


WHO WE ARE

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Geordie Consulting

Geordie Consulting was founded in 2020 to help companies to maximise the value they get from their data. Every platform that companies use today offers analytics, but all these are separate and do not communicate across the whole landscape your company uses. This leads to a disjointed data landscape that encourages siloed working practices and a closed Data Culture. Microsoft Power BI allows companies to draw all their data together into a single cohesive platform. This platform is able to pull all your company data together, invariably this provides more value than a company realises and is why we recommend maximising the usage of your data before purchasing additional tools. Power BI brings it all together for your company. The creation and dissemination of analytics using a small number of Semantic Models across your company.

The establishment of a Data Centre of Excellence mentality facilitates the management and maintenance of your Semantic Models and their supported shared data pipeline allows your company to manage the flow of data into the BI platform. This empowers you to make better, data centric decisions. Hypothesis can be generated, success factors for initiatives prepared and implemented to then be seamlessly tracked.

Geordie Consulting will be right there by your side, initially we typically undertake the majority of the activities for clients, but our team will support the learning and development of your teams, making sure they are trained in the use of the technologies you have selected, not just the industry recommended and recognised Microsoft Certifications, but also the extended (and more important) real world experience.



The result of this is the transition from siloed working to a more democratic way of working where data is accessed by many across the company rather than everyone creating and managing their data extracts. This application of standards leads to new ways of working with people no longer in conflict. Data is prepared and is made available using agreed defined standards and all are then able to utilise the insights to determine the plans and structures required by Continual Improvement.

This process is often referred to as the “Democratisation of Data” and it is a landmark step in the breaking down of the data silos that exists across many companies. The cost effective access provided by Power BI makes it incredibly easy to ensure everyone has access to the data and insights that they not only need to complete their role, but also to identify risks and opportunities, because everyone in your company can see and identify problems, by giving them the tools to show this as an opportunity you change the discussion to focus on the benefit to your company.

Geordie Consulting is a premier consultancy firm renowned for delivering bespoke services across a multitude of industries. Our team of professionals provides expert solutions across all aspects of your company. For example strategic planning, operational improvement, financial advisory, human resources consulting, and information technology solutions. We are dedicated to serving all enterprises ranging from small companies to multi-national corporations, ensuring that our methodologies and strategies are meticulously crafted to align with their objectives and foster sustainable development, all while systematically increasing the value provided by the data held by an organisation.

For many companies the reality of their data usage is a combination of what is available within the tools they use and some ad-hoc Excel based insights that someone has built for a specific reason. Our team will automate the process of generating insights and in so doing open up new dimensions and trend analysis that have never been exposed across the company before. Selecting Geordie Consulting as your data partner will transform your company, not just in terms of how you use data, but also how it shapes your decisions and outcomes.



We pride ourselves on our commitment to excellence, harnessing industry knowledge and advanced analytical tools to provide unparalleled consultancy services. Geordie Consulting builds long-lasting partnerships with its clients, recognising their unique challenges and opportunities. Our collaborative approach delivers actionable insights and innovative solutions that drive success and growth for your company. Our Team empower clients to navigate complex business landscapes with confidence and agility. We will always work to ensure you can fully manage and run any solutions we deliver.

The efficiency of your operations is our priority. We identify areas where your organisation can operate more efficiently and implement strategies to streamline processes, reduce costs, and enhance overall productivity. Our approach ensures that your company is not only prepared to meet current demands but is also positioned for future success.

In essence, a partnership with Geordie Consulting means leveraging our vast expertise and experience to unlock the full potential of your company data. Together, we will achieve remarkable outcomes, fostering a data-centric culture of continuous improvement and innovation.

Our Values shape our Services

Our bespoke services offer a unique combination of cutting-edge technology and human expertise, providing you with the tools and knowledge necessary to succeed in today's competitive environment.

Partnering with Geordie Consulting provides numerous advantages that can significantly impact your organisation's performance and growth trajectory. We can assist you in taking that next step.

Expertise and Experience

At Geordie Consulting, our expertise and experience are a testament to our commitment to excellence. Our consultants possess a profound understanding of various industries, ensuring strategies rooted in best practices and tailored to your needs. A proven track record of transforming companies, we consistently deliver results that exceed expectations.

- **Specialised Knowledge:** Our consultants possess deep expertise in various domains, ensuring that you receive advice and strategies that are grounded in industry best practices.
- **Proven Track Record:** We have successfully assisted numerous organisations in overcoming their challenges and achieving their goals. Our track record speaks volumes about our capability to deliver results.

Tailored Solutions

Our innovative approaches and meticulous methodologies help organisations overcome challenges and seize opportunities, paving the way for sustained growth and success. Partnering with Geordie Consulting means gaining unparalleled knowledge and a dedicated team passionate about driving your company towards remarkable achievements.

- **Customised Strategies:** We understand that each organisation is unique. Our approach involves crafting bespoke solutions that cater to your specific needs and objectives. All while using standard tools to ensure you get maximum return on your investment.
- **Scalability:** Our solutions are designed to be scalable, allowing your organisation to adapt and grow without being constrained by rigid frameworks, or a limited toolset. Expansion points are always clearly highlighted and pointed out.

Enhanced Efficiency

Being data-driven offers numerous benefits that can propel an company towards success. By harnessing the power of data, companies can make informed decisions based on empirical evidence rather than intuition. This approach ensures accuracy, reduces risks, and enhances overall efficiency. Data-driven strategies enable companies to identify emerging trends, optimise processes, and allocate resources more effectively.

- **Operational Improvement:** We identify areas where your organisation can operate more efficiently and implement strategies to streamline processes and reduce costs.
- **Resource Optimisation:** Our consultants help you make the most of your existing resources, ensuring that every asset is utilised to its full potential.



Financial Growth

By integrating tailored solutions, customised strategies, and data-driven approaches, we empower organisations to optimise their operations and resource allocation. This leads to improved performance, reduced costs, and a sustainable growth trajectory. Our focus on scalability ensures that companies can adapt to changing market conditions, while innovative IT solutions keep them competitive. Additionally, our expertise in talent management and employee engagement fosters a motivated workforce, driving productivity and long-term financial success.

- Strategic Financial Planning: Our tailored solutions involve the use of the right licences in the right places, highlighting when things will need to be altered to optimise your plans.
- Cost Management: Our cost management solutions ensure that your expenditures are kept in check while maintaining operational quality.

Innovation and Technology

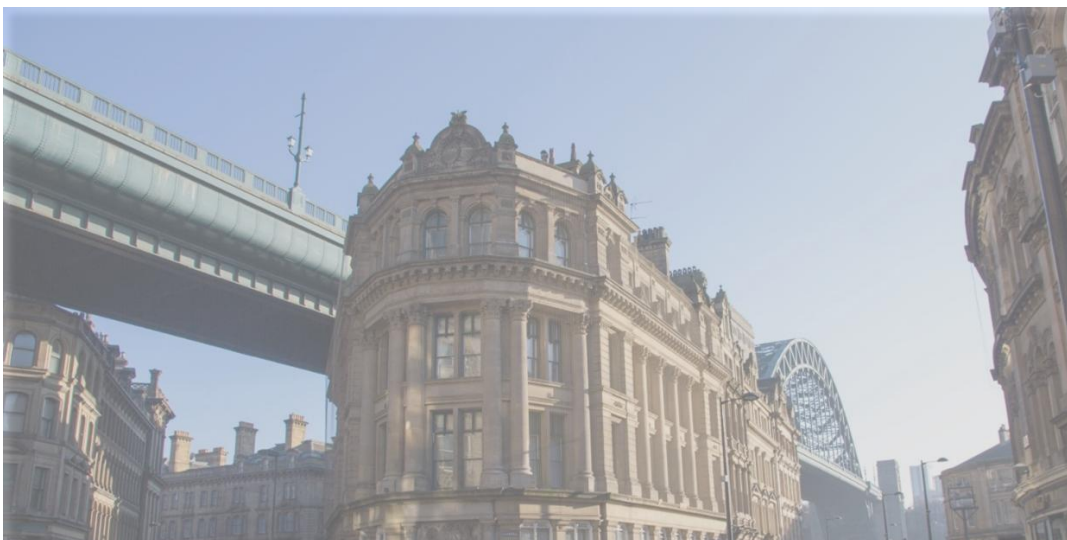
Our holistic approach ensures that we stay on top of new emerging technologies as well as evolving updates to those already in use. We can work with you to ensure that you do not get drawn or overreach. Technology must help you achieve and advantage. We will work with you to identify how to get the most competitive advantage from your technology choices.

- IT Solutions: In the digital age, technology is crucial for success. Our IT consulting services ensure that your organisation leverages the latest advancements to stay ahead of the competition.
- Innovative Approaches: We encourage innovative thinking and provide tools and methodologies that foster creativity and drive progress.

Understanding Human Needs

We have the experience and ability to work with you to get the most out of your existing teams. Too often new platforms can alienate existing teams and cause anxiety amongst the workforce. Our friendly team will remain approachable, while also working to support the development of skills. We want to ensure you can support any solutions that we deliver.

- Talent Management: We assist in developing, and retaining top talent, ensuring that your organisation has the human capital needed to thrive.
- Employee Engagement: We can support your Centre of Excellence from inception to full independence, running Super User Communities and supporting growth and analytical excellence across your company.



Be more Geordie

In the North-East of England we believe in Collaboration. We get stronger by helping each other. By placing collaboration at the heart of your Data Culture you transform your company. You must remember that a healthy data culture is at the heart of a great Corporate Culture. Much of the conflict within an company comes from variations in reports, how data is processed and the results drawn from that processing. When you bring you teams together by standardising the numbers, then they are more able to address challenges within the data and celebrate where things are performing as expected.

The standardisation of ETL (Extract, Transform, Load) processes nurtures a more open and data-aware company culture, with consistent data handling procedures and standardised data models, employees become more confident in the integrity of their data sources. This trust in data promotes transparency and collaboration, enabling teams to address challenges collectively and celebrate successes based. This standardisation facilitates seamless integration and analysis, paving the way for informed decision making and strategic planning.

The ripple effect of employing standardised ETL scripts is profound. It leads to the harmonisation of data across departments, reducing discrepancies and fostering a unified understanding of your core metrics. This cohesive data landscape empowers everyone to draw more accurate insights, driving performance improvements and innovation. This is what it means to be data driven. The collaborative management of your data is handled by your Centre of Excellence, combining data skills and company knowledge in an easily accessible function that core decision makers can rapidly engage and see results.



Geordie Consulting is your strategic partner to ensure your company confidently addresses the challenges of implementing these effective strategies and achieves sustainable growth. Our unwavering commitment to excellence and client satisfaction positions us as your best choice to guide you through the complexities becoming truly data driven. We work with you to ensure our solutions are tailored to your needs, we ensure you are also able to manage, maintain and grow and solution without becoming reliant on us. Think of us as your trusted (Geordie) partner.

What our customers say:

I personally would also highlight the expertise [Geordie Consulting] has brought to the revenue [reports] – direct query, [aggregations], scenarios, and exchange rates. No business spec would have ever covered that, yet you have evolved the solution to be accessible, user-friendly and intuitive. Also, the fact that you have been working directly with the C-suite and Heads of Departments in developing the solutions is a real value add.

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Geordie Consulting were able to engage with us rapidly, turning around our complex requirements quickly and efficiently! I wouldn't hesitate to recommend them!

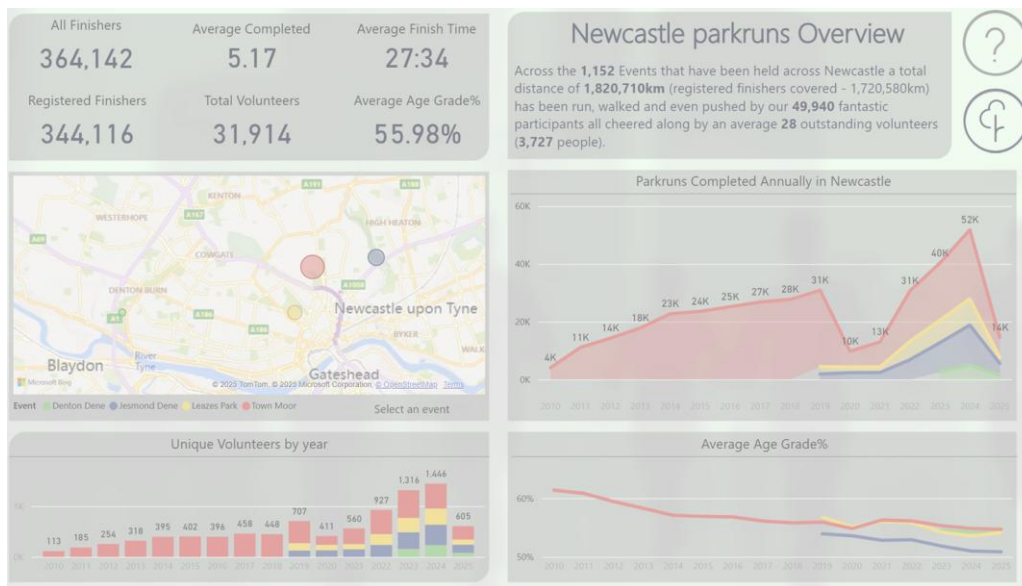
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Sample our Work

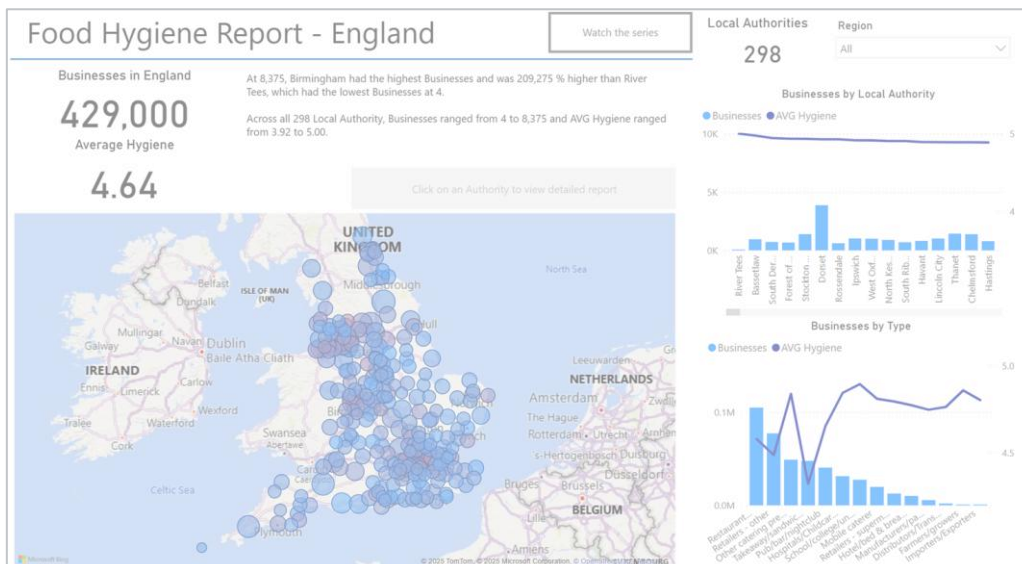
Newcastle parkruns

Across Newcastle there are multiple parkruns (free weekly 5km event). This was used as an example of how data models expand over time to start to deliver many more insights than were initially planned. From a single spreadsheet this solution pulling together over 1000 spreadsheets of data evolved. The solution now runs and imports new runs each week adding them into the model and making them available. Suddenly what was a record of a single day evolved to become a tracker of everything for a single event (think Store or site or specific product), to now covering multiple Events. We build our data solutions to be scaled further and extended by you. Your data solution should not be your limiting factor!



England Food Hygiene

All food establishments within England must be registered with the Food Standards Authority and will be periodically inspected. The Food Standards Authority give them a rating out of five and these ratings must be displayed within the establishment. This was built to show how easy it is to ingest data into Power BI and then utilise it quickly and easily.





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