



# Best Data Delivery Platform - Canada

**Cadeon is the leading provider of data and information management services. We invited Phil Unger to talk us through the aims of the firm and what services it offers.**

Helping others in their quest to become leaders in their industry, Cadeon helps businesses to make smart, data-driven decisions, recover lost revenue and predict future business trends. The firm has a portfolio of solutions which includes data virtualization, data visualization and analytics, unified information management and enterprise information architecture solutions. Phil discusses what he believes to be the reasons behind the firm's recent success.

"Focusing on customer service and producing results, our success equation is centred around 50% People, 40% Process and 10% Technology. The firm leverages its Synapses framework to introduce key Information Capabilities to our clients so it can take advantage of this exponential growth in data and increase productivity and profitability.

"Over \$300M in operational efficiencies and profit has been achieved for clients as a result of its cutting-edge methodology. The partnerships with industry leading software and technology companies, like TIBCO Spotfire, Attivio, DataRobot and Cisco Data Virtualization, ensure the delivery of maximum results. As a company, it possesses a competitive advantage in that its approach is personalized, innovative, fast and measurable."

To enable the firm to reach its overall mission, the company

must take steps in order to make this achievable. The client is always able to access new and existing information as quickly as they want, with Cadeon ensuring that it increases its customer's potential to increase productivity and profitability, something Phil is keen to point out.

"The service provided to clients is vital to forming the ethos of the company and lays the foundations for our overall mission. Our mission is to enable our customers to increase productivity and profitability by giving them access to information at their fingertips. We provide a framework of capabilities that allow our customers to leverage their existing information footprint and enrich it quickly and easily with new information that is available on a daily basis. Our promise is to provide the best, fastest and most measurable information to our client's fingertips."

Another aim for the firm is to attract the best clients it possibly can and it does this by marking itself out as the best possible option for prospective and existing clients. Phil notes that the firm possess an advantage as not everything they focus on is technology based, but are a solution focused business.

"The advantage that Cadeon possess is that we are solution focused and not pure technology focused. Our customer's requirements drive everything and we leverage our framework, made up of key capabilities and innovative technology, to be able to meet those requirements in

the timeliest and most cost-effective way."

As a company, it is ready to stay ahead of emerging developments amidst the evolution of technology. However, Phil is confident the firm is ready to achieve its main goal of delivering tremendous value, as the staff and teams are motivated to stay on top of innovations.

"Cadeon is always looking at what innovation is coming next. We are partnering with vendors that are moving into areas of IIOT and others. As our goal is to deliver tremendous value to our customers, we are motivated to stay on top of innovations in the information space."

Moving forward, the company aims to expand its business and Phil is obviously excited about its prospects. Being part of the data revolution and helping customers to get the best value is something which the firm takes great pride in. Technology is advancing rapidly and Cadeon must work hard to keep up with developments within the industry. Fortunately, the firm is ready to adapt to the challenges ahead, with Phil stating that it is waiting patiently to access huge amounts of information which most companies have never seen before.

"There is an exciting future ahead for Cadeon. We are working with some of the world's best people, customers and partners delivering value through growing information. The company are excited to be a part of this data revolution and



helping our customers get the most value out of it. We cannot wait to see where this growth in knowledge is going to take us and to be a part of that is very exciting."

"Advances in Advanced Analytics and Artificial Intelligence will continue. The new world of the Internet of things is going to bring tidal waves of information that mankind has never had access to in the past which is going to be a huge opportunity for new learning but daunting to be able to process it all. We are hopefully that this abundance in information will take us to a better place."

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