Safety First: Using Applied Analytics to Reduce Workplace Accidents

How a global leader in environmental, health, safety and quality (EHSQ) software is tapping into customer data to not only create a better product, but also save lives.

When Cority, a global leader in environmental, health, safety and quality (EHSQ) software, wanted to raise capital, it was keen to find a partner that offered more than just a check. The Toronto-based company helps organizations manage safety in the workplace and has access to a trove of customer data. Its President and CEO, Mark Wallace, knew that if his team could harness the insights that data contained, they'd be able to improve their product and further differentiate themselves from their competitors.

That's one of the reasons why Wallace was interested in working with Georgian Partners. The firm is known for its deep expertise in applied analytics, which he was eager to tap into to help propel the business forward.

To help meet that need, Georgian Impact facilitated an applied analytics workshop in August 2016, shortly after making its investment. "We wanted to bring together key members of Cority's senior leadership team for a facilitated one-day brainstorming session," explains Madalin Mihailescu, the head of Georgian Impact. "We were keen to help uncover the best ways for Cority to develop a successful applied analytics strategy."

Mihailescu and his colleagues began by asking the workshop participants to think about the people who use Cority's product and the types of insights those users would find valuable enough to pay for. As the session progressed, more and more ideas surfaced. The team then devoted time to evaluating each one, weighing the potential value that Cority could derive from an insight against the cost associated with bringing it to customers.

The output of the workshop was an opportunity matrix and product roadmap that gave Cority a clear indication of where they should consider focusing their efforts in the applied analytics space.

Key Accomplishments

- **Identified the best analytic opportunities**
- **Developed a product roadmap**
- **Facilitated key analytic hires**
- **Helped Cority secure data rights**
- **Validated ideas with customers**
- **Ongoing product definition work**

Based on the discussions, Georgian Impact prioritized three opportunities that would help Cority's customers to:

- Compare themselves against their peers across a variety of safety metrics.
- Understand what specific activities they could undertake to improve workplace safety based on their particular situation.
- Predict high-severity or fatal accidents before they happened.

"It was a highly productive session for us," recalls Wallace. "The Georgian team did an amazing job of helping us distill the opportunities down so that we were not only focused on the right ones, but also had a clear path forward."

From Planning to Action

Not long after the workshop, Cority engaged Georgian Impact for additional support. With a plan in place to bring a new analytics product module to market, it was time to get to work on execution.

The first step was to expand Cority's in-house analytic capabilities. Georgian Impact got involved in every stage of the process from developing job descriptions and sourcing candidates to conducting interviews and making final recommendations about who to hire. So far two new data scientists, an engineer, an architect, a product marketer and a project manager have already come on board.

In parallel with this effort, the team began work on refining and delivering against the product roadmap. As part of that effort, Georgian Impact got involved in a variety of capacities, including:

- Conducting customer calls to validate the perceived value of specific insights
- Helping Cority structure its contracts to ensure they had rights to perform analytics on customer data
- Defining the product by creating wireframes, storyboarding the product vision and creating sales decks

While the work is still ongoing, Cority is currently on track to roll out its new analytics product module by the end of 2017. Their goal is to be at the forefront of their industry by offering the kinds of insights that make their product more valuable to customers.

"The work has been going extremely well," says David Vuong, the product manager overseeing the engagement at Cority. "We're making steady progress and are confident that we're going to have a great new module that will help to further differentiate our product."

Georgian Impact couldn't be happier. Being able to use their expertise to help a portfolio company is one thing. Doing so to help that company save lives is quite another.