



ONE DATA PLATFORM CAN'T SERVE EVERYONE.
TWO ACCESS POINTS. ONE DATA STRATEGY.

Enterprise field service organizations don't have one data problem, they have two. Operators need answers in seconds. The back office needs data they can execute on. Trying to solve both with one product creates friction for everyone. Data Factory and Decision Intelligence are built to work together — one governed foundation, two layers of access, one source of truth across your entire organization.

SEE THE IMPACT

80%*

Reduction in data engineering costs vs. custom builds

**Wavelytics Early Adopter*

40%*

More services per tech per day via Live Leaderboards

**Insight Pest*

48hrs*

To unified portfolio view across acquired brands

**Wavelytics Early Adopter*

<5min*

To answer complex operational questions with WALve Analysis

**Approximate*

THE TWO PRODUCTS

Foundation layer

Wavelytics Data Factory

For your data and IT team

A curated data warehouse powered by Snowflake and maintained by WorkWave. Connect BI tools, AI models financial systems, and acquisitions without building or maintaining custom pipelines. WorkWave manages the layer; your team builds on top.

IT Director

Data Analyst

CFO / Finance

BI Developer

Intelligence layer

Wavelytics Decision Intelligence

For every operator across your business

Your Intelligence Hub, built natively inside your WorkWave software. It surfaces pre-built scorecards, live Leaderboards, and flags issues automatically. No SQL. No waiting. No report request. Just action.

Branch Manager

Regional VP

Ops Leader

Sales Manager

WHAT THE FULL STACK UNLOCKS FOR YOUR BUSINESS

- ✔ **One source of truth, two ways to access it**
Operators work from our DI guided Intelligence Hub. Analysts extend through Data Factory. It's the same curated data underneath both — no conflicting numbers, no shadow reports.
- ✔ **Integrate acquisitions in days, not quarters.**
Plug a new acquisition into Data Factory and have unified operational visibility across brands in 48 hours. Decision Intelligence surfaces information for operators the same day.
- ✔ **Finally connect operational performance to financial performance.**
Join payroll, financials, CRM, or third-party data with your operational data directly in Snowflake through Data Factory. Your analysts build on a complete picture — no separate pipelines, no manual stitching.
- ✔ **Stop turning IT into the reporting department.**
Operators stop filing report requests. IT focuses on extending the data model — not fielding one-off dashboard requests that could have been answered in real time.
- ✔ **Run every branch from the same playbook.**
Finance builds custom CFO-level views through Data Factory. Branch managers run daily ops from the Intelligence Hub. Both happen simultaneously with the same data.
- ✔ **Ask your business questions instead of building reports.**
WAlve Analysis runs on top of Decision Intelligence. Ask any operational question in plain English and get an answer grounded in governed, curated data. No SQL. No analyst in the middle.

ROLE	PRIMARY PRODUCT	HOW THEY USE IT
IT Director / CTO	● Data Factory	Replaces brittle pipelines, connects BI tools directly to clean Snowflake data, eliminates ongoing maintenance burden
CFO / Finance Team	● Data Factory	Builds board-level financial reporting by joining operational data with payroll, accounting, or ERP sources
BI Analyst / Data Team	● Data Factory	Creates custom dashboards, commission calculations, cohort analysis, and AI model development with direct Snowflake access.
VP Operations	● Decision Intelligence	Sees real-time branch performance across regions,without waiting on a monthly report or a data request to IT
Branch / Regional Manager	● Decision Intelligence	Tracks daily team performance with live Leaderboards and scorecards; Problems Tab flags issues before they hit the P&L
CEO / Executive Team	●● Both	Answers strategic questions instantly through WALve Analytics; portfolio benchmarking via DI; custom board reporting via Data Factory

READY TO SEE WHAT TWO-LAYER ENTERPRISE INTELLIGENCE LOOKS LIKE WITH YOUR DATA?

REQUEST A DEMO