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# Aquarium Service Provider Dives into Power of Data with Strategy Session

Trilix partners with Something Fishy to help the company leverage data to stimulate growth

## SOMETHING FISHY
### AQUARIUM SERVICES

A Trilix Case Study

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## Organization Overview:

Since 1993, Something Fishy, a Rhode Island-based aquarium service provider, has been committed to simplifying aquarium ownership and sharing the influence and energy of aquarium exhibits with as many people as possible. The company was founded by Kurt Harrington at the age of 15, who first dove into the industry by cleaning his dentist's fish tank. Over the last two-plus decades, Something Fishy has served the greater New England area, providing design, installation and managed care aquarium services.

## A Data Initiative:

Like most businesses, Something Fishy is committed to becoming a more data-empowered organization—from better understanding what data is important to how to organize and structure data so that it is available expediently and effectively. Trilix partnered with Something Fishy to lead the service provider through a Data Strategy Session, centered around preparing Something Fishy to build a data-driven culture and to identify how to best use data to achieve strategic goals.

In preparation of the Session, Trilix asked Something Fishy to complete an Application System Survey, used to document and describe each system or application they use that accesses, produces, or interacts with data.

"Something as simple as listing all the systems and applications that we use to track company information was eye-opening," said Harrington. "I learned that we have more data storage places than I would have thought—about 10-12—and that we are using systems for day-to-day data collection that I would have never guessed."

After completing the Application System Survey, Trilix's Director of Business Intelligence Solutions Rob Ulmschneider and members of the Something Fishy team met for a half-day live working session to dive into the five components of Trilix's Data Strategy Model:
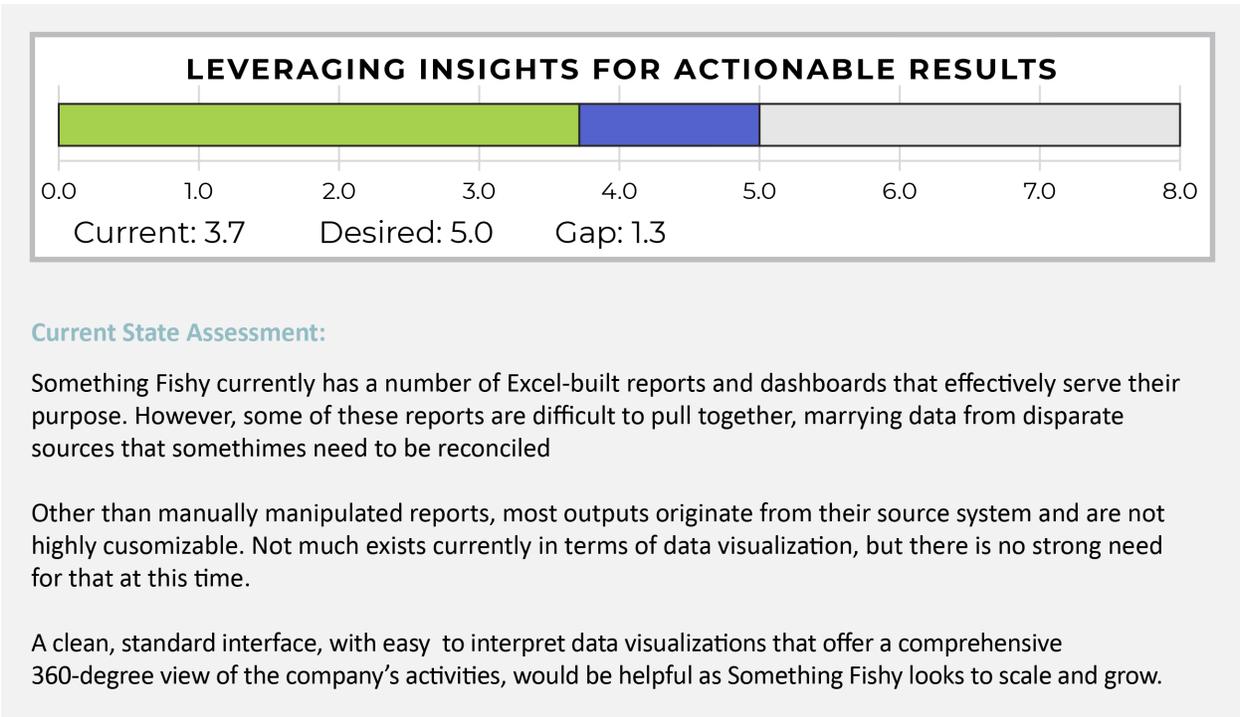
1. **Corporate Strategy and Business Objectives**, the organization's overall strategy and how it will guide a data approach
2. **Non-Technical Infrastructure**, an organization's people, processes, policies, and culture
3. **Source Data and Applications,** which is any software, spreadsheets, or other data sources that generate the data most critical to a business
4. **Technical Infrastructure**, which includes software and hardware specifically dedicated to data, analytics, and business intelligence
5. **Leveraging Insights for Actionable Results**, which covers how an organization will turn data into information, knowledge, and wisdom

"Whenever we talk data strategy, our top goal is to have an overall understanding of how the business operates—its mission, vision, values, culture, strategy, and so on," said Ulmschneider. "Too often people jump right into the technology, but it has to start with your specific business case if it's going to be successful in driving positive outcomes."

Added Harrington, "The amount of thoroughness in Rob's line of questioning was phenomenal. Rob knew little about our company coming in and, in just a few hours, was able to leave and create a detailed roadmap that was on point."

Following the session, Trilix produced a custom Data Strategy Roadmap that included recommendations for 13 initiatives that will help Something Fishy increase its overall data maturity. These recommendations were hand-picked for Something Fishy based on an analysis of the current state and ideal future state of their data ecosystem, and dot-lined back to their overall strategy of growth through expansion.

Below is an example extracted from the Roadmap.

## LEVERAGING INSIGHTS FOR ACTIONABLE RESULTS

| 0.0 | 1.0 | 2.0 | 3.0 | 4.0 | 5.0 | 6.0 | 7.0 | 8.0 |

Current: 3.7     Desired: 5.0     Gap: 1.3

**Current State Assessment:**

Something Fishy currently has a number of Excel-built reports and dashboards that effectively serve their purpose. However, some of these reports are difficult to pull together, marrying data from disparate sources that somethimes need to be reconciled

Other than manually manipulated reports, most outputs originate from their source system and are not highly cusomizable. Not much exists currently in terms of data visualization, but there is no strong need for that at this time.

A clean, standard interface, with easy  to interpret data visualizations that offer a comprehensive 360-degree view of the company's activities, would be helpful as Something Fishy looks to scale and grow.

"If you are going to build a house you need to meet with an architect to have a blueprint first and that's what we needed for our company," said Harrington. "The Data Strategy Roadmap serves as our blueprint so we can get our arms around our data strategy, mindset and culture.  No other company has been able to provide an analysis and present our data needs like Trilix."

**Looking Forward:**

Armed with its Data Strategy Roadmap, Something Fishy will leverage this document moving forward as a guide for both short- and long-term actions. One specific "quick win" recommendation was identifying the key performance indicators that need to be readily available at the executive level, versus the team

level, so that company dashboards are meaningful and not overwhelming. A longer-term recommendation involved creating a centralized data warehouse to improve reporting using data from multiple source systems. This will help Something Fishy eliminate redundancies and reduce the likelihood of human error in processes.

"Through the Data Strategy Session I learned things as a business owner that I needed to know; the information I received was an eye-opener," said Harrington. "Now, I understand better what I need to do to bring my data into one space and the next steps to take to be more effective and efficient with our data."

"I think a challenge for all CEOs is that they want data at their fingertips and want to be data-driven but they don't know the right way to go about it," he added. "The Data Strategy Roadmap left us with an actionable blueprint that allows us to accelerate our data journey."