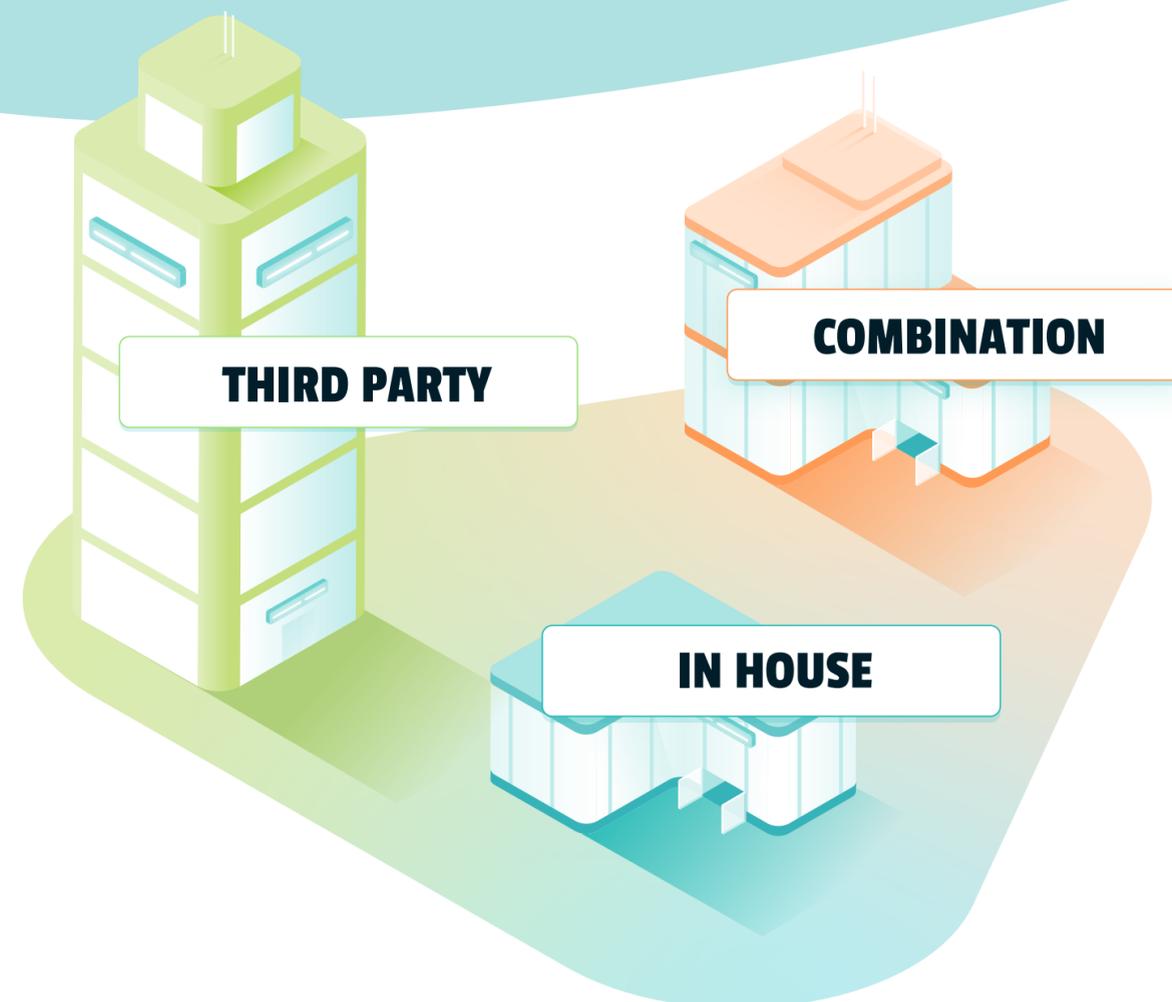
Intelligent use of data is key and it's a case of less is more. Poorly chosen KPIs - or those that are too vague - can have the same effect as having none at all. We get hands-on with your data and advise on the metrics that align to your business goals, making sure you don't miss out on key insights. That includes breaking down the data into its smallest parts and examining it so we can all understand how it fits together.

We turn a mixed bag of data into meaningful metrics - just like that!

- What KPIs should you surface?
- How much detail do you want to dig into?
- Which KPIs interlink and which combine?
- Which data can produce forecasts?

# Discovering data sources

You're swamped with work - we know. So we ease the load a little by chatting directly to your data people (internal or external). We know how to talk the talk, so when it comes to data collection, we're all over it. You don't need to worry.



Whether your data lives in-house or with a third-party (or has a foot in both camps), here are a few perks to the way we work.

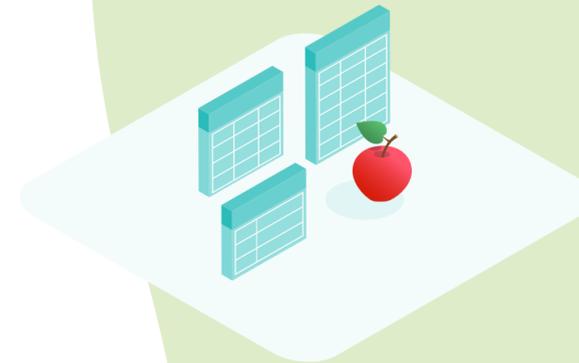
- All data is reviewed and quality-checked.
- We take care of cleansing, aggregation and calculations 'under the bonnet' before we launch.
- We're not choosy about data formats, and with a simple heads up, we can deal with format changes.

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# Understanding data formats

Data is often a motley crew of assorted formats and delivery methods. The good news is we've got really good at stitching together the variant parts of a data landscape - accepting anything as long as it's a readable data file.

These are the most common data types we work with but if you think yours is something a little out of the ordinary - give us a shout. We love a challenge...



## SPREADSHEETS

...such as .csv, .xlsx (encrypted or Zipped)

Spreadsheet files can be delivered by email to secure inboxes or via SFTP



## CLIENT DATA FEEDS

...such as Salesforce, Oracle or SAP

We can work with in-house systems to retrieve data directly from the source



## CLOUD BASED APPS

...such as Google API or Google Sheets

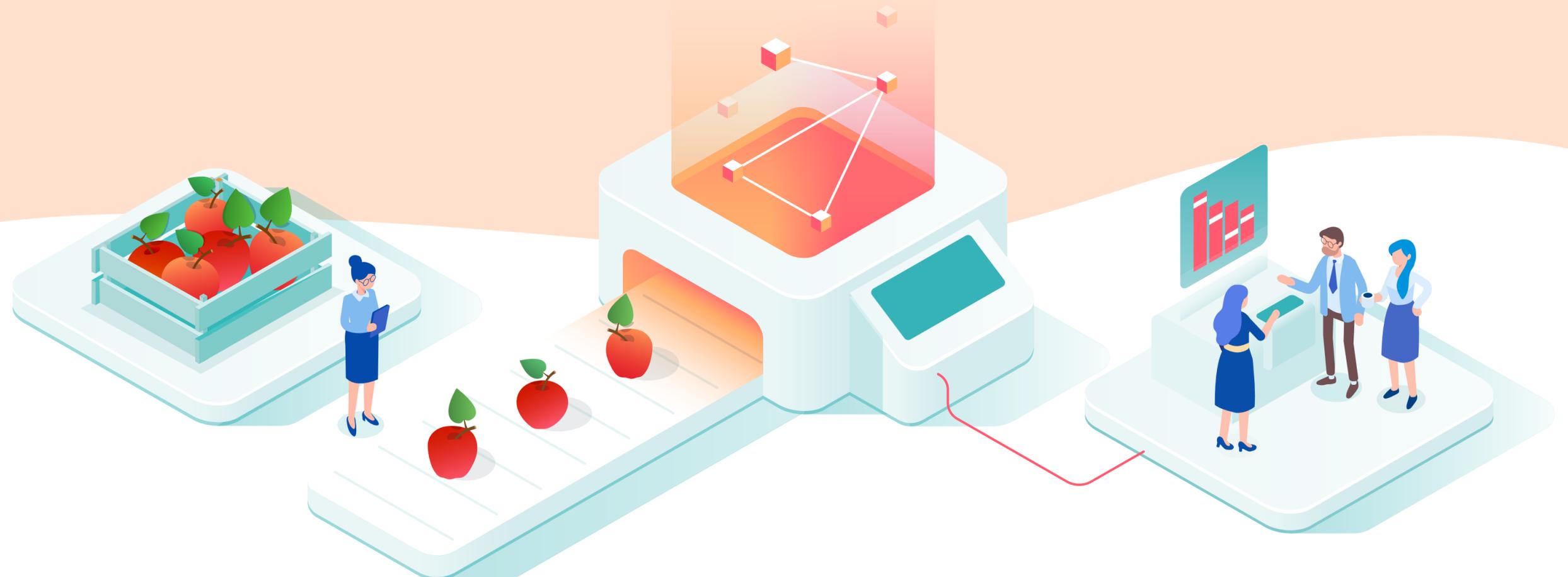
Our software can integrate directly with cloud-based apps

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# Integrating with our platform

Ready for the technical bit? Not quite? That's ok, because we are. At this point, we'll already have a really clear picture of how your data needs to be stitched together. So, we hit the ground running and seamlessly weave your data into the Loop platform.

When that's done, future data feeds are automated - no human intervention is needed. That leaves you to get on with the important stuff, knowing your data integrations are signed, sealed and delivered.



# Integrating with our platform

This is what getting your data from 'A' to 'B' could look like. From messy or multiple sources to clean and coherent, your data will be ready to give you all the right answers.

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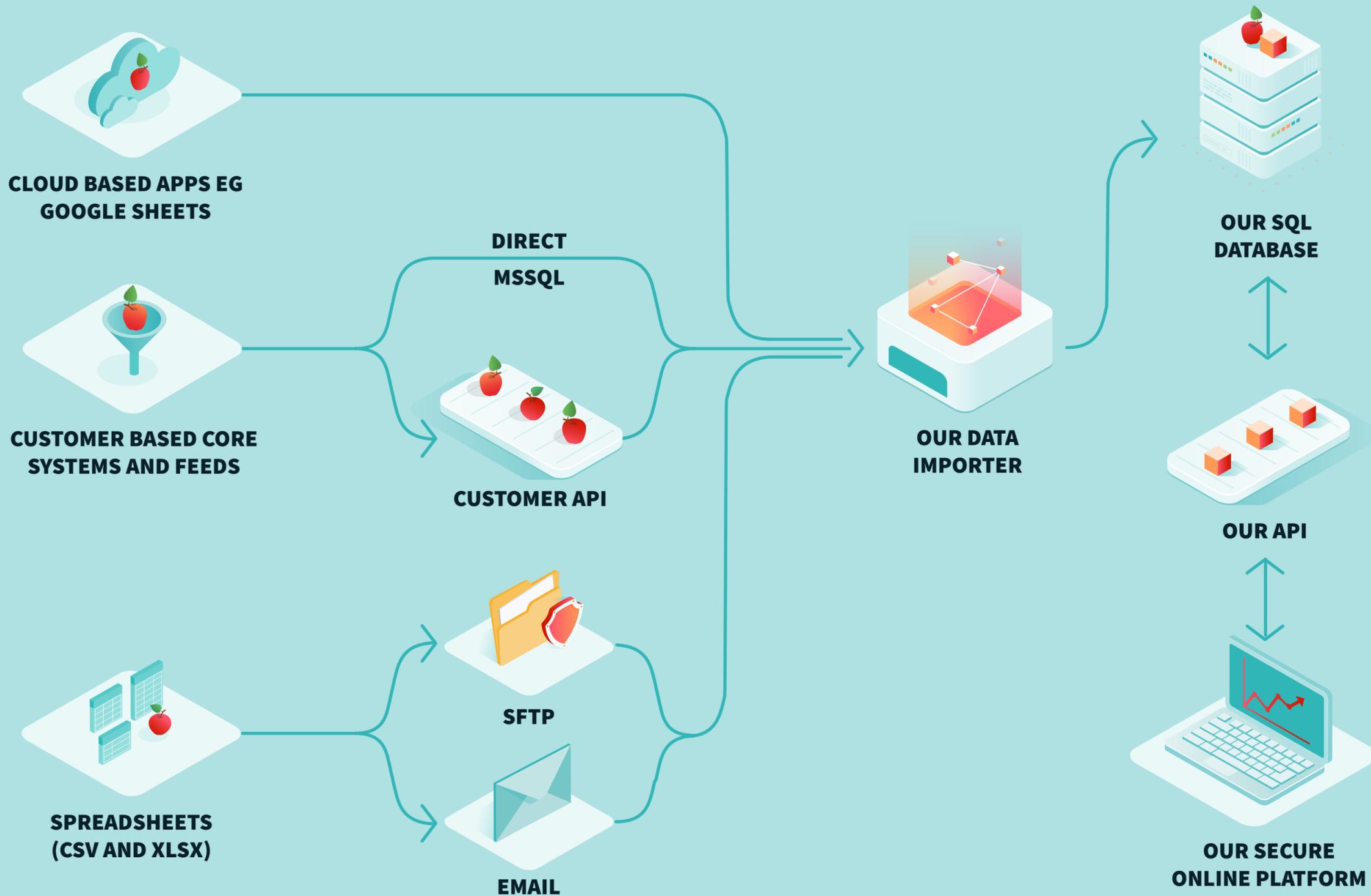
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# Configuring data displays

The same data can be used by different people in many different ways. Some will want to see the bigger picture and others will need to delve deep.

We advise you on what'll work best and then create the layouts that will bring your data to life - no matter how complex your business may be.

Zoomed in or zoomed out, limited or limitless, ranged or free-range. How you visualise your data is critical in telling your story to others and importantly how that can quickly identify business areas needing attention or improvement.

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# Keeping your data safe

**Keeping your data totally secure is top of our list.**

First off, we want to meet your security representative to go over the project. Then we carry out a risk assessment and produce an information assurance plan. This'll show you how we minimise and handle any risks.

Our data protection officer is continually reviewing and improving our standards as challenges shift and evolve.



A few of our security measures that'll put a smile on your face (and help you sleep at night)...

- Software and infrastructure penetration testing reports
- Information assurance plans and risk assessments
- Dedicated Data Protection Officer
- ISO 27001 and GDPR compliant
- Single sign on integration and permissions set at individual user level



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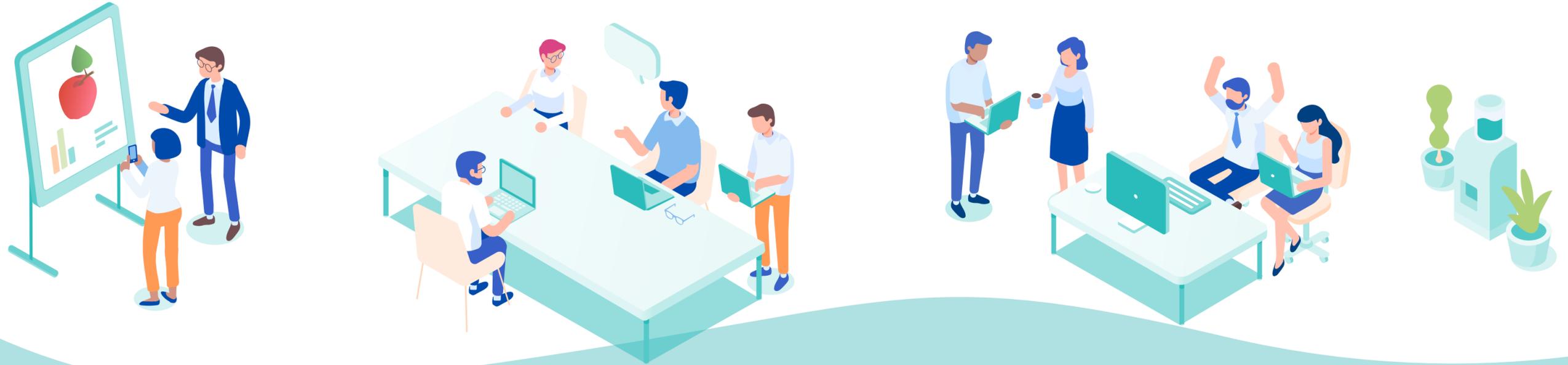
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# We are here to help

**As a business, data is one of the most important assets you have. But experience tells us it can also cause a lot of headaches. That's why we work hard to understand your data right now, as well the shape you want it to take in the future. Not just tomorrow, but 2, 3 or 5 years ahead.**

In case you were wondering, we're not just good with data, we're also good with people. With stacks of experience advising businesses like yours, we select the best project team to work with you for long-term success.

We'll put together a dedicated project team for you, including:

- Account Manager
- Data Specialist
- Product Owner
- Implementation Manager

At Loop, you and your data are always in safe hands.



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# Our credentials

At Loop, we help people from some of the UK's most iconic brands, including Volkswagen Group UK, Honda, Neighborly and AGCO to empower their teams with data creating a sales and service experience that drives increased performance.



We support  
**15 languages**  
for customers all around the globe



Our teams of  
**in house experts**  
are always there when you need us

Gold  
Microsoft Partner  


We are an accredited  
**Microsoft Gold Partner**

# What's next?

We'll work with you to understand your vision. And with plenty of experience advising customers just like you, we can help you with what works and what doesn't.



A number of different things can happen to get to the launch of your business improvement platform such as;

### **Workshops**

With the right people to get the best results and share knowledge

### **Q&A session**

Let's get to know each other better, and grow our understanding

### **Module selection**

We help you decide which tools you need to support your data and improve performance

### **Custom features**

Scope out any features we can build for your specific requirements

### **Free trial**

Try out our platform to get stuck in and see what works best for you

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**Thanks!**