# the [i] factory

# Putting data to work

Data gets a lot of attention these days, fuelled by the exponential growth in its availability and the relative ease of accessing it. But, in its raw state data has no particular significance.

What really counts is what you do with data, how you harness its potential to derive insights and gain wisdom. We call this 'putting data to work'. This model illustrates what we mean.
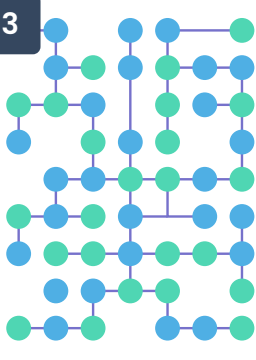
### 1
### Data
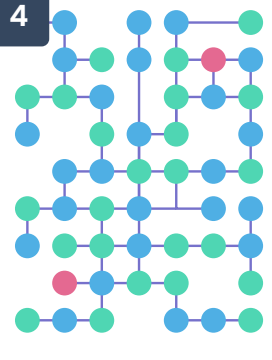is merely a series of unstructured facts and figures, unorganised and without context.

### 2
### Information
is data that's been cleaned, organised and put into context. This is where we discover a meaning or relationship between different pieces of data.
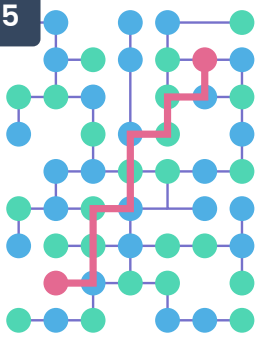
### 3
### Knowledge
is based on experience and represents knowing how to execute a task or follow a process. As we gain knowledge we begin to make sense of things and draw connections.

### 4
### Insight
uses knowledge to gain a deeper understanding of a particular situation and why it occurred.

### 5
### Wisdom
is the application of information, knowledge and insights to facilitate informed decisions.

At The Information Factory our data driven solutions are focused on putting your data to work, refining raw, disconnected data and turning it into something that is actionable – giving you the power to know what to do.