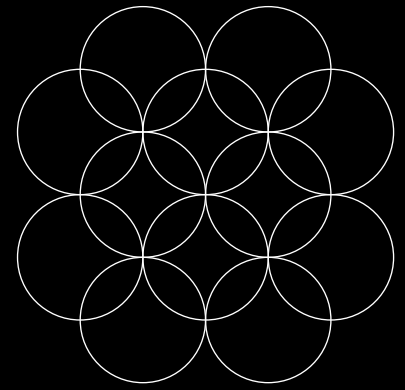
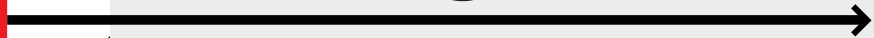


infographer

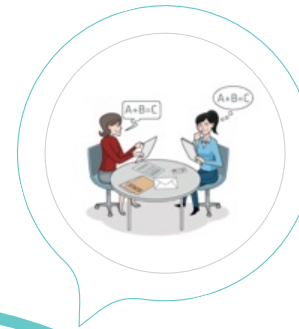


WHO WE ARE

14+ YEARS 100+ CASES MULTI-TALENTED TEAM

INFOGRAPHER

IS A BUSINESS INFOGRAPHICS AGENCY
DEDICATED TO **CONVEYING**
COMPLEX BUSINESS DATA
WITH **CLARITY** AND **IMPACT**



A+B=C

You need our services in
VERY IMPORTANT
SITUATIONS

INSIGHTS

Consider a scenario where the
stakes are elevated, and you are
seeking excellence in
communication

COMMUNICATION

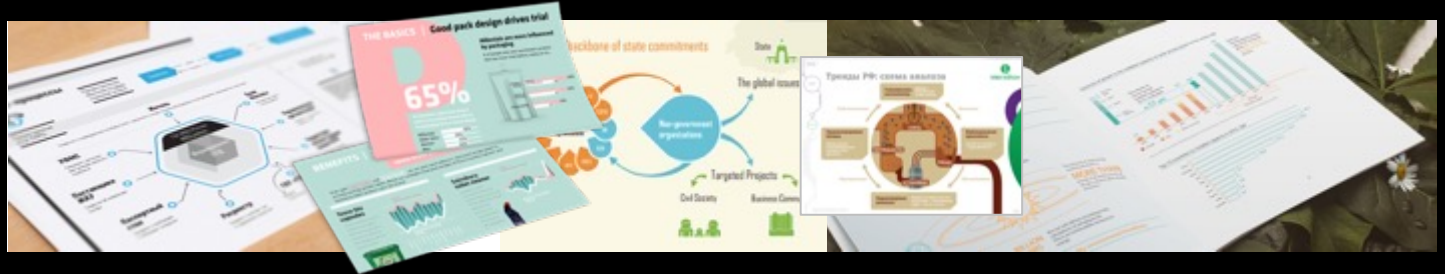
Cost of our services has high ROI:
raised investments, new partnerships,
stakeholder engagement

ROI

A+B=C

WE WORK WITH ANY COMPLEX INFORMATION

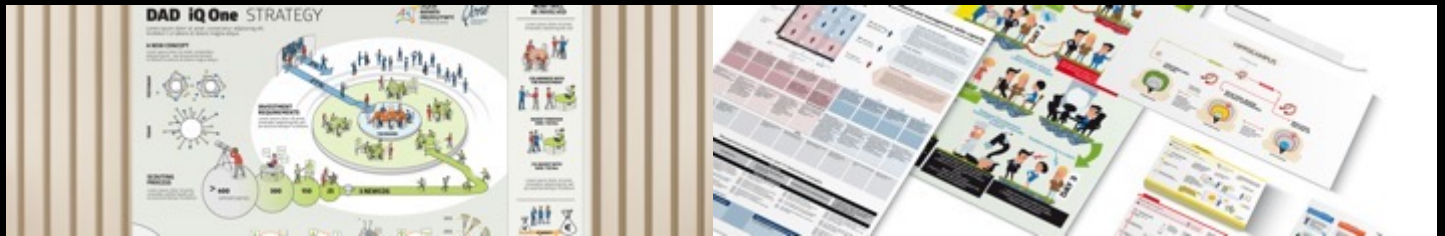
DECKS



REPORTS



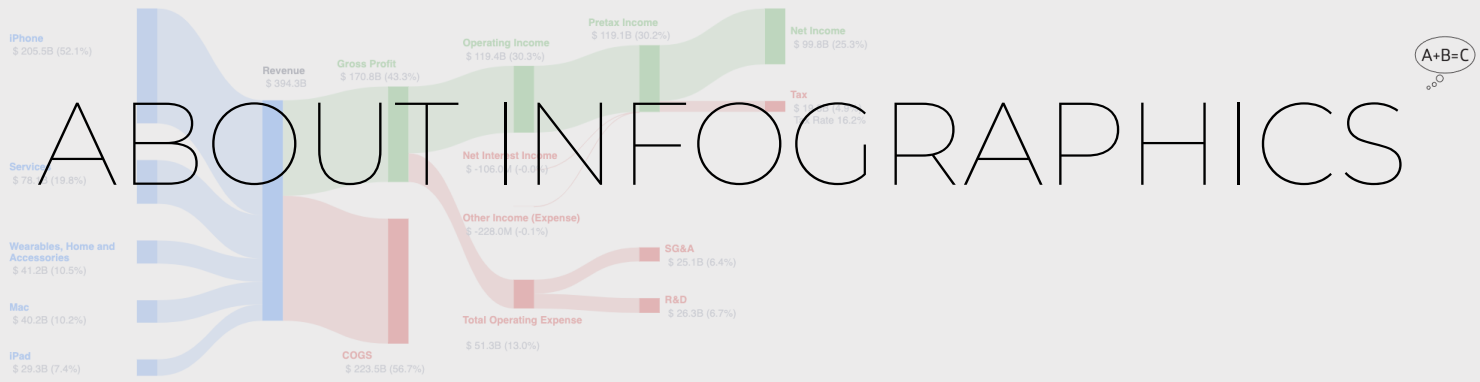
EXPLAINERS



DASHBOARDS

ReportMe
BI, data visualisation



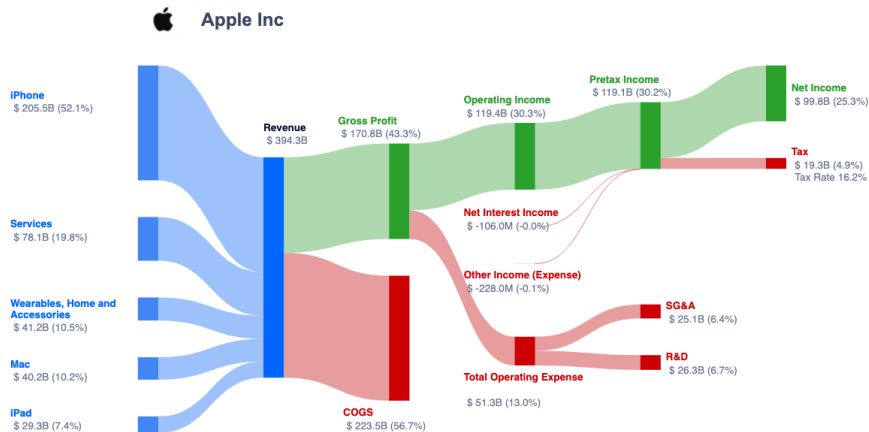


ABOUT INFOGRAPHICS

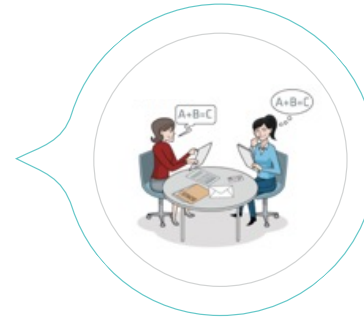
A+B=C

BUSINESS INFOGRAPHICS

A business **infographic** (INFO BY GRAPHICS) is a way to explain and convey complex ideas in simple graphics



EXAMPLE: How Apple Inc (AAPL) Makes Its Money



Highly applicable in:

- Operations
Process flow,...
- Analytics
Insight delivery,...
- Finance
Budget visualisation,...
- Startups
Business model visualisation,...
- Investor Relations
Investor communication,...
- Research Companies
Analytical reports,...
- General management
All kinds of reporting needs,...
- HR
Employee metric,...
- Strategic planning
Market trends,...
- And many more

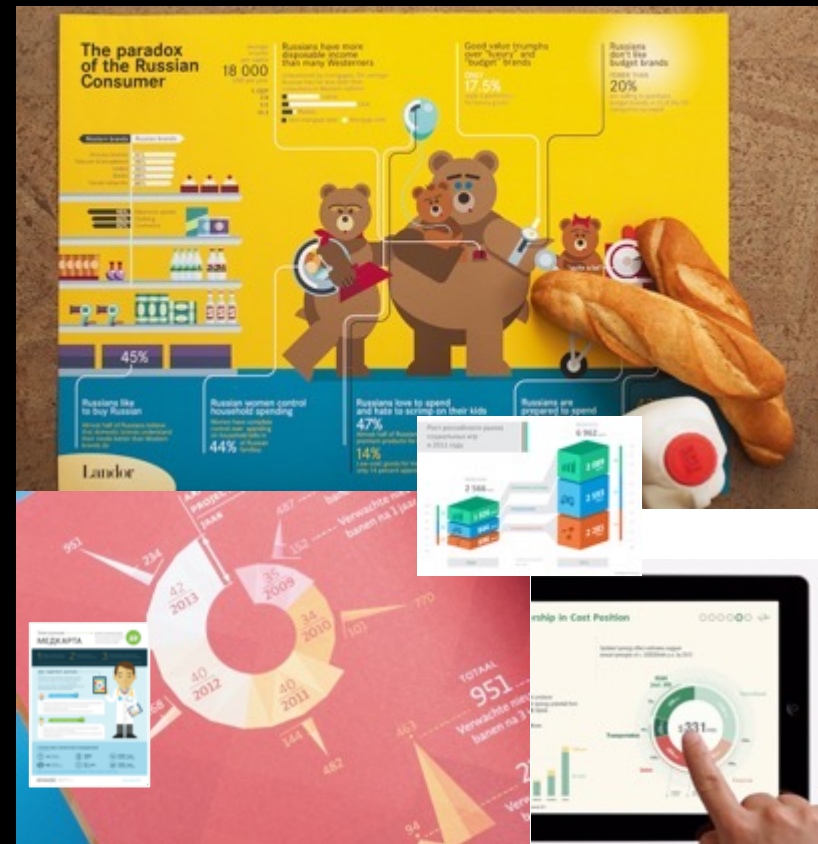
INFOGRAPHICS ARE GREAT IN CASES:

TO PERSUADE – TO “SELL”

Explain particular subject in detail, sell ideas, report and achieve goals

TO BUILD GOODWILL – TO TELL A STORY

Highlight facts and build a better image



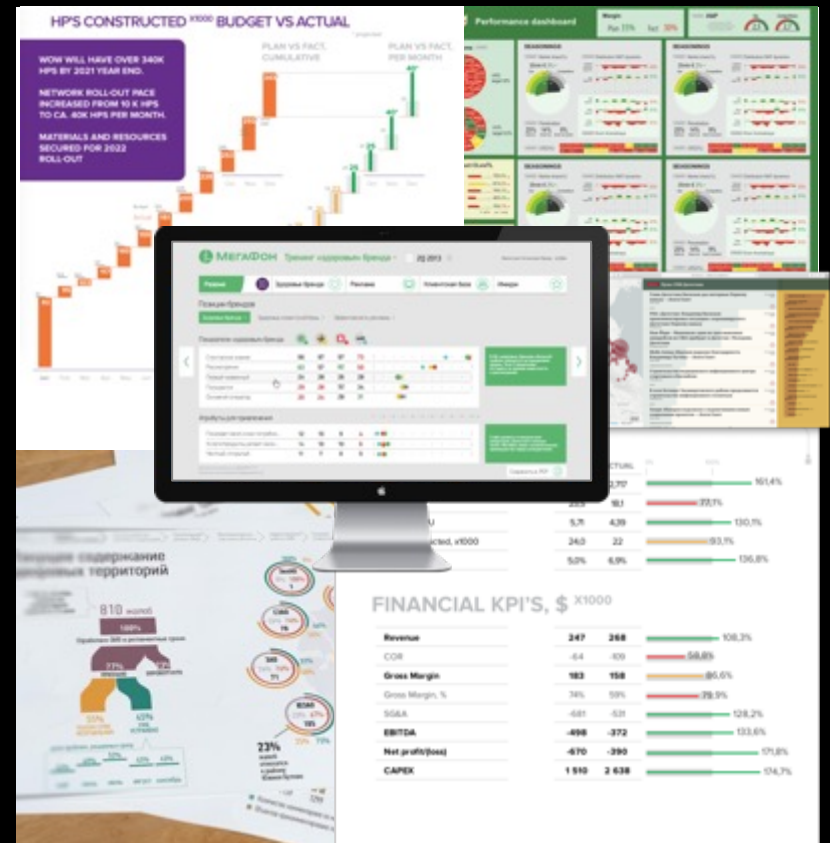
INFOGRAPHICS ARE GREAT IN CASES:

TO INFORM – TO EXPLAIN

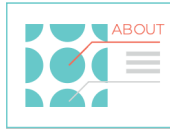
Visualise complex business process, logic, changes. Make it simple!

TO REPORT AND CONTROL

Status reports, dashboards to urge actions when needed

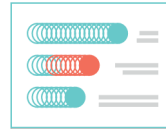


IDEAS FOR REPORT/DECK IMPROVEMENT



PRESENTATION CREATION

Transforming Raw Data into Compelling Visual Narratives



SLIDE REVAMP

Storytelling and Narrative Building



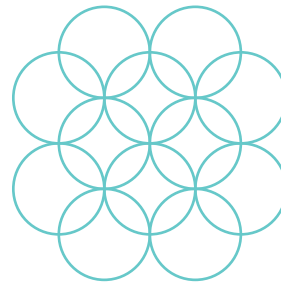
PRESENTATION HELPDESK

Extended working hours and urgent availability



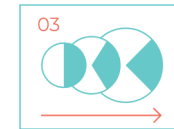
DATA VIZ GUIDELINES

Enhance Branding and Consistency



DATA ART

Infuse Creativity and Insightfulness into Data Visualizations

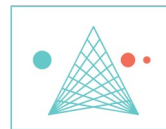


DYNAMIC ANIMATION



POWERPOINT/EXCEL TOOLKITS

Give Your Analysts the Tools to Excel and Make an Impact



DATA ART

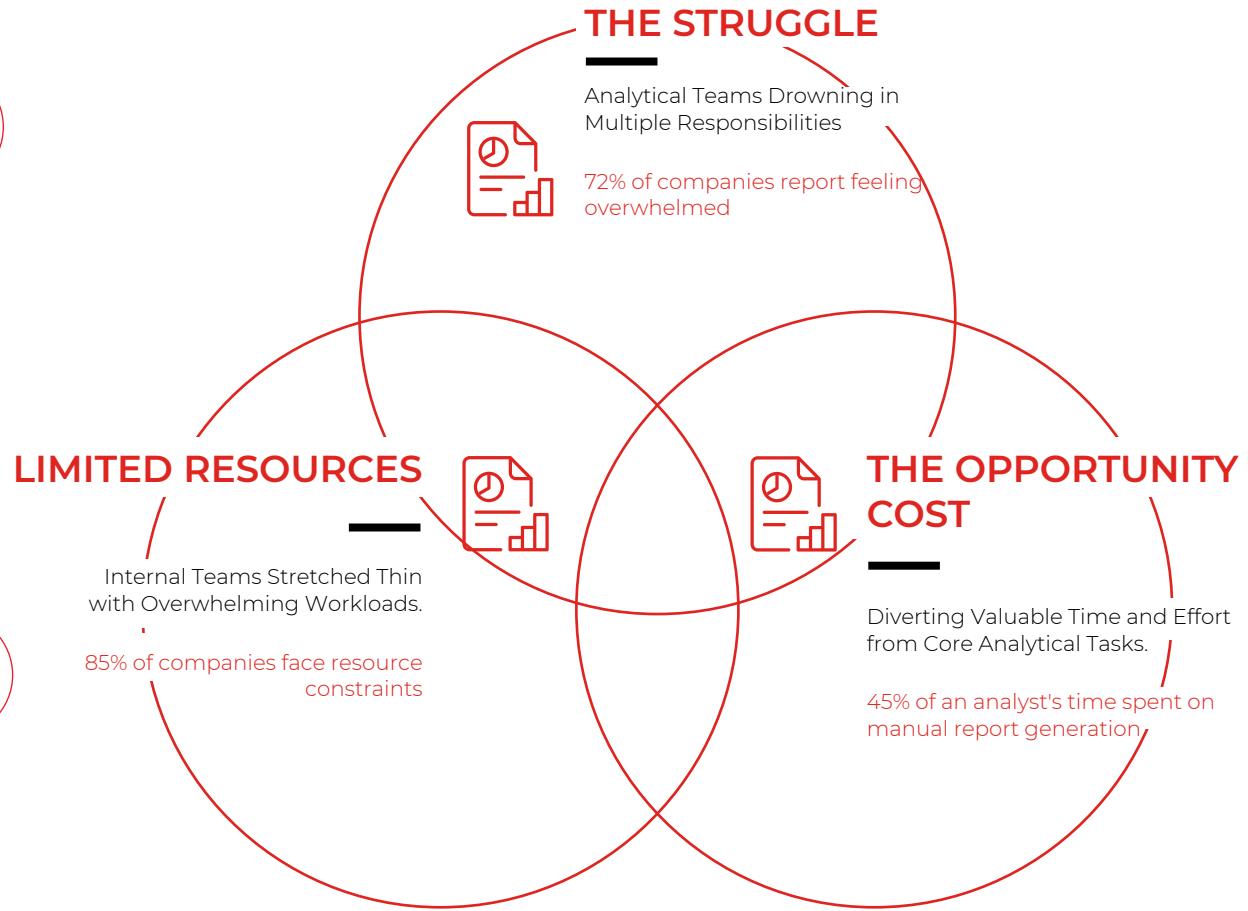
Infuse Creativity and Insightfulness into Data Visualizations



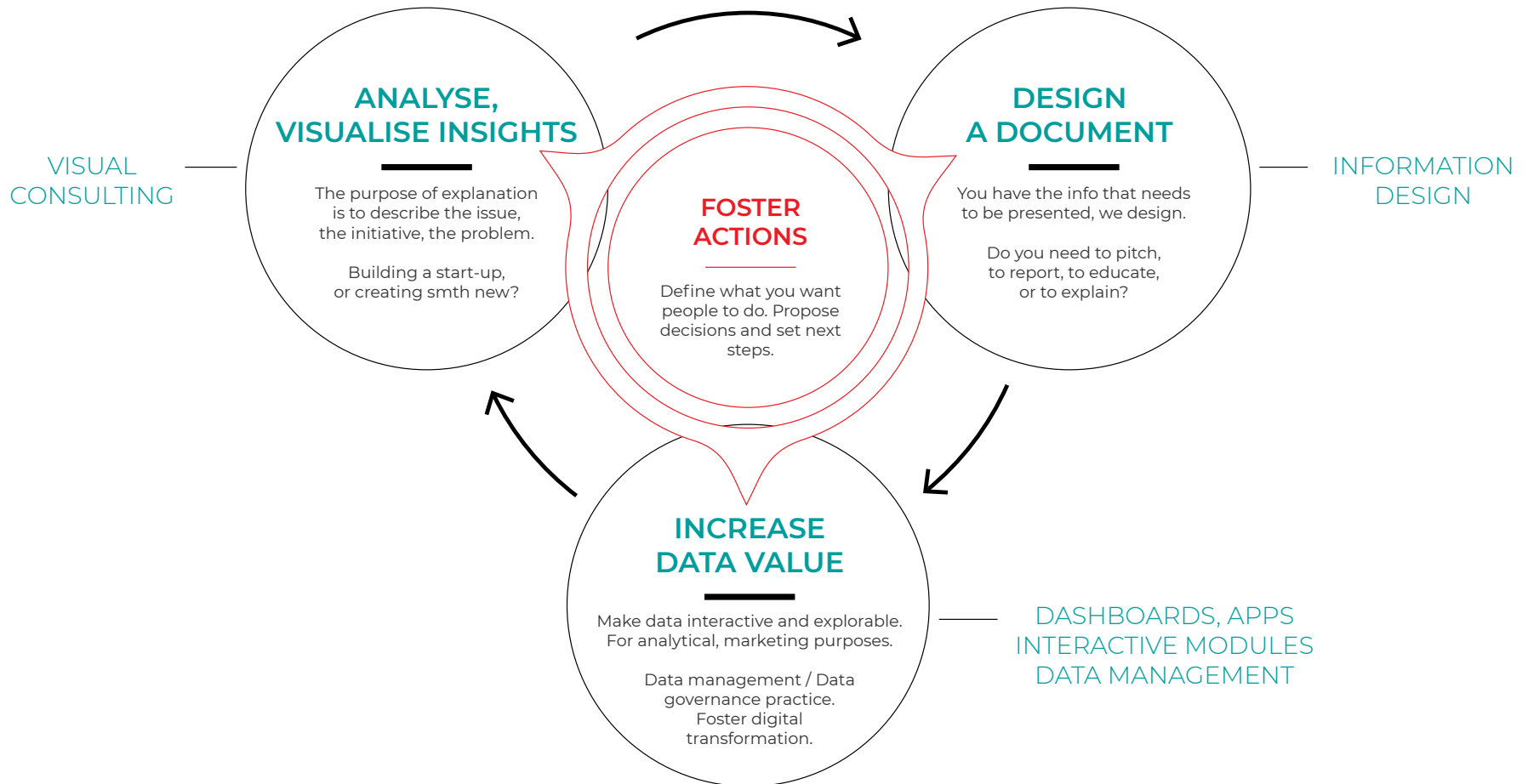
INFOGRAPHICS

Best Practices for Impactful Data Presentation

WE BEAT THE IN-HOUSE STRUGGLE



INFO DESIGN PROPELS BUSINESS RESULTS





TARGET

LAUNCH A NEW BUSINESS VENTURE AND RAISE FUNDING

STRATEGY

PARTNER WITH INFORMATION DESIGN EXPERTS FROM INFOGRAPHER TO CRAFT THE WOW STORY

RESULT

INITIAL PRESENTATION HELPED POSITION THE TEAM'S EXPERTISE. FUNDING WAS RAISED AND THE COMPANY WAS LAUNCHED. THREE YEARS LATER WOW IS A NATION-WIDE COMPANY WITH MORE THAN 2 MLN HOMES PASSED.

INITIAL PRESENTATIONS

INVESTOR PITCHES

REGULAR REPORTING

DASHBOARDS

DATA MANAGEMENT

✓
Early stage funding

✓
Successful rounds of funding

✓
1 mln homepasses

✓
4 years in operation

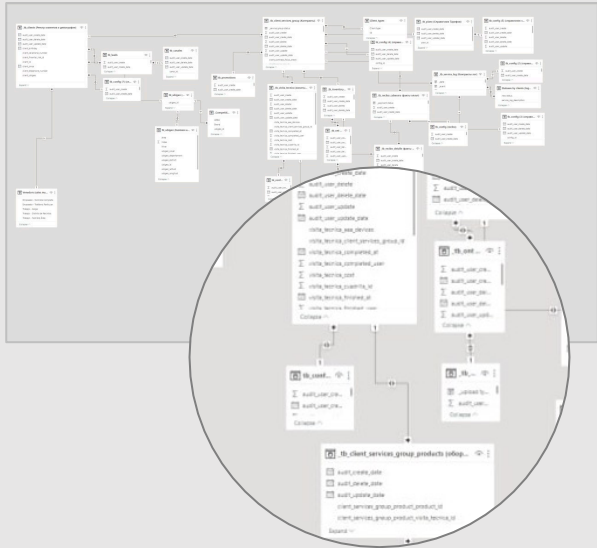


CASE

IDEA → STARTUP → SUCCESS

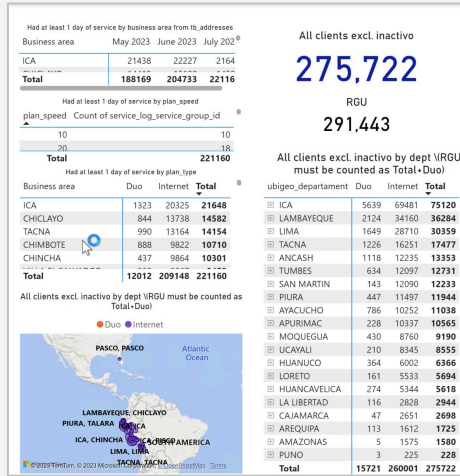
RAW DATABASES (SQL, SAP, POWER BI etc)

COMPLEX DATA STRUCTURE, DATABASES WITH VERY LOW QUALITY OF DATA. MANY INCORRECT DEPENDENCIES



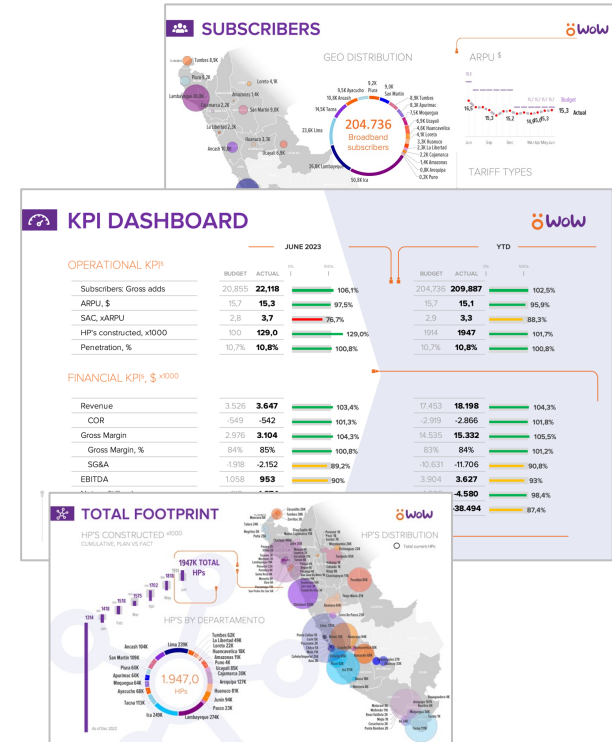
NEW DATA MODELS

WORK IN PROGRESS



AESTHETIC EXCEL/PPT/POWERBI

FINAL RESULTS: CUSTOM CHARTS, CUSTOM LABELLING, AESTHETIC TOUCH&FEEL



CASE

REPORTING & DASHBOARDS

TARGET

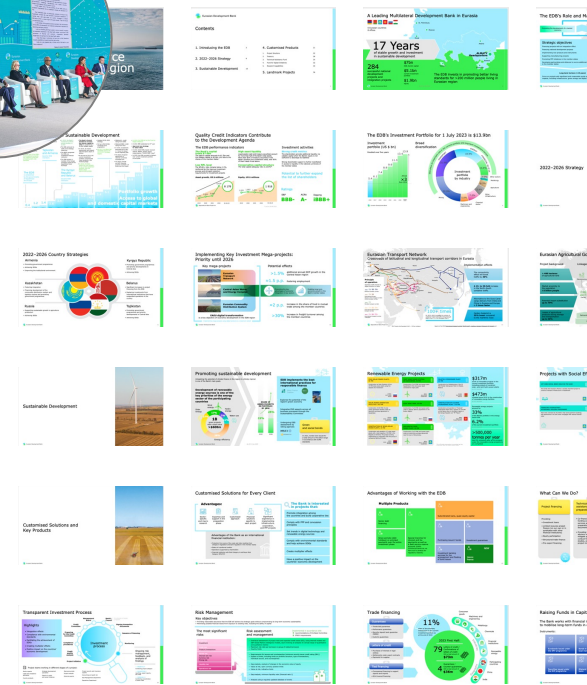
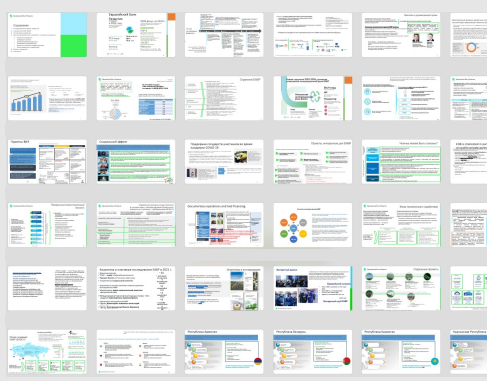
ELEVATE THE EDB DECK GAME TO MATCH THE NEW BRAND STYLE AND IMPROVE GR COMMUNICATIONS

STRATEGY

INVITE INFOGRAPHER TO IMPROVE VISUAL LANGUAGE AND HELP STRUCTURE CONTENT

RESULT

FINAL DECKS ARE VERSATILE EXPLAINERS THAT FITS VARIOUS PURPOSES AT B2B / B2G / G2G EVENTS



ASE

CASE: PRESENTATION SERVICES (RETAINER)

TARGET

TURN THE COMPANY INTO MODERN DATA-DRIVEN ORGANISATION

STRATEGY

SET UP A DATA-DRIVEN CULTURE IN THE COMPANY.

RESULT

A STARTUP QUICKLY ENTERED TOP-3 DATA-DRIVEN TELECOMS ON THE MARKET



RAW DATA

AD-HOC REPORTING



PITCH IDEAS, INITIATIVES



WIN STAKEHOLDERS, DRIVE CHANGE

ReportMe

OUR BI APP FOR DASHBOARDS, AUTOMATED REPORTING



KPI REPORTS



BUSINESS UNDER CONTROL

We delivered:

- Reporting and dashboards, using proprietary ReportMe BI software
- Multiple designs for analytical reports
- Templates for data-based presentations and reports.
- Visual literacy workshops (data visualisation) to teach how to do better presentations, better dashboards
- And much more

CASE

CASE: DIGITAL TRANSFORMATION

WHY US

We are the pioneers of the market
and we keep our
A-class game



I INTERNATIONAL FLEXIBLE TEAM

We operate in
multiple timezones.
Representatives in
The Netherlands, Dubai, Lima

II CUSTOM BUT NOT EXPENSIVE

Every project is unique,
but our methodology
helps keep project
costs moderate

III EASY TO START, EFFORTLESS COLLABORATION

We lead you throughout the project.
We help you get the data, analyze it,
suggest ways to communicate,
align with deadlines

IV ACKNOWLEDGED PROFESSIONALS

Speakers at conferences,
Online master classes.
Experience of hundreds of
cases available to you

PROPOSAL: QUICK TRIAL

1 week FREE work together at

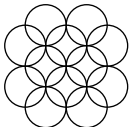
- E-meet → evaluate needs → define
test project scope. Ideation.
- Free Data Communication Maturity
Level Evaluation
- Free Trial Ideation / Report Graphic / Etc.

No cost

TRUSTED BY

EUROPE — ASIA — AMERICAS

RESEARCH AGENCIES — CONSULTANTS — MULTINATIONALS



FIRST STEP



LETS SCHEDULE A CALL



MAXIM GOR

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Phone: +31 (0) 629 82 01 48

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The Netherlands

Web: infographer.eu



taplink.cc/max_go