

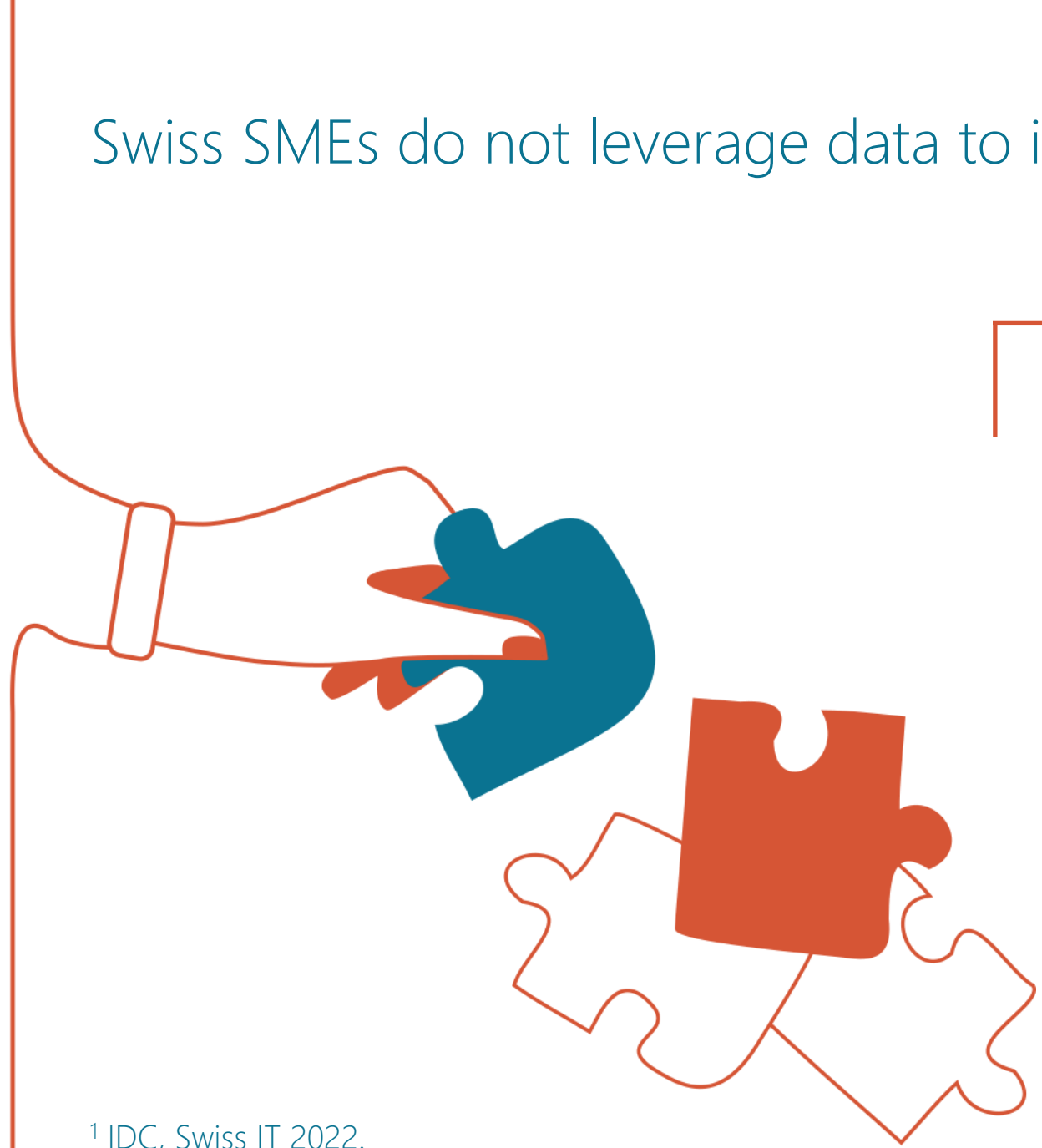
DECISIVE.

Making insights-based decisions simple.



Swiss SMEs do not leverage data to its full potential.

Two out of three Swiss companies do not have a data strategy in place¹.



The Executive challenges •

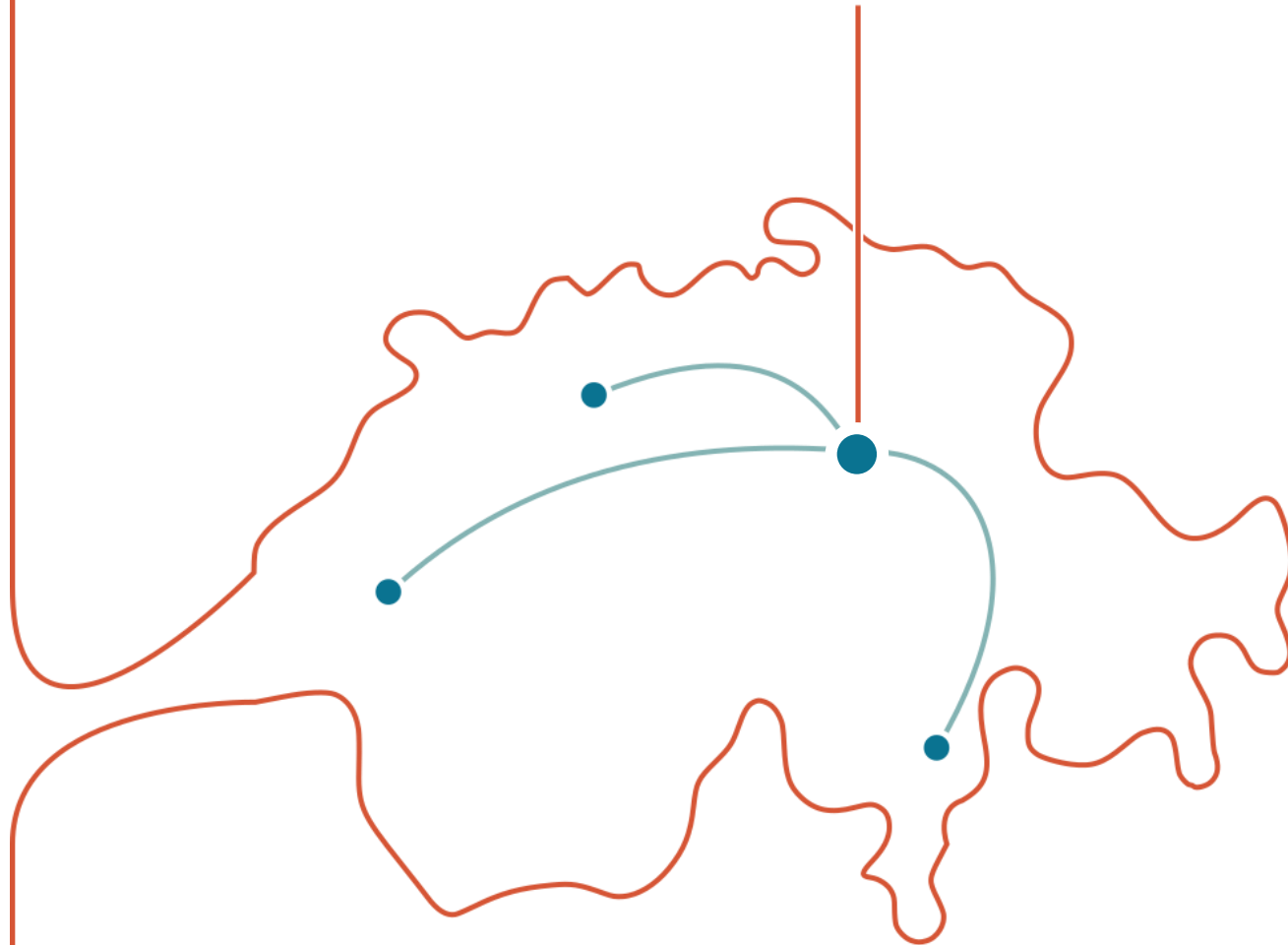


What is the optimal price to maximize my revenues?

Which step of my supply chain is costing me the most?

Which of my products is losing market shares?

We believe in a world where insights are key to success •



They must be accessible
without compromise and
represent opportunities
for every company to
grow further.

Meet the founders •



Yacine Brahmi

«The Organizational Guru»

I have driven organisational change for the last 7 years. From an ERP implementation to the latest AI tools, I guided teams in reinventing themselves and the way they work.



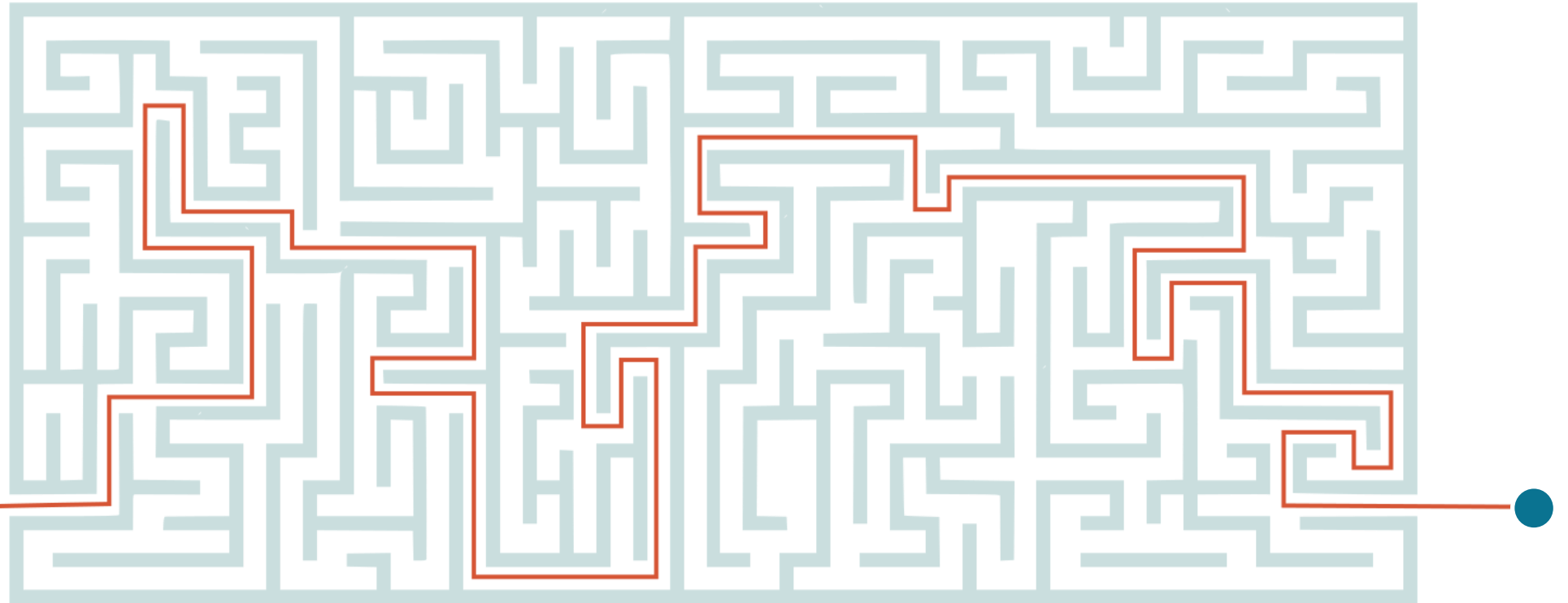
Vincent Rime

«The Finance Disruptor»

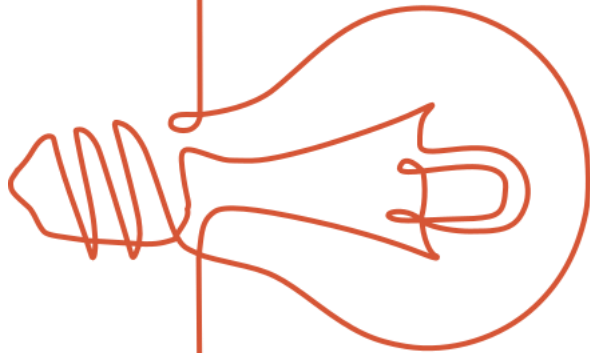
With 10+ year experience as CFO, I am driving efficiency and data quality through accounting automation and process digitalization.



Decisive empowers companies of all sizes by making insights-based decisions simple.

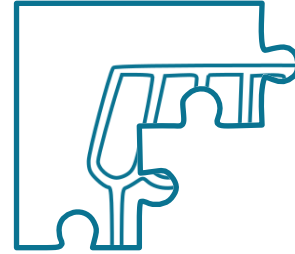


The Decisive solution.



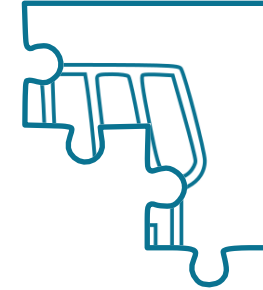
1 OKRs

Defining measurable business goals aligned with the company strategy and ensuring optimal tracking of their outcome.



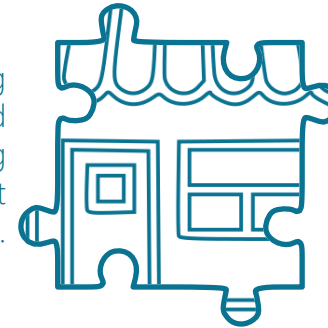
2 Technology

Selecting the tools you need to consolidate your data into scalable analytical solutions.



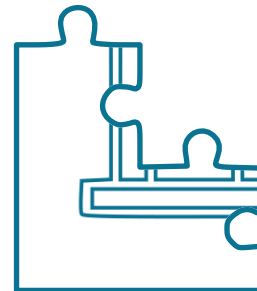
3 Process

Implementing insights-based decisions-making with the right governance.



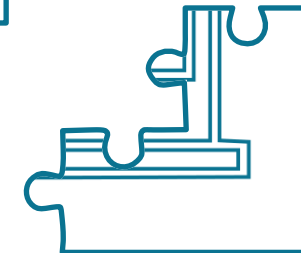
4 Data quality

Collecting, organizing and storing your data assets to reveal your business insights.



5 People

Attracting, retaining, and organizing your employees and growing your data culture.

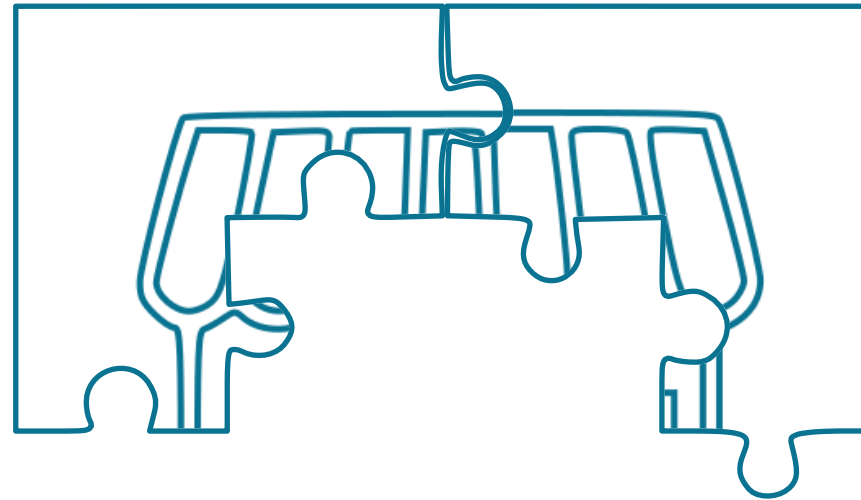


Focusing on 5 pillars, we help you becoming an insights-driven organization with better decision-making.

Phase 1 – OKR Dashboard .

OKRs

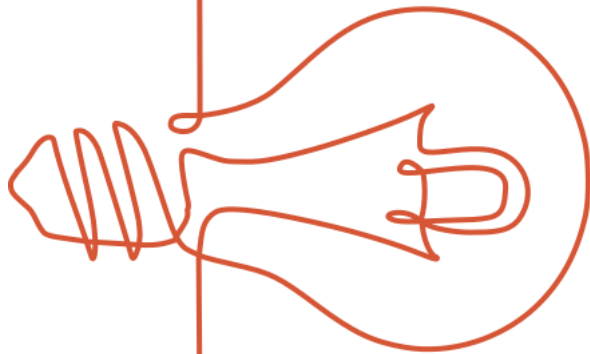
Based on your business Objectives, we extrapolate Key Results that describe your business as indicators.



Technology

Sourcing data from your existing software solutions, we create a dashboard that compiles the key results.

The result is a concrete solution for you to **monitor** the achievement of your business objectives on a regular basis and **drive growth** with **insights-based decision making**.



Phase 1 – OKR Dashboard

Objective

Lead our Tier 1 market in terms of market share while maintaining a healthy product mix and diversifying our sales channels.

Year

2023

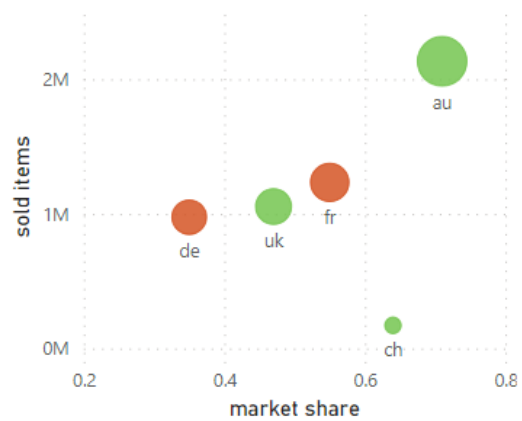
Key Results

Market share

54.4% +1.6%

overall market share

Market share tier 1



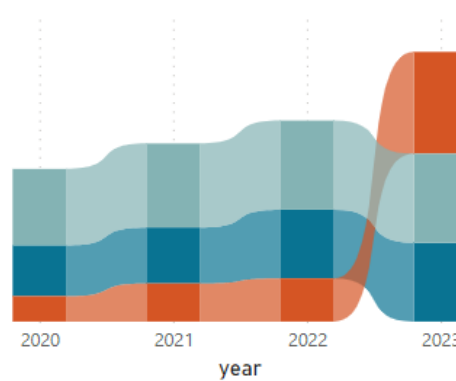
Sold Items

1.06M +34.18%

total sales

Mix of sold items

type ● entry price ● premium ● value for money



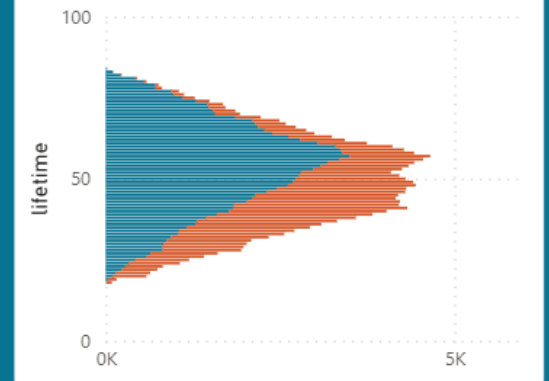
Customers mix

172.16K +14.29%

sum of customers

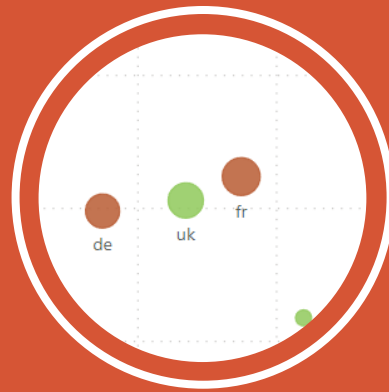
Customers mix

type ● partner ● reseller



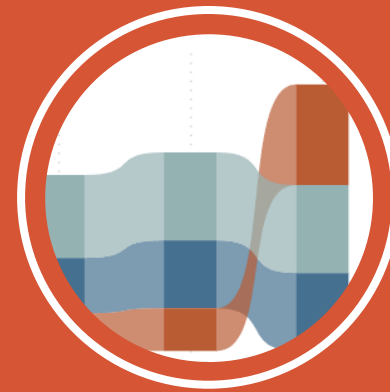
Phase 1 – Align vision and actions.

Focus on
specific markets.



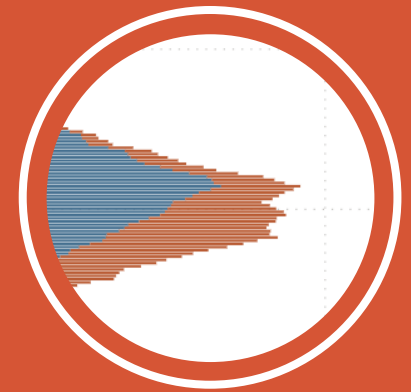
*Germany has the
biggest potential to
gain market share.*

Revamp specific
products.



*Premium products
became Top 1 in
winning markets.*

Retain your
clients



*Product adoption
drops after 60
months in all
segments.*

Phase 1 – Align vision and actions •

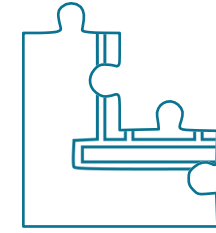
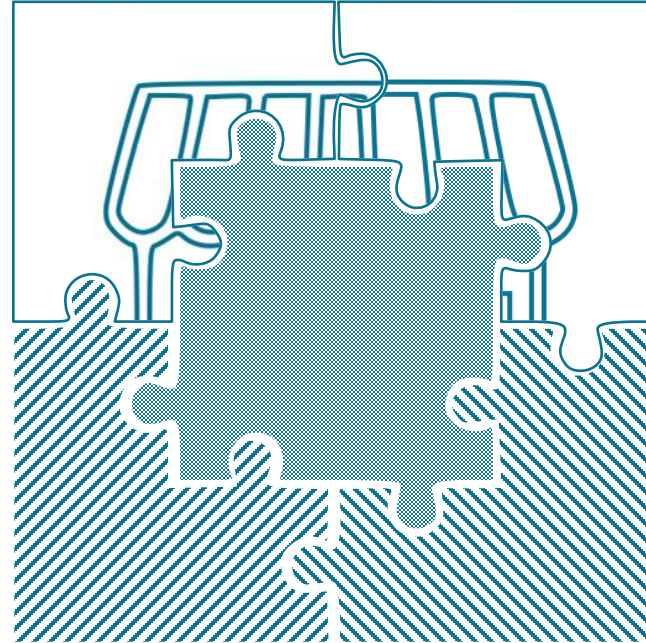
Actions:

- Launching a retention campaign for German clients
- Focusing on existing clients with 50+ months of lifetime
- Presenting the new flagship product "premium"

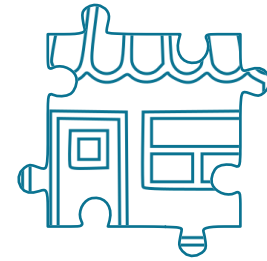
Phase 2 – Audit.

OKRs

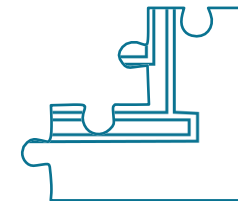
Technology



Data quality



Process

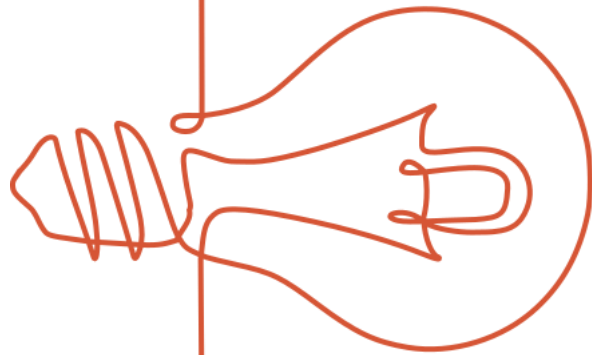


People

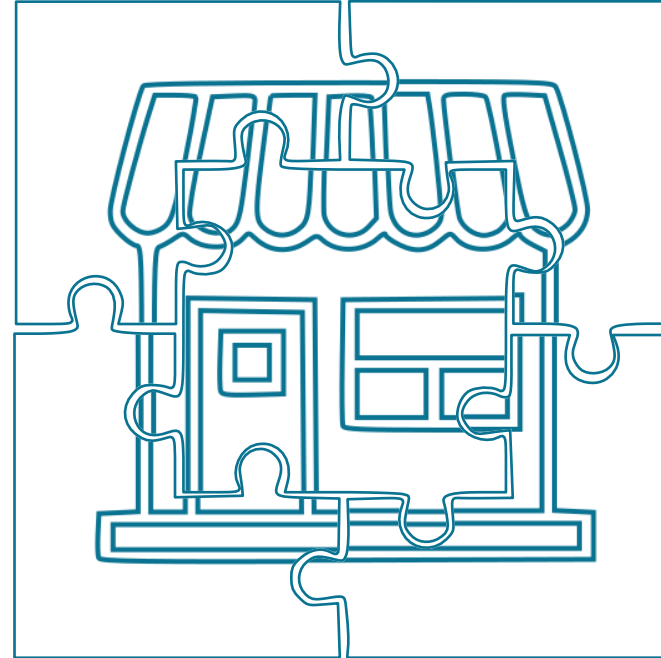
We **audit** your company and compare it to an ideal insight-driven organisation using our 5 pillars.

The result is a **tailor-made roadmap** for your company to develop towards this ideal.

Phase 3 - Implementation.



OKRs



Technology

Process

Quality

People

Based on your tailor-made roadmap, we drive the change within your organisation for you to become insights-driven.

As a result, you are among the few companies that makes better decision and drive growth by simply leveraging your data.

The Decisive way .



OKR – We think in measures and impacts.

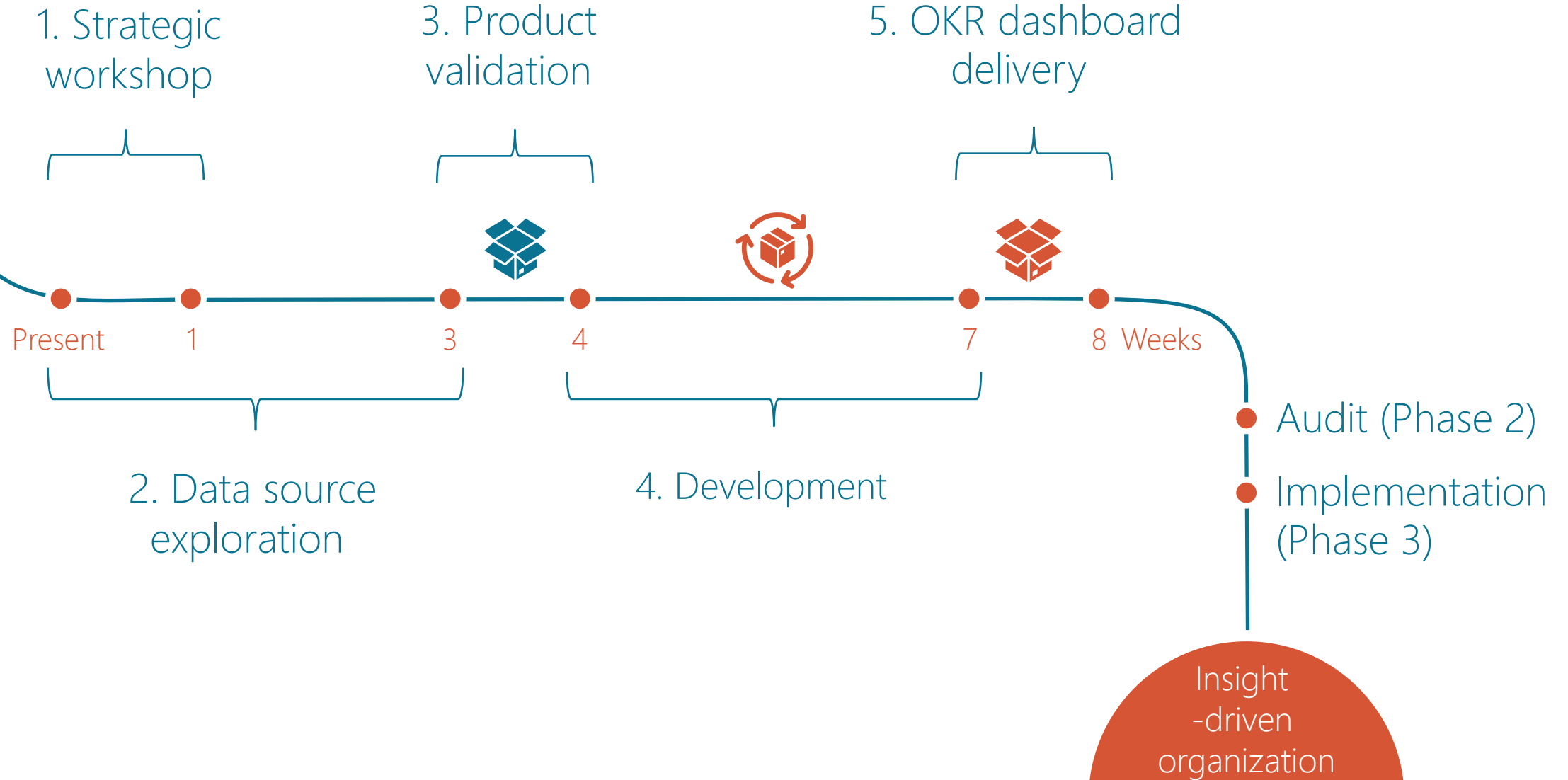
Agile – We deliver progress regularly.

Collaboration – We build together.

Tailor-made – We create your solution.

Flexible – We work together in Swiss-German, French, English, or Spanish.

Next steps - OKR dashboard (Phase 1)



Be decisive, now !



Let's drive your growth!

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