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Matt Wienke,
President

PUTTING DATA TO WORK

Leaders in enterprise data management, **Infoverity** takes a strategic approach when helping companies maximize one of their most valuable assets: data.

Data is widely considered the currency of the information economy. Yet few companies have figured out what to do with their data, aside from storing it more economically in storage clouds—the equivalent of stashing it under a mattress.

Infoverity aims to actualize the true value of its clients' data through a full suite of information management solutions. Powered by a team of master data management (MDM) and product information management (PIM) industry experts, Infoverity helps businesses avoid drastic losses associated with poor data management, which can amount to tens of millions per year for U.S. companies with revenues exceeding \$1 billion.

"Our goal is to deliver the right data at the right time and

right place for our clients," says Matt Wienke, Infoverity's president. "Smart enterprise data management reduces costs for all stakeholders, fuels faster innovation, leads to better service, and increases the bottom line."

Flexible Strategies for Any Company

Snarls of poorly managed data can lead to a disconnect between information systems and business processes. Infoverity takes a strategic and flexible approach to bridging that gap. "First, we build an understanding of where it hurts. Then, we unravel the cause-and-effect relationships of the current state and help plot the goal state," Wienke says. To clear a path forward, Infoverity identifies opportunities for activating solutions, such as when and where to implement new technologies,

information governing roles, or business processes that improve and protect data.

The scaffolding for Infoverity's myriad services and solutions is a dynamic, broadscale framework it calls "FlexiFrame®." "To help a client understand how these changes might occur, we present a number of different situational or program-specific resource buckets, designs, process flows,

and artifacts," Wienke says. "We then guide clients in selecting and applying the parts that work for them."

FlexiFrame® proved essential when, early during the pandemic, Infoverity worked with a large temporary health care staffing company struggling to synthesize credentialing and logistics data. "We knew if we didn't help fix this issue internally for this client, it could cost lives," Wienke says. The team implemented a flexible solution for organizing and storing data, which it had successfully used with 10 other health care clients. Today, that staffing company is managing more fulfillments and to a higher degree of quality—an essential improvement during what is a dire time for hospitals, medical staff, and patients.

That can-do spirit permeates the culture at Infoverity, an employee-owned entity recognized by *Inc.* magazine as one of the fastest-growing U.S. private companies. "We celebrate a healthy tension among autonomy, collaboration, and learning," Wienke says. "Everyone is driven to accomplish something, yet we can all pause and make a contribution to someone else's success." Likewise, Infoverity welcomes fruitful collaborations with industry partners, especially those whose technologies and services help yield turnkey solutions for Infoverity's clients. "We want to work for people and with people who share our value system, take calculated risks, and are comfortable being uncomfortable," Wienke says.

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