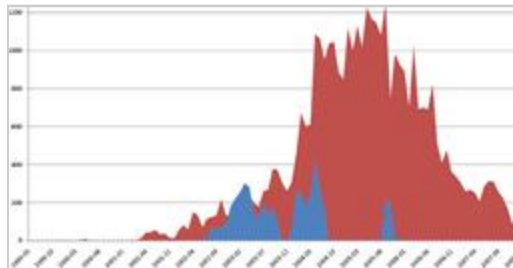# iChromatiq

Creating Value through the Innovative Application of Technology to Information Management and Data Analysis.

About iChromatiq

iChromatiq LLC is a technology and business consulting group dedicated to creating value for its clients through the innovative application of technology, business processes and data visualization within the context of an identified business need and market place.

Our focus is on document and data rich business areas such as legal and regulatory, distribution and logistics, healthcare and pharmaceuticals and we provide a range of information management and data analysis services from the design and implementation of enterprise-wide document databases and repositories to the data mapping of sources of electronically stored information and from the analysis of communication patterns in email traffic to the development of geospatial delivery analysis models.

By listening to our clients' needs, understanding their business environment and challenges, and by applying state-of-the-art methods and tools, we are able to deliver not only innovative solutions but the business processes and workflows that underlie their effective and efficient deployment.

Analyzing Email Traffic Patterns Over Time

Engagements & Experience

Distribution & Logistics Company: Data Analysis and Modeling of Delivery Data

Consulting with a Distribution Company to develop economic business models of distribution and delivery to support bidding processes and post contract award assessment of financial performance for a given geographic area, zip or delivery route.

Transportation Company: ARRA Compliance Database Development & Management

Assisting a US Transportation Company by designing, developing and managing a central preservation database for all ARRA related documents. Designing & implementing workflows and protocols for the collection, coding and processing of the documents across multiple internal document and email management systems.

HealthCare Provider: Enterprise Data Mapping, Document Collection & Hosting

Data mapping the enterprise to identify all data stores, document management systems, file servers, email servers, desktops and laptops. Collecting the data identified, processing it and uploading it into a secure database and making it available online to the Health Care Provider, their Investors and their Legal Team.

Areas of Expertise

Analysis, modeling and visualization of large data sets..

Decision Support system design, development and deployment.

Analysis of unstructured data including documents and emails.

Design, development and deployment of Document Management Solutions .

Business process and workflow design and implementation for information management.

Data mapping of sources of electronic information.
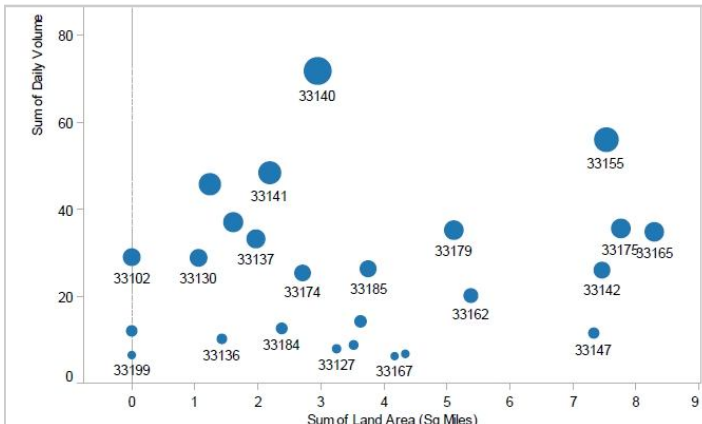
Custom software development.

Geospatial Analysis of Events

Data Analysis, Visualization and Decision Support

One of the key characteristics of today's business environment is the vast amounts of data generated. Wal-Mart, for example, handles more than 1m transactions per hour and has databases estimated at more than 2.5 petabytes. Theoretically, this data can provide insight into events, trends and behavior. In reality, the sheer volume and diversity of the data available make it harder to analyze and harder to deploy to make effective business decisions.

Analyzing delivery density in selected zips — bubble visualization

What information is collected and stored depends on the purpose of the system generating it and may, as a consequence, not be easily transformed into useful data points for some other objective. An ecommerce system designed to support online ordering and fulfillment may not produce data that is complete or useful for determining cost-effective delivery options.

In addition, understanding an opportunity or analyzing a trend may require combining data from several, disparate sources. For example, supporting decision making in a distribution and logistics environment may require combining: sample order data from one or more time periods, a variety of geo-demographic data (e.g. land area, population, road and traffic patterns) and historic distribution management information. Presenting this information in a way that is easily understood and can be made use of, requires both an understanding of the operational and financial models being deployed as well as key visualization resources such as maps, grids and charting.
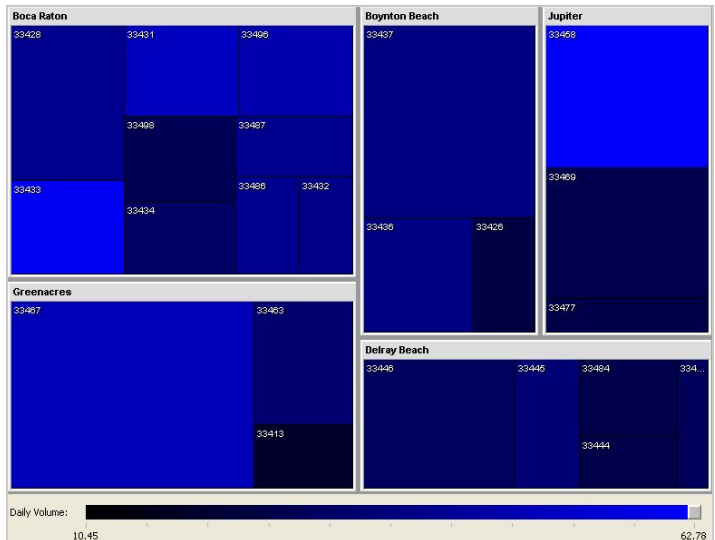
At iChromatiq, we have pioneered approaches to analyzing data and presenting it in ways which support decision making within a business and operational context. For example, we have developed methods for analyzing and reporting on collections of electronically stored information for legal teams, identifying possible missing data or anomalous patterns of file types. We have also developed methods for enhancing data from order management systems in support of delivery logistics and presenting the results using visualizations and map plots which assist management to make effective business and operational decisions.

Analyzing delivery density in selected zips — heat map visualization

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Key Personnel

Dr. Helen Campbell : Founder & CEO

Dr. Campbell has a career in technology management and consulting that spans over 20 years, including positions as CTO for Thompson Financial Services SDP , COO of Silver Plum.com, an e-commerce retail business, and CTO for LaserShip Inc. During Dr. Campbell's 8 year tenure with LaserShip Inc, she produced numerous market leading applications for distribution and logistics management. Most recently, as COO and CTO of LEX Inc., she was responsible for developing the company's online document management services for legal and regulatory compliance functions and spearheaded the use of data visualization and graphical reporting of data processing. Dr. Campbell holds her Doctorate and Masters degree in Information Science from The City University, London, UK.