THE WORLD'S FIRST DATA LITERACY PLATFORM

DATA LITERACY

HOW TO MAKE SENSE OF DATA

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WAR FOR TALENT: DATA EXPERTS IN DEMAND

More and more organizations are transitioning to faster, data-informed decision making to ensure they remain resilient and competitive.[1] As a result, data literacy has become an important hiring criterion for many organizations. Yet filling vacancies in the field of data analysis has never been more challenging. According to a study by Gartner, in 2021, 73% of CIOs attempted to hire full-time IT employees to work on analytics platforms.[2] But many organizations came away empty handed. A study by Germany's digital association Bitkom of over 600 companies revealed that 96% struggled to fill vacancies in data analysis.[3]

Moreover, in the wake of the COVID-19 pandemic, an increasing number of employees – including data experts – are switching jobs, stepping into new roles, retiring early, or starting their own businesses. It's a phenomenon known as "the Big Quit" or "the Great Attrition".[4] And when people leave, their knowledge and core competencies, including data literacy, leave with them.

Today, organizations are faced with a double threat:

- **A lack of data literacy** in their workforce, compounded by the difficulty in attracting data literate employees
- **Knowledge loss**, as they struggle to maintain the few experts, they do rely on to work with company data

THIS WHITE PAPER CONSIDERS:

- The challenges faced by organizations as they grapple with big data, business intelligence and data analytics
- Why data literacy is considered a core competency when hiring new talent
- Why common approaches to dealing with data so often fail to produce the hoped-for ROI
- Lyntics' innovative approach: a data literacy platform that democratizes data literacy across organizations by making everyone a data expert

[1] McKinsey: Raising the resilience of your organization (2022)
[2] Gartner: Gartner Survey Reveals Over Half of CIOs Plan to Increase Full-Time Employees in IT to Accelerate Digital Initiatives in 2021 (2021)
[3] Bitkom: Steigender Bedarf an Data Scientists (2022)
[4] McKinsey: "Great Attrition" or "Great Attraction"? The choice is yours (2021)

BIG DATA, BUSINESS INTELLIGENCE (BI), AND DATA ANALYTICS: GREATER VOLUME, VARIETY AND VELOCITY THAN EVER

BUT HOW TO EXTRACT VALUE?

BIG DATA – THE FIVE VS

The size of datasets which companies are required to handle on a daily basis have grown so large and so complex that they can no longer be dealt with by traditional data processing software. The term "big data" refers to these large, hard-to-manage **volumes** of data.[5]

The amount of global data continues to increase in an unprecedented fashion: by 2024, the combined **volume** of global data is forecast to grow to a total of 147 zettabytes.[6]

These fast-growing volumes of data are also of greater **variety** and complexity than ever before and come from diverse sources: from business software to social media streams. All this unstructured data requires unique approaches when it comes to capturing, cataloging and extracting useful information.

Companies must also respond to data at greater speeds, or **velocity**. They are required to make near-real-time decisions based on the data they receive.

In addition to these three Vs – **volume, variety and velocity** – two additional Vs are becoming increasingly important:

Data veracity – how far can you trust your data?
Data value – how can you make your data work for you?

Faced with a skills shortage and a lack of data literacy in organizations, data experts end up spending much of their time simply managing the volume and velocity of data. By some estimates, up to 50–80% of a data expert's time is spent simply "collecting" and "preparing" data.[7] This leaves them with less time for verifying and extracting value from business data in line with specific business goals.[8]

METADATA: WHAT IT IS AND WHY IT MATTERS

Metadata is data that describes other data. Metadata helps to classify and categorise data - whether it's structured or unstructured. Whatever type of data it refers to - a document or a spreadsheet, an email or a video - the metadata contains all the necessary information behind the data asset.

The more robust a company's metadata, the quicker decision makers can extract relevant information to base their business decisions on. Metadata supports data consistency across an enterprise and enables associations between data sets for high-quality results.

Metadata unlocks the full potential of big data and makes it usable and manageable by streamlining the collection, integration and analysis of big data, as well as managing the entire data lifecycle.

[5] SAS: Big Data – What it is and why it matters (2022)
[6] Statista: Volume of data/information created, captured, copied, and consumed worldwide from 2010 to 2020, with forecasts from 2021 to 2025 (2021)
[7] The New York Times: For Big-Data Scientists, 'Janitor Work' Is Key Hurdle to Insights (2014)
[8] Oracle: What is Big Data? (2022)

BUSINESS INTELLIGENCE

The term business intelligence (BI) describes the technology-driven process of analyzing data, extracting useful information, and presenting that information to high level executives and other decision makers so that they can make informed business decisions. The market for the cutting-edge software essential to helping executives and managers perform these processes is fast expanding.

Having seen revenues of $22.8 billion in 2021, the BI-tools market is set to rise by as much as 44% by 2026.[9]

The most popular vendors of BI software are now ubiquitous: many executives will have some familiarity with tools such as Microsoft Power BI, Tableau Desktop, Qlik Sense and SAP Analytics Cloud.[10]

The growth and impact of BI tools is not without good reason. Successful implementation of BI strategy leads to better data clarity and efficiency within organizations, as well as improved client and employee satisfaction levels. Yet, as we will see, these tools often require a high level of competency to give companies the high ROI they expect. The lack of literacy in organizations is making it harder for companies to see the benefits of shifting towards data driven decision making.

DATA ANALYTICS

Developments in BI are closely interlinked with developments in related fields, including data analytics. Data analytics refers to the analysis of a company's raw data as well as the process of reaching and applying conclusions based on that data.[11]

Today, BI software boasts a variety of sophisticated analytics tools. For instance, Microsoft BI pulls data from a variety of sources to present dynamic data visualizations. Qlik Sense uses machine learning (ML) to help users understand and use data more effectively and produces AI-generated analyses and insights.[12]

However, it is proving increasingly difficult for companies to derive useful results in the context of poor data literacy. While most employees will be familiar with the data analytics function of the tools above, they are not familiar with the data structures behind them. This makes it hard for them to trust and to act on the conclusions they draw. Again, this is largely because companies are facing an ever-increasing knowledge gap between a handful of experts and everyone else in the organization. **This is where the importance of data literacy comes in.**

DATA ANALYTICS CAN BE DIVIDED INTO FOUR FIELDS:

1. Descriptive analytics – what has happened?
2. Diagnostic analytics – why has it happened?
3. Predictive analytics – what is going to happen?
4. Prescriptive analytics – using data to suggest a course of action

[9] Statista: Business Intelligence Software – Worldwide (2022); FinancesOnline: 36 Best Business Intelligence Software Statistics: 2022 Market Share & Data Analysis (2022)
[10] EnterpriseAppsToday: Business Intelligence Statistics 2022 – Usage Stat, Employee Data Literacy, Adoption and Jobs Statistics (2022)
[11] Investopedia: Data Analytics: What It Is, How It's Used, and 4 Basic Techniques (2022)
[12] Forbes: Best Data Analytics Tools & Software (2022)

DATA LITERACY – THE NEW CORE COMPETENCY

WHAT IS DATA LITERACY?

Data literacy is the ability to understand, evaluate and apply the structures behind data. This means being able to collect and visualize data, to explore and draw meaningful conclusions from data and, crucially, to understand how conclusions were reached.

When collected and stored, data is mostly in a raw format and cannot be used for derivations or dashboards. That's why it is essential to transform data through programming and coding, so it can be processed.

This strips data of its original context. Of course, when companies are dealing with such large amounts of data, it is important to be able to aggregate data. But the decoding process is just as important: that is, understanding the information behind a statistic or datapoint and where it came from.[13]

It is only with a deep understanding of data that an employee can begin to ask the right questions of data and use the results of data analysis in their business interests.

WHAT SKILLS AND ABILITIES ARE ASSOCIATED WITH DATA LITERACY?

Data literacy involves possessing several key competencies. A data literate person can:

- Identify and clean up relevant data
- Deal with data analysis methods and tools
- Recognize and understand structures and logic in data
- Contextualize data
- Evaluate data for a specific purpose
- Interpret, explain and visualize the results of analysis
- Classify and question information

The precise focus of any individual may vary – in fact, many career changers with applicable experience in fields like sociology, law or statistics opt for a specialization in the data environment – but any combination of these competencies will involve the precise and careful handling of data.[14]

Once seen as something only a few data experts in IT would possess, data literacy is now perceived as a core competency across all areas of a business, from marketing to HR, finance and product development.[15]

"DEALING WITH DATA, EVALUATING, INTERPRETING AND USING IT AS A BASIS FOR DECISION-MAKING REQUIRES A DECISIVE CORE COMPETENCY: DATA LITERACY."

ANDREAS KLOETZEL
– CO-FOUNDER & CEO – LYNTICS

[13] Friedrich Schiller University of Jena: What is Data Literacy? (2022)
[14] Friedrich Schiller University of Jena: What is Data Literacy? (2022)
[15] Lyntics: Why every company needs data literacy (2022)

WHY DOES DATA LITERACY MATTER?

Data literacy is key to operating in the world of big data. The benefits of data literacy are clear because it is data literacy that unlocks the true potential of cutting-edge business intelligence and data analytics software.

Successful companies are increasingly seeking to empower not only managers and other decision makers but also frontline workers by making them data literate: from nurses and maintenance workers to middle-managers and salespeople.

As a recent report from ThoughtSpot and the Harvard Business Review (HBR) shows, there are many concrete benefits to organizations leading the shift toward company-wide data literacy; these include opportunities for optimization across organizations, from improving the customer journey to the acquisition and retention of customers, from launching new products to improving the efficiency of workplace processes.[16] Respondents to a HBR survey of organizations who have implemented data literacy programs stated that customer and employee satisfaction, top-line growth, innovation and efficiency had all "significantly increased".[17]

In short, data literacy skills give employees the flexibility and confidence to make the right, data-driven decisions in the moment – to go beyond what their jobs required of them in the past to work more independently and effectively.

THE BENEFITS OF DATA LITERACY

- **Data made sense of:** Drive successful data initiatives and exploit the full potential behind big data and analytics
- **Business value:** Make better, data-driven business decisions through full transparency and reliable information
- **Efficiency:** Optimize internal company processes, streamline workflows, and reduce redundancies as well as knowledge loss
- **Customer experience:** Improve the knowledge of the existing customer base, improve user satisfaction, and identify and acquire new customers

WHY DO ORGANIZATIONS STRUGGLE TO CULTIVATE DATA LITERACY SKILLS?

The path to data literacy in an organization is not an easy one. According to a recent study by Forrester, while 82% of decision makers in global companies state that they expect at least basic data literacy from their employees, only 40% of employees say that they have been equipped with these data skills.[18]

But how does one become a data expert? True data experts are often highly skilled in mathematics or computer science and have years of professional experience behind them. Consequently, as we will see, acquiring such skills in workshops and short courses is rarely a viable option.

The competitive state of the job market today, where companies face both a "war for talent" and "the Big Quit", makes it very difficult to attract and maintain data experts.

A push for companies to adopt data-led decision making without data literacy comes with even greater perils. Misunderstandings in data interpretation can lead companies to make the wrong decisions. This, in turn, can shake trust in data throughout an organization and slow a company down on its journey to becoming a data-driven organization.

So that the path towards becoming a data-driven company doesn't lead to a dead end, the pursuit of data literacy must be an active one, undertaken at all levels of an organization.

[16] Harvard Business Review & Thought Spot: The New Decision Makers - Equipping Frontline Workers for Success (2020)
[17] Harvard Business Review & Thought Spot: The New Decision Makers - Equipping Frontline Workers for Success (2020)
[18] Forrester & Tableau: Building Data Literacy - The Key To Better Decisions, Greater Productivity, And Data-Driven Organizations (2022)

WHY COMMON APPROACHES TO DEALING WITH DATA DON'T WORK

BI TOOLS, DATA CATALOGS AND WORKPLACE TRAINING

Being able to deal competently with data is key to securing the decisive competitive advantage, ROI and savings promised by the big data revolution. In this section, we look at three common ways companies attempt to make the most of their data: business intelligence (BI) tools, data catalogs, and data literacy training for employees.

BUSINESS INTELLIGENCE TOOLS – WHY THE BENEFITS SO OFTEN FAIL TO MATERIALIZE

Business intelligence (BI) tools are now used in almost every major industry and in organizations large and small. Tools such as Tableau, Qlik or Celonis enable companies to integrate, analyze and transform data from various, often very large, data sources. They also enable forecasting through data modeling as well as visualization of data correlations in user-friendly dashboards.[19]

In the past 10 years, applications in the BI market have expanded from a niche product to a fundamental technology for modern business. Thanks to integrated and intuitive self-service BI and data-discovery tools, BI solutions are used across company departments, not just in IT and finance, but in sales, marketing, and recruitment too.

But why do users face difficulties in using these tools effectively? And why do decision makers so often complain about the quality of analysis?

PROBLEM 1: LACK OF ACCESS TO DATA KNOWLEDGE

Many BI-tool users do not have access to the underlying logic behind the data. Since business analytics, data mining and ETL engines are predominantly used to integrate various data sources, a deeper knowledge of the data structures themselves is still necessary to undertake meaningful data analytics work.

A related issue is the fact that BI tools are highly complex. The clear, state-of-the-art dashboard when the software is first loaded up can make users imagine a seamless transformation of data into insights and decisions. However, many BI-tool users simply don't have sufficient data literacy skills to make proper use of them.

Not having access to the underlying structures behind the data can have serious consequences. Users may be unable to assess the truth or quality of the data they are dealing with. Users with poor data knowledge may even run the risk of misinterpreting the data, leading companies to make the wrong decisions.

PROBLEM 2: DECENTRALIZED INFORMATION IN DATA SILOS

Decentralization is often a problem in large companies where groups of experts and information holders are often separated across departmental or geographical boundaries. The data across the organization is thus only available in a decentralized, unstructured manner – in so-called data silos. Few users have sufficient access to the existing data knowledge across the whole company. As a result, it is very difficult to review, let alone understand, the logic behind the data.

Users of BI tools are thus faced with a constant challenge of finding the relevant data sources and linking datasets in meaningful ways, before they even get to analyzing the data. When analyses are performed, they are not stored centrally in a single place and are rarely searchable.

All of this leads to cost-intensive redundancies across workflows and to significant loss of time.

Companies come up against the same issue when knowledge is held by a few experts separated by departmental boundaries: a lack of employee access to knowledge. And, if the expert responsible leaves, their knowledge may be entirely lost and have to be relearned – again and again.[20]

[19] Lyntics: Full data power ahead: How Lyntics differs from other data tools (2022)

[20] Lyntics: Full data power ahead: How Lyntics differs from other data tools (2022)

DATA CATALOGS – ESSENTIAL, BUT LIMITED WITHOUT FURTHER SUPPORT

A data catalog is a metadata directory in which the structures of various databases are managed centrally. It acts as an inventory for data across the organization, offering users a holistic view across all organizational data stores.

The analogy between a data catalog and a library catalog is a useful one: when you're looking for a book in a library, you might use a library catalog to supply you with the exact description of a book you're looking for (edition, shelf number, format, etc.) Likewise, when you're looking for the source of a data point, a data catalog should tell you exactly where that data is held, along with information about how to access that data.[21]

WHAT ARE THE BENEFITS OF A DATA CATALOG?

Data catalogs offer users several clear benefits, helping to save time and costs when it comes to data processing by making certain time and cost intensive processes automatic.

Those benefits also include improvements in:

- **Data management:** the promotion of more structured data
- **Data quality:** ensuring data conforms to acceptable formats to enable meaningful analysis (which can be monitored with ease directly from the catalog)
- **Data governance:** fulfilling data protection and compliance functions and answers ownership questions making responsibility for data clear and transparent
- **Data privacy:** classifying sensitive data and anonymizing personal data – when using a data catalog, employees can be sure they are complying with data protection regulations

While once seen as a tool for use primarily within the big data environment and IT, data catalogs can now be used in any area of a business.

WHAT ARE THE LIMITS OF A DATA CATALOG?

Although they relieve companies of certain tasks, data catalogs have their limitations. First and foremost, they are primarily reference works for a company's data and don't offer any analytical functions.

[21] Oracle: What Is a Data Catalog and Why Do You Need One? (2022)

As a result, companies often need additional support to extract data structures and make them accessible to their workforce.

WORKPLACE TRAINING – A DATA EXPERT IN FOUR DAYS?

Faced with a shortage of skilled workers in data analysis, many companies conclude that the best approach to mitigate against poor data literacy is to increase spending on training. In a recent survey, about a quarter of companies stated that they train their own employees to work with data-driven business models.[22]

But is workplace training really enough to provide employees from different disciplines with the data literacy skills they need?

There are a number of significant drawbacks and limitations to companies training employees in data literacy skills:

- **Time:** the time investment required to become a data expert is immense. Even obtaining a bachelor's or master's degree in a related field is rarely sufficient. True data experts will also have years of professional experience behind them. And your employees will need to continue to do their day-to-day tasks alongside their studies.
- **Cost:** the most prestigious providers charge a great deal for even short training courses. The Fraunhofer Academy, for instance, charges around 4,000 EUR for just four training days. There is no guarantee that these training courses will ultimately pay for themselves. And, in a fast-developing field, the knowledge your employees do attain is quickly outdated.
- **Quality:** the quality of many educational providers can be disappointing. Many courses are run by the manufacturers of a specific tool and only teach students how to work with very specific data sources, rarely taking a holistic approach.

To sum up, although data tools facilitate the handling of data in companies enormously, they do not provide any assistance in the interpretation of analyses and results. It requires high levels of competence to recognize structures, logic, and correlations behind complex data. However, not all users have this level of competence and won't learn them in time consuming and costly trainings.

This is precisely why Lyntics developed a more innovative, more democratic approach to data literacy.

[22] Bitkom: Steigender Bedarf an Data Scientists (2022)

THE TECHNOLOGICAL REVOLUTION – LYNTICS' DATA LITERACY PLATFORM

WHAT IS LYNTICS?

Lyntics is a data literacy platform. It collects data and metadata across the whole organization to extract, store and visualize the underlying logic, relationships and information.

Lyntics makes sense of company data and ensures that company knowledge is immediately usable and searchable across all departmental and other boundaries for all employees, not just a few experts.

Lyntics gives users data literacy at the push of a button, making it accessible and scalable to all users in seconds.

A CENTRALIZED KNOWLEDGE BASE

A cross-system search engine helps establish context for data as well as helping to avoid redundancies, breaking down silos and enabling knowledge sharing.

The platform automatically collects all relevant company data assets and information, making them accessible and searchable so that it can answer one-click "where can I find …?" questions for all users.

With Lyntics, time-consuming searches, along with knowledge loss and redundancies, are a thing of the past. All users can benefit from the knowledge and experience of colleagues and predecessors.

LYNTICS' KEY FEATURES

ASSET SEARCH

Lyntics provides all relevant information about a data asset at a glance. It connects to all major systems – including SAP, Tableau, Celonis and SAC, as well as databases, fileshares and repositories, and makes the assets they contain searchable, including codes, data, models and analytics. Metadata, such as number of executions, key users, creation data and status, are also provided.

DATA LOGIC GRAPH

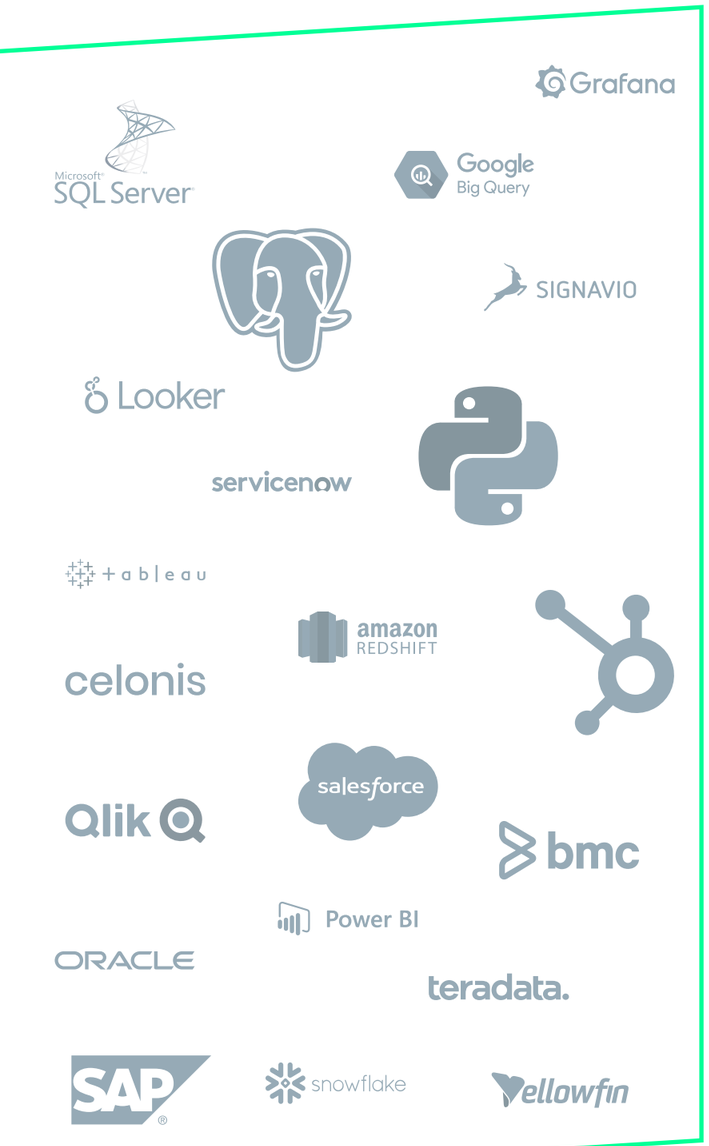
Lyntics automatically extracts the necessary logic from codes and data models. This logic includes elements of metadata such as how various tables and databases are connected, which are the essential building blocks in data analysis. Lyntics maps these data elements in a data logic graph and generates the optimal SQL code at the push of a button.
This gives users a huge advantage, accelerating the transformation of data as it is prepared for meaningful analysis and systematically reducing sources of error.

DATA STUDIO

Lyntics' data studio is a workbench that reduces complexity for users. With Lyntics, SQL, Python, R and machine learning models can be created, controlled, versioned, documented and executed centrally – from one workbench. Thanks to built-in AI-based help, as well as code auto-completion in the editor, users need little prior experience working with data themselves. Workflows are automated with "no-code" drag and drop pipelines. Compliance audits on data access is also straightforward.

"LYNTICS' DATA LOGIC GRAPH AND DATA STUDIO WILL HELP CUSTOMERS FIND THE RIGHT ANSWERS FASTER THAN EVER."

STEPHAN WIRRIES
– PARTNER AT VENTECH –



TOGETHER UNBEATABLE: LYNTICS WORKS WITH EXISTING TOOLS TO MAKE SENSE OF YOUR DATA

Using Lyntics doesn't mean that existing organizational strategies for dealing with data must be redesigned from the ground up. Lyntics is designed to work together and complement other tools, including BI tools and data catalogs, to help you finally make sense of your data and drive business value.

LYNTICS AND BI TOOLS: A POWER COMBO FOR BUSINESS

With Lyntics, the data harnessed by powerful BI tools can finally be transformed into tangible and measurable business value in a targeted and solution-oriented manner. Companies now benefit two-fold:

- They improve the output of their BI analysis in terms of quality and quantity
- They reduce costs that previously resulted from a lack of data expertise and data procurement challenges

The result: more reliable data and truly robust analytics on which to base decision making.

LYNTICS AND DATA CATALOGS: MAKE YOUR DATA WORK

Lyntics gives companies the additional support they need to extract data structures and underlying logic behind data catalogs and makes them accessible to everyone.

- Lyntics utilizes data from catalogs (as well as other tools) via technological interfaces (e.g., APIs)
- Lyntics data literacy platform performs the role of a digital data expert, making the logic behind data visible to everyone and enabling users to quickly understand what is underpinning analysis

As a necessary and useful extension for companies that rely on data-based business models, Lyntics goes beyond the functionality of a conventional data catalog to help users truly make sense of their data and the conclusions they draw from it.

Lyntics: Together, Unbeatable. Lyntics and Business Inteligence Tools (2022)

EXPERT INTERVIEW

HOW TO EMPOWER ORGANIZATIONS TO EXTRACT REAL VALUE FROM THEIR DATA

Interview with

ANDREAS KLOETZEL
– CO-FOUNDER & CEO AT LYNTICS –

Lyntics' mission is to help companies democratize data knowledge within their organization. Having realized the magnitude of the problem of data literacy facing companies today, Lyntics has grown fast and now sets the new industry standard for leveraging and retaining enterprise-wide data knowledge.

How was the idea for Lyntics born?

Lyntics was born from necessity. We had seen how challenging and time-consuming it was to spread data literacy throughout organizations, and we initially developed Lyntics as an internal knowledge solution, both for our clients and our own staff. It soon attracted the attention of our clients – including large organizations like Swisscom and Getinge – who saw the value it presented for their own teams. Research leaders like Gartner had also named poor data literacy as one of the major roadblocks for analytics teams, so we knew we were onto something.

How has it developed since then?

Led by strong customer interest in the platform, we officially launched Lyntics as a stand-alone platform in November 2021. To support our expansion, strengthen global talent acquisition and cope with the accelerating demand, we decided to add first VC funds to our board. We carefully selected local partners with a deep knowledge of the SaaS market and backgrounds in the data analytics industry. Today, our team is an exciting mix of data enthusiasts, software experts, pioneers and innovators committed to leading a technological revolution in data literacy.

Can you briefly explain what Lyntics does?

Lyntics gives users data literacy at the push of a button. It enables employees to get an overarching view of every data asset in your company and to extract the logic behind it. Its ability to harness AI-supported neural networks makes data literacy accessible and scalable to all users in seconds. This is because the platform not only works with information on a superficial level but makes the structures and logic behind the data visible. In other words, it allows users to put data back in context, so they can verify information and better extract value from it. This helps companies scale their analytics teams efficiently so that they can begin to achieve real returns from their data analytics investments.

Who are Lyntics' user base and how do they benefit from the platform?

Anyone who wants to work with data in an organization can benefit from Lyntics. Thanks to our cross-system search engine, and automated workflows including "no-code" drag and drop pipelines, all employees can quickly access, search and analyze the company data independently. The benefits of empowering all employees across the organization to make use of the relevant data knowledge and apply it directly themselves are countless, but one of them is that it frees up an organization's data scientists, analysts and developers to spend their time on more technical tasks.

How does Lyntics differ from other solutions?

The central difference is, unlike other solutions, Lyntics is scalable and instantly accessible to everyone. We recognize that everyone in an organization should possess data literacy skills. Another advantage is that, as no data is actually stored in the data platform, only the underlying logic, Lyntics offers excellent IT security and peace of mind when it comes to your data. And we are truly dedicated to our mission: to revolutionize the data industry and become a leader in data literacy platforms.

LYNTICS:
DEMOCRATIZING DATA LITERACY

Lyntics' data literacy platform has one mission: democratizing a core competency that is currently in the hands of a few data experts. It helps everyone in the organization to make sense out of their data.

Specialist departments throughout the company get access to the relevant data knowledge and can apply it directly themselves. This means that they can resolve a large part of their data enquiries independently – without involving the few data scientists who are already drowning in work.

Lyntics means that data scientists have more time to spend on more important tasks. It also means that companies have less pressure to recruit and maintain data experts for tasks that can now be done by anyone in the organization.

In an ever-changing, fast-moving world, companies of all sizes need to base their business **strategy** on data. Whether they remain successful in the long term depends largely on the data literacy of their workforce.

If only a few experts can evaluate, understand and apply data effectively, data-based business models will be difficult to scale.

Lyntics' data literacy platform is game changing: it finally allows companies to deliver the long-promised ROI on sophisticated BI-tools and data analytics software and gives them a decisive competitive advantage.

BECOME DATA LITERATE, INSTANTLY.

1 **Book a demo**

First, schedule a product demo to see how it works.

2 **Get a quote**

Next, get a custom quote based on your needs.

3 **Enjoy data clarity**

Finally, get data clarity and focus on what matters.

Free Demo Features