



## Why mhance?

At mhance, we understand the pivotal role data plays in modern business operations. Our tailored data services, including Cloud Analytics, Integrations and Cloud Migration, are designed to empower your organisation with seamless, efficient, and insightful data solutions.

## Cloud Analytics

Move beyond operational reports to strategic insights. mhance offers a comprehensive reporting solution on the Azure platform, integrating Dynamics 365 and other key business information sources.

### What We Offer:

#### Extraction of Data:

- Ongoing extraction of key business information from Dynamics 365 and other core systems to a single, cost-efficient and secure location in the cloud.

#### Data from Third Parties:

- Incorporation of useful information from 3rd-party sources such as Google Analytics, Office of National Statistics and other relevant platforms.

#### Simplification of Data:

- To make it better suited for self-service reporting. Reducing complexity (through user-friendly field names, use of descriptive fields etc.) will make it easier for end-users to understand their data.

#### Enrichment of Data:

- Through the addition of key business calculations (such as Lifetime Value of a Supporter) to provide the foundation for a Single Source of the Truth, ensuring that all of your stakeholders are on the same page at all times.
- A range of pre-calculated classifications (such as Mid-Range Supporter) will make reporting easier (as users can leverage the pre-calculated classifications when slicing and dicing data).

#### Power BI Environment:

- Interactive Reports & Dashboards through an industry-standard cloud interface
- On-the-fly visualisations will empower your subject matter experts to build their own reports, whilst undertaking deep-dives into your data.

#### AI Including Machine Learning:

- Embrace AI and Machine Learning for strategic business drivers (Next Best Action, Propensity Modelling).





## Integrations



No business function operates in a vacuum. Integrating your systems is crucial for efficiency and data consistency. mhance offers robust integration solutions to ensure your business applications communicate seamlessly, enhancing overall performance.

### Types of Integrations:

#### Incoming Revenue Streams:

- Specialist 3rd Party Providers (JustGiving, Enthuse)
- Own website integrations
- Subscription Services (Direct Debits, Recurring Payments)
- Payment Gateways (Stripe)

#### External & Parental Submissions:

- Regulatory submissions (VAT)
- Revenue-generating submissions (Gift Aid Claims)
- Publication of regional metrics to parent organisations

#### Internal, Line-of-Business Applications:

- CRM/Finance integrations
- Aggregated data management
- Return-on-Investment (ROI) calculations



### Integration Principles



#### Robustness:

- Reliable background processing
- Clear communication of issues

#### Consistency:

- Uniform data assessment and processing

#### Maintainability/Extension:

- Industry-standard, low-code technologies
- Loosely-coupled architecture for scalability and maintainability

#### Scalability/Performance:

- Accommodate data growth
- Optimal performance with scalable Azure platform

#### Data Stewardship:

- Validation, triage, contact matching, and reconciliation

#### Impact on Existing Systems:

- Minimising production system impact
- Flexible execution windows

### What we offer:

- Specific builds or a more comprehensive Integration Platform
- Support for Phased Go-Lives with Master Data Management (MDM) - this approach involves creating a single master record for each person, place, or thing in an organisation removing duplication to produce a trusted view of business-critical data that can be managed and shared across the organisation as a single, consistent, reliable source.





## Cloud Migration



Embrace the cloud with confidence. mhance provides comprehensive solutions for migrating your legacy data to cloud-based systems, ensuring security, availability, and cost-efficiency.



### Key Considerations:

- Compatibility with new cloud applications (Dynamics 365)
- Data security and availability
- Cloud storage costs

### What We Offer:

#### Access and Extract Existing Data:

- Utilise a range of strategies to access and extract your existing data, particularly in the non-profit sector, where we can leverage knowledge of legacy fundraising solutions.

#### Vet Existing Data:

- Utilise a custom-built, rules-based Cloud Migration Suite to minimise build, whilst maintaining the required flexibility to fit the requirements of your data.

#### Efficient Toolset for Data Migration:

- Select the right tools for the job – ensuring the most efficient upload possible (thereby minimising downtime during switchover).

### Benefits:

#### Cloud Capabilities:

- Choice of UK/European Data Centres
- Local and Global Redundancy of data options
- SLA-backed platform availability of 99.95% and above.

#### Complementary Products:

- Governance, Compliance, and Threat Protection with Purview and Defender for Cloud.

### Pricing

Cloud storage prices vary considerably, depending on such things as the levels of performance required. mhance will provide guidance in terms of the appropriate storage mechanisms for your data:

- You may not need all of your data to be stored in Dynamics 365
- A more suitable home could be found for older transactional data, lessening costs whilst still ensuring that you have the appropriate levels of access.

## Contact us

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Ready to transform your data operations? Contact mhance today to discuss how our data services can support your business goals.

