

WE Professional Services



WE Professional Services works with YOU to assess your business environment, identify challenges and opportunities, design solutions and deliver concrete strategies and tactics.

A Structured Approach to Business Strategy

WE wrote the book on taking an analytic approach to problem solving. WE Professional Services delivers long-term, integral results using a four-step approach:

- » WE Assess
- » WE Design
- » WE Identify
- » WE Implement

WE Assess

When it comes to your business, there is no "one size fits all" solution. WE recognizes that every business environment has positives and negatives, and most importantly, opportunities for growth and improvement. WE takes a personalized approach by carefully assessing your current business environment and processes.

WE Identify

WE identifies gaps and opportunities within your fundraising and marketing programs with our unique approach to problem and solution analysis.

WE Design

Based on industry best practices and internal and external knowledge, WE custom-designs analytic, tactical, and operational solutions for your business.

WE Professional Services offers technology and data integration and custom business solutions based on your unique needs and opportunities, so every engagement will result in new insights and tailored strategies.

WE Implement

WE knows the power of a solution is in the implementation. That's why WE takes our services one step further and support you through the technical and business execution of your initiatives, programs and campaigns.

Our Fast Track Implementation program ensures that the data, analytics and services you invest in begin working for you swiftly. With our 30-, 60-, and 90 day implementation review and optimization, we quickly assess effectiveness and can make course corrections where needed.

Analytics and Custom Modeling

Program Evaluation and Development (from FB and Mixed Media Strategies to a Mayor Gift campaign)

Benchmarking

Metric Assessment and Development

Mixed Media Development Strategies

Data Science Driven Marketing Initiatives

Facebook and Social Media Strategies

Campaign & Appeal Preparedness Studies

Expert in Data and Systems Integration

WE Professional Services can help you unlock the secrets of big data. We are experts in applied and relevant data. It's what we do. Every day.

As IT environments become more complex, and data becomes more valuable and essential to your bottom line, who couldn't use a little help? WE can provide the help you need with services designed to streamline processes and workflows:

- » Data and IT Assessment
- » WE Data Mapping, Conversion, Consolidation, Migration, Integration and System Interconnectivity
- » CRM Integration
- » Big Data Evaluation and Strategies
- » Data Warehousing
- » Custom data import
- » Custom reporting
- » Data hygiene services



WE Professional Services are a complement to your core competencies. WE knows fundraising; WE knows data and analytics.



Trusted Partners

Our professional services team has decades of data and analytics business experience, functional knowledge and practical competence to provide decision-makers with actionable strategies to increase marketing and fundraising success, find qualified prospects, effectively reach target audiences, and handle complex data and IT integration challenges.

Explore and Discover

Explore the world of big data with an expert guide. WE has navigated the waters of data and analytics since before they were buzz words. Let WE help YOU.



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