

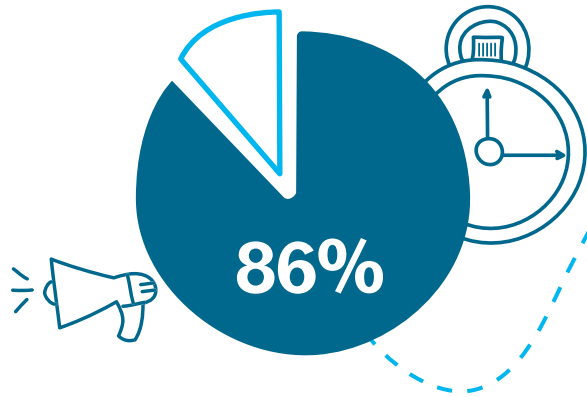




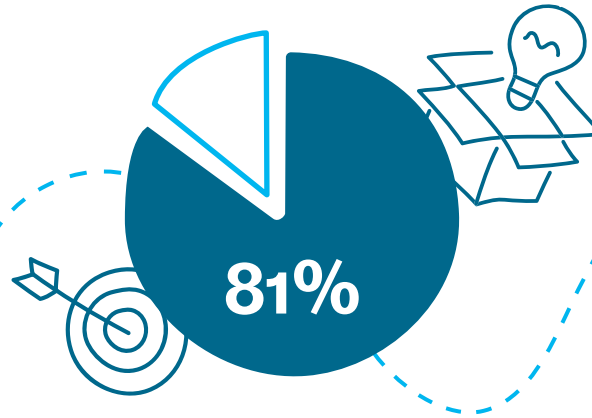
# Why data visualization matters.

What business leaders say they gain from analytics and visualization:

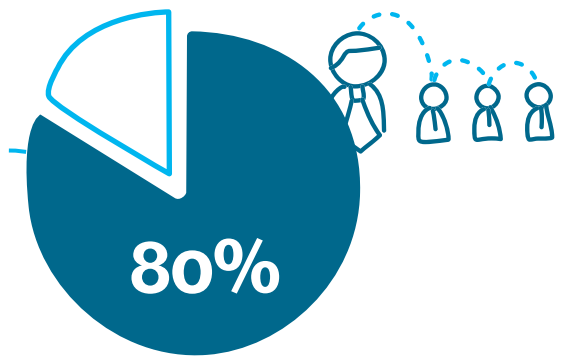
**FASTER DECISION MAKING**



**IMPROVED CUSTOMER INSIGHTS**



**MORE ACCURATE DECISION MAKING**



Source: KPMG Survey

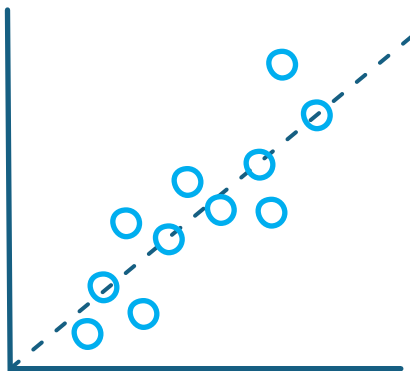


# Visualize to reveal the truth.

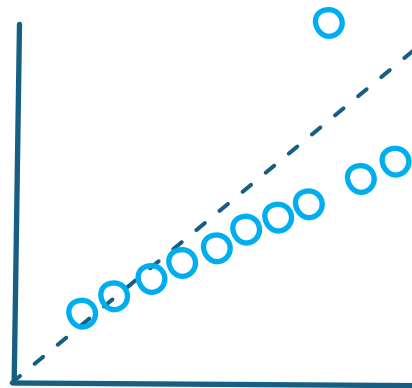
Text-based data that lives in the rows and columns of a spreadsheet can be difficult to interpret. But through the power of visualization, meaningless numbers with hard-to-see relationships become easily consumable.

A graphical approach is critical to creating a coherent story that shows patterns and relationships. For example, by putting all the negative findings on display alongside the positive results, you can easily spot clear contrasts and opportunities.

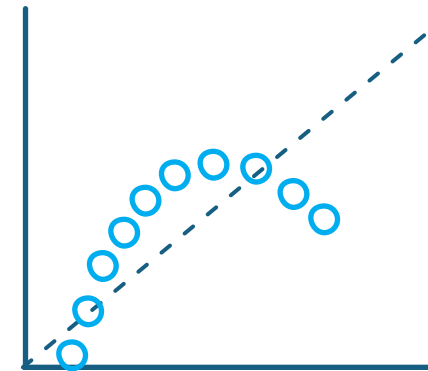
## Visualization can make it easy to identify:



Relationships



Outliers

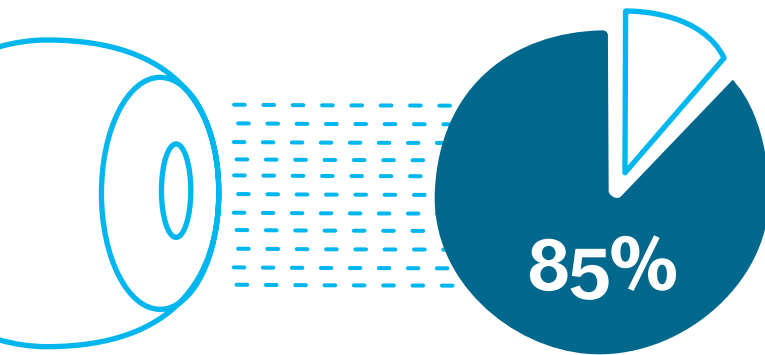


Trends

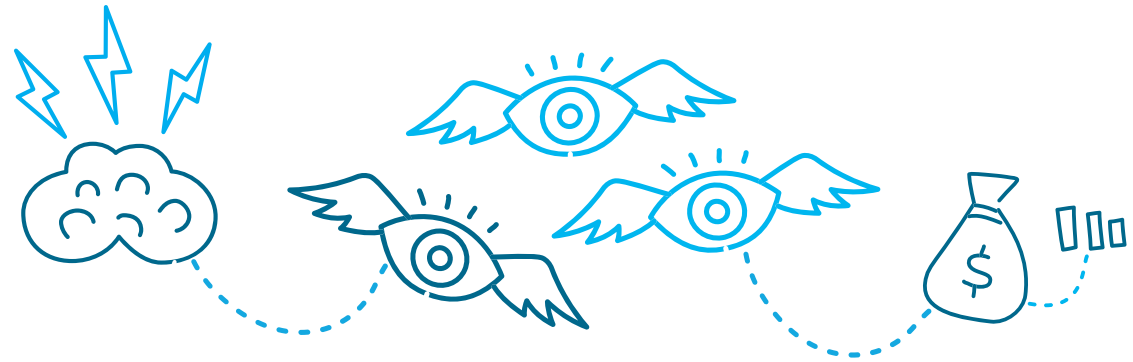
# Visualize to understand faster.

Within the walls of most organizations, leaders who make the big decisions and determine company directives have two things in common: they are time poor and they are impatient in their requests for evidence. Data visualization is especially valuable for helping people arrive at the right decision quickly.

## Use of analytics tools is increasing...



**85% of managers** and executives say the importance of analytics in decision making has increased in the last two years.



But organizations are not yet deriving the full benefits. **2 out of 3** say their organizations are not doing a good job of making better or faster decisions.

“The future is about combining different sets of data . . . with a visual presentation that will blow people’s minds. If everything is integrated, you can bring everyone together in one room and get all your questions answered.”

Antony Ebelle-Ebanda, S&P Global

Source: Harvard Business Review



# Visualize to boost recall.

In addition to helping audiences understand information, visualization also makes it easier for them to recall your key message and act on it. Case in point: one recent study indicated that when people only heard information, they forgot 90% of what was said. But when paired with an image, they retained 6.5 times more of the message.

The key is to keep things succinct because too much information can distract. Simple visualizations support faster comprehension and longer retention.

## Graphic superiority : Recall after three days





## Visualize to prompt discussion.

Strong, visual data stories encourage active participation, discussion and collaboration. Why? Because when data is presented clearly, you avoid situations where only the savviest data analysts have a stronger voice at the table.

With the right visualizations, data becomes more accessible and “friendly.” Everyone quickly learns and understands what they need to. As a result, information transforms into the currency that drives discussion. It’s this very act of individuals interpreting that data based on their own filter, background and domain knowledge that stimulates the discussion and gets the ideas flowing.





# Beyond visualization: Go interactive to tell your story in the best way possible.

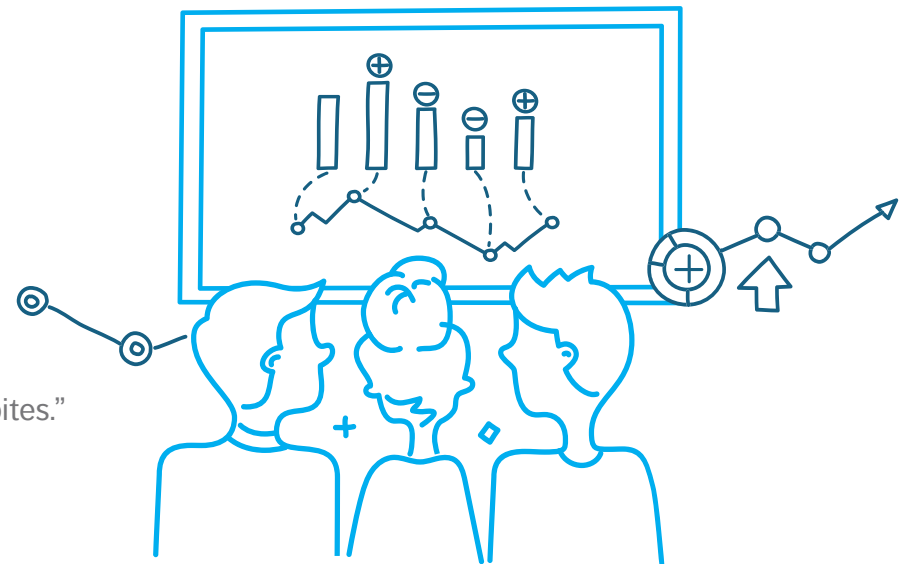
For many years, extracting insight from raw data required technical specialists with deep domain expertise in data science and analytics. But data-visualization tools are leveling the playing field.

Many of the world's most innovative companies, including GE, Sprint, Eli Lilly and Under Armor have taken data visualization one step further, enabling their workers to explore and experiment with the data through the power of interactivity.

Modern touch-screen data canvases satisfy the requirement and expectation for a higher level of interaction—driven in part by the rise of smartphones and tablets. Enabling individuals and teams to not only see, but also explore, data on screens ranging from floor-to-ceiling displays to handheld mobile devices creates endless possibilities for storytelling and data-driven decisions.

## Key advantages of interactive data stories are the abilities to:

- Stimulate curiosity through movement and touch.
- Curate your data using a variety of sources, including live feeds.
- Enable participants to “feel closer” to the content.
- Break down hard-to-understand concepts into easily consumable “bites.”



# The business case for a digital workplace.

Data, numbers and statistics are a primary driver of business transformation in today's digital age. The ability to weave information into coherent, visual stories that individuals, teams and external audiences can act upon with speed and sophistication is a vital tool for collaboration and decision making.

Prysm helps businesses of all sizes work smarter together with digital canvases for individuals and teams to share content and drive decisions. We take on the toughest challenges of teamwork, mobility, and security and enable a new way of work.

Visit: [Prysm.com/TeamworkTransformed](https://prysm.com/TeamworkTransformed) to watch an online demo

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