



## **Best Use of Data and Web Analytics**

### **Introduction**

The eir spiders will reward the big data trailblazer who provided the best data management, data integration and web analytics application in their business.

### **Business criteria**

- The entry is open to businesses that can demonstrate that they have used primary data insight or third-party live data analysis and integration to develop new products and level of services.

### **Technology criteria**

- The judges will pay attention to how the data integration challenges were met and how the insights and live analysis are surfaced.

### **Design criteria**

- The judges will reward design applications and user experiences that integrate data seamlessly and interactively.
- Judges will also pay attention to how data can impact emotional and motivational design while making an impact on communication results.

### **Business results**

- The entry should demonstrate how the integration of data in their products and services offering had significant impact on the business outcome.

### **Leading competitive advantage**

- The entry should demonstrate how innovative and how proprietary the solution is.