



# Data is too hard today. It's time to shake things up.



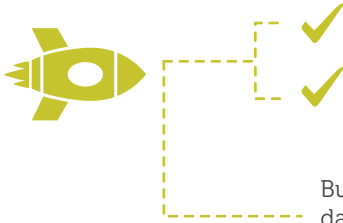
We believe that data is a **force for good.**



We believe data can help people make **better decisions.**



We believe data needs to be **easier**



**Our vision** is to unlock the power of data for everyone.

**Our mission** is to make data easy to work with.

But there's a problem. Data is hard. Having to spend up to 80% of your time just preparing data (NYT 'Data Janitor' article, Aug 2014) before even getting to the 'real' work is rubbish. We call BS on this. It's time for a change. It's time to help people do more with data.

We make data *our* problem, so you can get on with what *you're* great at.



Utilising our patented IP, we excel at DataOps to provide fully managed Data-as-a-Service to agencies, companies and organisations around the world. Delivering trusted, timely data to power your dashboards, applications and businesses.

## Going to work...

Powering Social  
Listening for Bacardi



DataShaka helped Bacardi by providing a social listening service that unified data from Sysomos, Facebook, Twitter, Instagram, YouTube, Searchmetrics and Google Analytics across ten global markets for six marquee brands; Bacardi, Martini, Grey Goose, Bombay Sapphire, Dewar's and Eristoff.



The DataShaka unification platform enabled users to compare any data from any source in just one chart, allowing them to spot trends that would be hard to see otherwise. DataShaka quality control tooling meant that Bacardi could have trust in the vast amounts of data being harvested on a daily basis.

We'd love to solve your data challenges,  
drop us a line and we'll get right back to you.

Or feel free to just drop in and  
say hi, you can find us here: