



Harness
the **Power**



Harness the Power of **Data** with Q360

Big Data is on everyone's lips as both a challenge and an opportunity for 2018, with a promise that increased information will allow us to yield valuable insights and make better business decisions.

Organizations that manage to make sense of their data, and use it to make informed business decisions are gaining competitive advantage. We spoke with Kelly McCarthy, President at Genesis Integration about this trend, and its impact on technology integrators.

“With Q360, the amount of data available to us grew considerably, and our ability to understand the information has also increased considerably.”

In the beginning, Genesis spent a lot of time searching for data that would allow the company to make better business decisions. *“Now, we are getting metrics on everything from opportunities to close ratios to labor overages and inventory control, the list goes on and on. The data we pull out of the system helps managers make decisions at all different levels of the company. It really informs our decisions making.”*

“Q360 helps us see all the costs that are associated with a particular project. Now we have real data in the system, and actual numbers to share. If we came in under hours, we can ask, what did we do right? We can learn from our successes by asking the right questions of the data and track where the hours were being used.”

Currently, Q360 is helping Genesis develop metrics that will create accountability.

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