

Putting Data To Work

Data gets a lot of attention these days, fuelled by the exponential growth in its availability and the relative ease of accessing it. But, in its raw state data has no particular significance. What really counts is **what you do with data**, how you **harness its potential** to derive insights and gain wisdom. We call this 'putting data to work'. This model illustrates what we mean.

Data

is merely a series of unstructured facts and figures, unorganised and without context.

Information

is data that's been cleaned, organised and put into context. This is where we discover a meaning or relationship between different pieces of data.

Knowledge

is based on experience and represents knowing how to execute a task or follow a process. As we gain knowledge we begin to make sense of things and draw connections.

Insight

uses knowledge to gain a deeper understanding of a particular situation and why it occurred.

Wisdom

is the application of information, knowledge and insights to facilitate informed decision.



At The Information Factory our data driven solutions are focused on putting your data to work, refining raw, disconnected data and turning it into something that is actionable – giving you the power to know what to do.