

## Evalueserve Launches Usecasehub for Optimized Analytics

**Schaffhausen/Zürich, Switzerland, April 23rd, 2018:** Evalueserve, a global provider of research, analytics, and data management services, has launched a new product - Usecasehub, a unique analytics governance and knowledge platform that will help businesses get more value out of their analytics initiatives. Evalueserve identifies conversion of analytics investment into business value as one of the continuing challenges of modern enterprises. For organizations looking to take the next step in their analytics journey, Usecasehub is the catalyst that will help them meet their demand sustainably. Usecasehub has high potential to become a very important application in the toolkit of any organization's analytics center of excellence.

Business leaders grapple with a diverse set of challenges in their pursuit of fully optimized enterprise analytics. This is mainly because the appetite for analytics is constantly growing, as is the volume of data involved. However, knowledge practices that enrich corporate memory and drive reuse are generally undervalued, as they have a reputation of being time consuming.

Usecasehub's proprietary framework allows customers to take control of their analytics portfolio and focus on increasing analytics maturity, sustainability, and impact. It enables:

- Lifecycle tracking to establish oversight and transparency for analytics projects, as they progress from launch to close, as well as easy and intelligent management of the entire analytics portfolio.
- Retention and reuse of analytics knowledge in "corporate memory" with a simple and efficient system that lets organizations build knowledge and expertise over time.
- Creation of insights that drive business decisions. Data teams achieve better results when business context is understood clearly. Usecasehub optimizes the exchange of key points between data teams and other stakeholders.

Ravi Mehrotra, Co-CEO of Evalueserve, says: "We have received fantastic feedback from our beta clients and are confident that this new digital platform will help our clients maximize the value they get from analytics, whilst taking our own analytics engagements and customer relationships to the next level."

For more information on Usecasehub, please visit: <https://www.evalueserve.com/usecasehub/>

## About Evalueserve

Evalueserve is a global professional services provider offering research, analytics, and data management services. We are powered by mind+machine – a unique combination of human expertise and best-in-class technologies that use smart algorithms to simplify key tasks. This approach enables us to design and manage processes that can generate and harness insights on a large scale, significantly cutting costs and timescales and helping businesses that partner with us to overtake the competition.

For more information about Evalueserve, visit [www.evalueserve.com](http://www.evalueserve.com)

## Contact Us

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