



CASE STUDY

Empowering AYDEA's Data
Journey for Business Excellence

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OVERVIEW

AYDEA Consultores S.A.S is a consulting firm based in Colombia, their focus is on applied business architecture and design. They support businesses in North America, Latin America, and Europe.



BACKGROUND

Dataplicada engaged in a collaborative effort with AYDEA Consultores S.A.S since 2020, they are a solid consulting firm based in the heart of the Colombian “Eje Cafetero”. AYDEA’s experience extends globally, providing support to enterprises across two continents in areas such as management, strategic planning, recruitment, and operations.

AYDEA is known for its successful track record in supporting its clients, and it aims to fortify its digital and data infrastructure to further elevate its service delivery and overall performance. The collaboration between Dataplicada and AYDEA Consultores focused on enhancing AYDEA's data architecture for the purpose of optimizing its business operations.

CHALLENGES

AYDEA faced challenges in defining a structured measurement plan to approach data collection, managing customer information efficiently, and establishing an efficient project management framework.

Business Measurement Plan

AYDEA recognized the importance of refining its data-gathering methods to ensure accuracy, relevance, and comprehensiveness. This endeavor required a strategic overhaul, entailing the development of standardized protocols and procedures to guide the systematic acquisition of pertinent data. By addressing this challenge head-on, Aydea sought to fortify the foundation of its decision-making processes and enhance the quality of insights derived from collected data.

Customer Relationship Management

AYDEA also confronted hurdles in managing customer information. They needed to embark on initiatives to streamline its customer data management protocols. This encompassed implementing a CRM system on Monday.com, the platform selected as their tool for handling data. The objective was to transform customer information into a strategic asset.

Agile Project Management Framework

They identified the need to establish a project management framework. As the complexity and volume of projects increased, they sought to ensure seamless coordination and efficient resource allocation. This necessitated the adoption of contemporary agile project management methodologies and tools. They wanted to create this data-driven framework inside of Monday.com

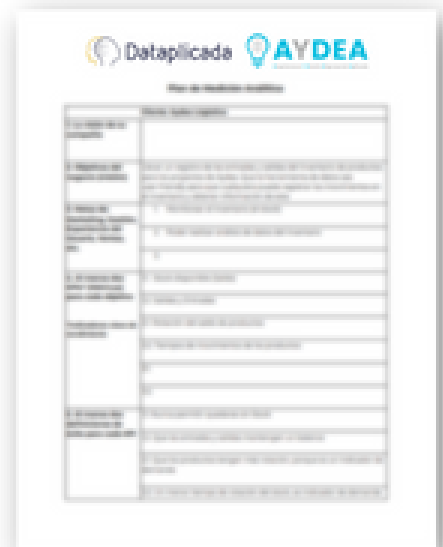
SOLUTIONS

Dataplicada's business knowledge combined with its data engineering solutions played a pivotal role in establishing the groundwork for AYDEA to embrace a data-driven approach in its business operations.

BUSINESS MEASUREMENT PLANS

Dataplicada and AYDEA Consultores joined forces to craft comprehensive business measurement plans aimed at aligning data collection with AYDEA's strategic objectives. Through this collaborative effort, a tailored approach was established to ensure that data-gathering activities were strategically aligned with AYDEA's overarching goals.

Establishing a well-defined roadmap for measuring their performance and implementing analytics, thereby enabling them to make informed and strategic decisions. AYDEA recognized the importance of such a structured approach and together we refined their measurement strategies. Through our tailored measurement plan, we assisted AYDEA in navigating the intricacies of performance measurement, ensuring clarity in their data-driven endeavors and facilitating the implementation of analytics for more insightful decision-making.



CRM DATABASE ON MONDAY.COM

Dataplicada undertook the design and implementation of a bespoke Customer Relationship Management (CRM) database for AYDEA Consultores, leveraging the functionalities of Monday.com. This tailored CRM solution was crafted to centralize and streamline customer data, providing AYDEA with a unified platform for efficient management.

Organizations

		Type	Priority	Industry	Phone	Website
☐			Partner		Consulting	
☐			Partner		Consulting	
☐			Partner		Non Profit	
☐			Partner		Investments	
☐			Client		Investments	
☐			Partner		Investments	
☐			Partner		Information & Tech...	
☐			Partner		Information & Tech...	
☐			Partner		Media	
☐			Partner		International Com...	
☐			Partner		Health Care	
☐			Partner		Health Care	
☐			Partner		Food & Consumer ...	
☐			Client		Food & Consumer ...	
☐			Partner		Food & Consumer ...	
☐	Emerge		Partner		Education	

AGILE PROJECT MANAGEMENT WORKFRAME ON MONDAY.COM

In response to AYDEA's evolving project management needs, Dataplicada orchestrated the development of an agile project management framework on Monday.com. This data-centric framework was designed to foster seamless project development, ensuring efficient coordination, resource allocation, and timely project delivery.

AY_Agile Team Framew... Main Table Kanban Gantt Word Cloud Goals - Beta + Invite / 7

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Done and submitted

	Item	Dept	Priority	PM	Status	Due Date			
☐			Mktg	Low		Done & Sub...			
☐			2	High		Done & Sub...			
☐			1	High		Done & Sub...			
☐			7	High		Done & Sub...			
☐			Mgmt & Ops	High		Done & Sub...			
☐			3	High		Done & Sub...			
☐			IT	High		Done & Sub...			

+ Add Item

Mktg 43

RESULTS

Our diligent efforts yielded significant results, as AYDEA enhanced customer service with their CRM and improved agile project development. The meticulously established data measurement layers served as a foundation, guiding the company toward a more refined and effective data-driven approach.

Business Measurement Plan

The result was a refined and purposeful data collection process based on business goals and objectives both for the short and long term, optimizing the relevance and effectiveness of the collected data for strategic decision-making.

Customer Relationship Management

The implementation of this customized database not only enhanced the organization and security of customer information but also facilitated quick and accurate access, empowering AYDEA to build stronger, more personalized client relationships.

Agile Project Management Framework

By embracing agile practices and leveraging the capabilities of Monday.com, AYDEA gained a powerful toolset to enhance collaboration and monitor project progress, ultimately optimizing project outcomes and reinforcing AYDEA's commitment to successful project execution.

CONCLUSIONS

Through our partnership, AYDEA achieved notable advancements, particularly in refining customer service and streamlining agile project management. The implementation of measurements still guides AYDEA to an effective data-driven approach, marking a milestone towards business excellence.

Business Measurement Plan

Aligning data collection with business goals is crucial for strategic decision-making, ensuring that collected data is purposefully gathered to support and drive the overall objectives of the organization.

Customer Relationship Management

A customized CRM solution, exemplified through our work on Monday.com, empowers businesses with an efficient platform to centralize and manage customer data, fostering improved organization, security, and personalized client interactions.

Agile Project Management Framework

The establishment of a data-oriented agile project management framework is significant for continual business development, offering seamless coordination, and efficient resource allocation, thereby enhancing overall project outcomes and reinforcing a commitment to successful execution.

FEEL INSPIRED?

Discover the transformative power of data engineering solutions! Contact us to start your data-driven business journey.



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