

SAN JOSE, Calif., Oct. 8, 2013 /PRNewswire/ -- Gray Matter Analytics, a recently launched consulting firm with offices in Chicago and San Jose, offers data analytics and predictive modeling services for healthcare and financial organizations. Founded by technology leader Shelia Talton, the firm provides a unique, product-neutral service that increases business value by turning Big Data into actionable information.

"We are in a data-driven era where having and understanding insight-rich information and how to use it can offer unprecedented competitive advantages," said Talton. "At the same time, many organizations are struggling with issues from how to improve operational efficiencies to building customer loyalty, while often lacking the in-house, holistic industry expertise necessary to integrate their business strategy with what they need from their data architecture."

Gray Matter Analytics empowers enterprise clients in the data-rich industries of healthcare and financial services to gain actionable insight into their own data, as well as the additional external data they need to aggregate to address gaps and provide comprehensive operational insights to improve business outcomes.

The new firm's approach begins with a "Mind" Assessment that includes a unique, fixed-price, eight-week evaluation and in-depth analysis of a client's business objectives and enterprise, as well as development of a roadmap for optimal data utilization. The assessment ensures alignment between business strategy and data architecture, and offers recommendations for quick wins with immediate return on investment.

The use of new advanced technologies allows clients to course correct from dealing with isolated data islands to a strategy of integration over time that is seamless to individual business units, yet under appropriate data governance.

Additional services include data management, data monetization to tailor products and services to customer segments, and advanced analytics for ongoing support.

"One of our defining characteristics is the team we have assembled that offers deep understanding of the complete 'value chain' within our target verticals, as well as complementary technical skills in data and predictive analytics," said Talton.

As founder, Talton brings over 30 years of experience in building next generation technology consulting practices in entities including Cisco Systems, EDS and Ernst & Young, as well as in her own firm.

Inaugural clients of Gray Matter Analytics are industry leaders in areas including insurance, health advocacy and medical devices. Target clients include healthcare payers and providers, property and casualty insurers, banks, pharmaceutical companies, and data-rich financial services firms.

For more information visit: <http://graymatteranalytics.com> .

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