

# HEIDELBERG

## Data for better performance.



A webinar by

**Heidelberg & BPIF**

# BPIF

EST-1901

- 1 Why is data analytics so important in the challenge to reduce costs and increase engagement and profitability
- 2 What data is the key differentiator to manage effectively, gain ownership of performance
- 3 Choose your KPI's wisely, don't overcomplicate and focus
- 4 **Software that meets your needs** – What is the decision-making process and choose your partners wisely
- 5 Where will my data come from?
- 6 How can I ensure data quality?



## Providing Data/ Business Intelligence.

### Your opportunity.

- Get a new perspective by combining business with production data
- Discover hidden opportunities to streamline operations & maximise your profits
- Take informed decisions concerning all aspects of your print shop



eShop

## Driving the Smart Print Shop.

**Plug and play** – connecting your print shop with proofed, state of the art technology standards

**Simple as that** – just click to combine data, to execute analytics and to visualise the results

**Management ready** – intuitive reports and dashboards make it easy to understand and to take decisions

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## Your benefit.



- Big Data analytics provides you insights that will increase your productivity and margin
- It allows you to visualise correlations that are not really clear, but having a deep impact on your business
- It unlocks valuable expertise without the complexity of old-fashioned analysis tools

Find out more at  
[www.uk.heidelberg.com](http://www.uk.heidelberg.com)

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