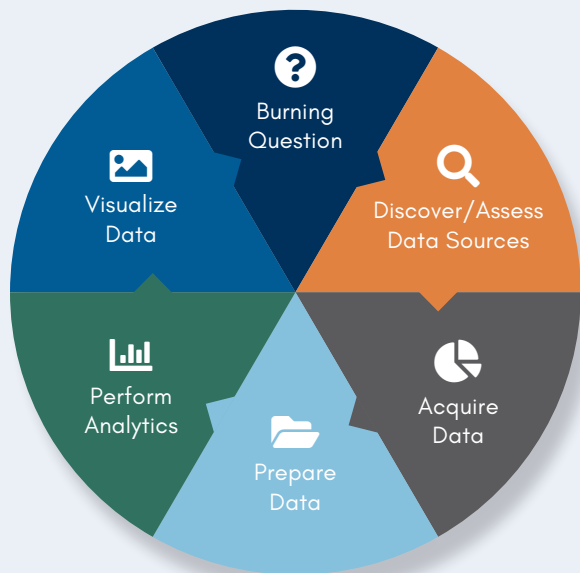## ❓ BURNING QUESTION

Our methodology works by aligning your mission strategy with the use of advance analytics and sophisticated models to drive your mission's impact and answer your burning questions.

## 🔍 DISCOVER/ASSESS DATA SOURCES

We cast a wide net when sourcing data. From there, after fully understanding the purpose and outcome for the use of this data, we develop a creative framework for acquiring, profiling, blending, and accessing data.

## 🥧 ACQUIRE DATA

We will facilitate the approval, acquisition and consumption of data.



Burning Question
Discover/Assess Data Sources
Acquire Data
Prepare Data
Perform Analytics
Visualize Data

## 📁 PREPARE DATA

Ensure a complete understanding of the value that each element of data will provide, we profile the data to identify gaps and determine what complementary data can support the analytics.

## 📊 PERFORM ANALYTICS

Macro Solutions can apply one or more of four types of advance analytical assessments (descriptive, diagnostic, predictive or prescriptive) that guide agencies in meeting their strategic objectives.

## 🖼 VISUALIZE DATA

Raw analytics are useless without an interpretive illustration of the findings at the appropriate organization level.

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# Macro Solutions

## ABOUT

Macro Solutions is a woman-owned information technology and management consulting firm that helps companies and government organizations select, implement, modernize, integrate and maintain critical end-to-end business solutions.

**CMMI** DEV/3 ℠
Exp. 2021-06-15 / Appraisal #32537

**CMMI** SVC/3 ℠
Exp. 2021-06-15 / Appraisal #32537

ISO 9001:2015 SRI CERTIFIED
ISO/IEC 20000-1:2011 SRI CERTIFIED
ISO/IEC 27001:2013 SRI CERTIFIED

## CONTACT

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# TRUSTED DATA FOR INFORMED DECISIONS

With mandates to provide better data management strategies and processes, both the public and private sector demands solutions that instill confidence and trust in their data while delivering definitive outcomes that benefit the missions of modern-day agencies and enterprises.

Macro Solutions delivers proven performance by leveraging the expertise we have developed helping federal government customers and enterprises address their most pressing data management challenges.

We will assist transforming your organization's raw data into trusted information, enabling well-informed business decisions. From small fixes to massive transformations, we build data management solutions that provides business value.

# MACRO ANALYTICS: ADVANCED DATA ANALYTICS LIFECYCLE

Macro Solutions has developed a proven data analytics methodology — Macro Analytics — for delivering and supporting the full lifecycle of advanced data analytics. Our analytic capabilities address mission-critical questions through data discovery, assessment, acquisition, preparation, analytics/modeling and self-service visualizations.

Macro Solution's full Advanced Data Analytics Lifecycle helps you make informed and trusted decisions. Once the data analytics lifecycle is complete, the findings are applied. If additional questions should arise, we repeat the process.

# MASTER DATA MANAGEMENT AND DATA GOVERNANCE

For agencies requiring a master data management (MDM) solution, Macro Solutions provides the core components agencies will require.

**Macro Solutions has core competencies in the following:**
- Applying master data business rules
- Managing location data
- Supporting the security of data
- Refining records with data enrichment
- Laying the foundation for consent management

Macro Solutions provides guidance in developing a data governance strategy and selecting the appropriate tools for each agency environment.

# DATA WAREHOUSING CAPABILITIES:

**Macro facilitates the critcal use of an organization's data as a valuable corporate asset.**

Macro's data warehousing services help organizations maximize the value of their data. Our data warehousing services bring together silos of data into a centralized repository, so you have an integrated view of your organizational data. Macro provides services to help agencies assess, plan, and create: Data Warehouses Operational Data Stores Data Integration Data Visualization Business intelligence requires more than data.

# BIG DATA SOLUTION DELIVERY

Macro Solutions will create a tailored plan for evaluating and addressing the critical aspects of big data for your organization.

**Big Data Critical Steps:**
- Understand the Business Problem
- Identify and understand data sources
- Alignment of big data tools and technologies
- Development of strategic big data roadmap
- Implement Big Data Strategy *(constantly evaluate)*