



Our work makes you look good.

A pink line graphic that starts as a horizontal line under the word "work", then dips down into a V-shape, and finally rises back up to continue as a horizontal line under the word "good".

Think. Build. Deliver.

What we do

Spark is a data-led advisory and delivery company. Our purpose is to provide high-quality contextual data, making data more useful, actionable and relevant for organisations of all sizes. Our best-in-class bespoke solutions help our customers seize opportunities, grow profits, and remain competitive in a rapidly changing market. Here are just a few of the services we are regularly called upon to help with:

- Data Security & Advisory
- Legacy Modernisation & Project Rescue
- Product Delivery & Software Engineering
- Teams as a Service (TaaS)





Consultancy Expertise

That empowers people and organisations to achieve their full potential by supporting their teams to address challenges and make informed decisions.



End-to-End Delivery

Delivery with knowledge, best practices, proven methods and advanced technologies covering bespoke engineering integration, migration, and analytic solutions.



Teams as a Service

With Spark's TaaS, your team becomes smarter, more adaptable, and as a leader, you maximise your existing resources to the fullest.

True Business Enablement.

How we help

We could say, like everyone else, that we're customer-centric and product-driven, and we wouldn't be lying; we are. But, where we really differentiate ourselves and excel is our focus on contextual data and giving our customers an unfair advantage in their market.

Our deep expertise in contextual data and software delivery create user-friendly solutions that make life easier for you, your business, and your customers.

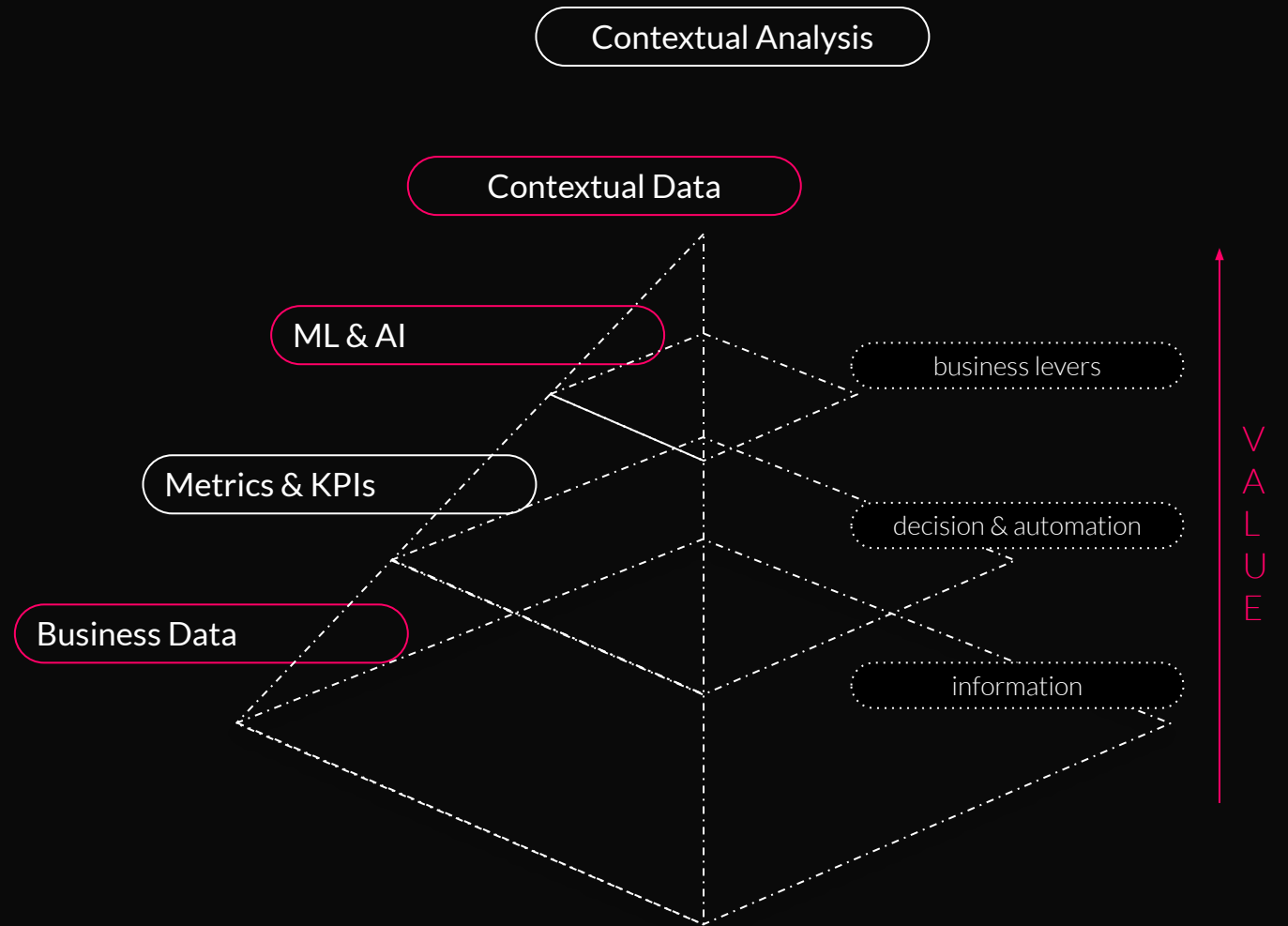
Why It's Critical.

Contextual data

Contextual data is the background information that provides a broader understanding of an event, person, or item. This data is used for framing what you know in a larger picture. Essentially giving context to the data. These relevant facts and context can be utilised to analyse your consumer behaviour patterns, improving their experience.

Many industries use contextual data to get an edge and find unique ways to understand their collected information. Data isn't produced in a vacuum. Contextual information helps companies better understand the details they've gathered about their customers.

Spark refines our customers' data and provides context to each data point meaning and actionable insights, from metrics and KPIs to Machine Learning (ML) and Artificial Intelligence (AI). This is truly where Spark excels in how we deliver solutions that create an impact.



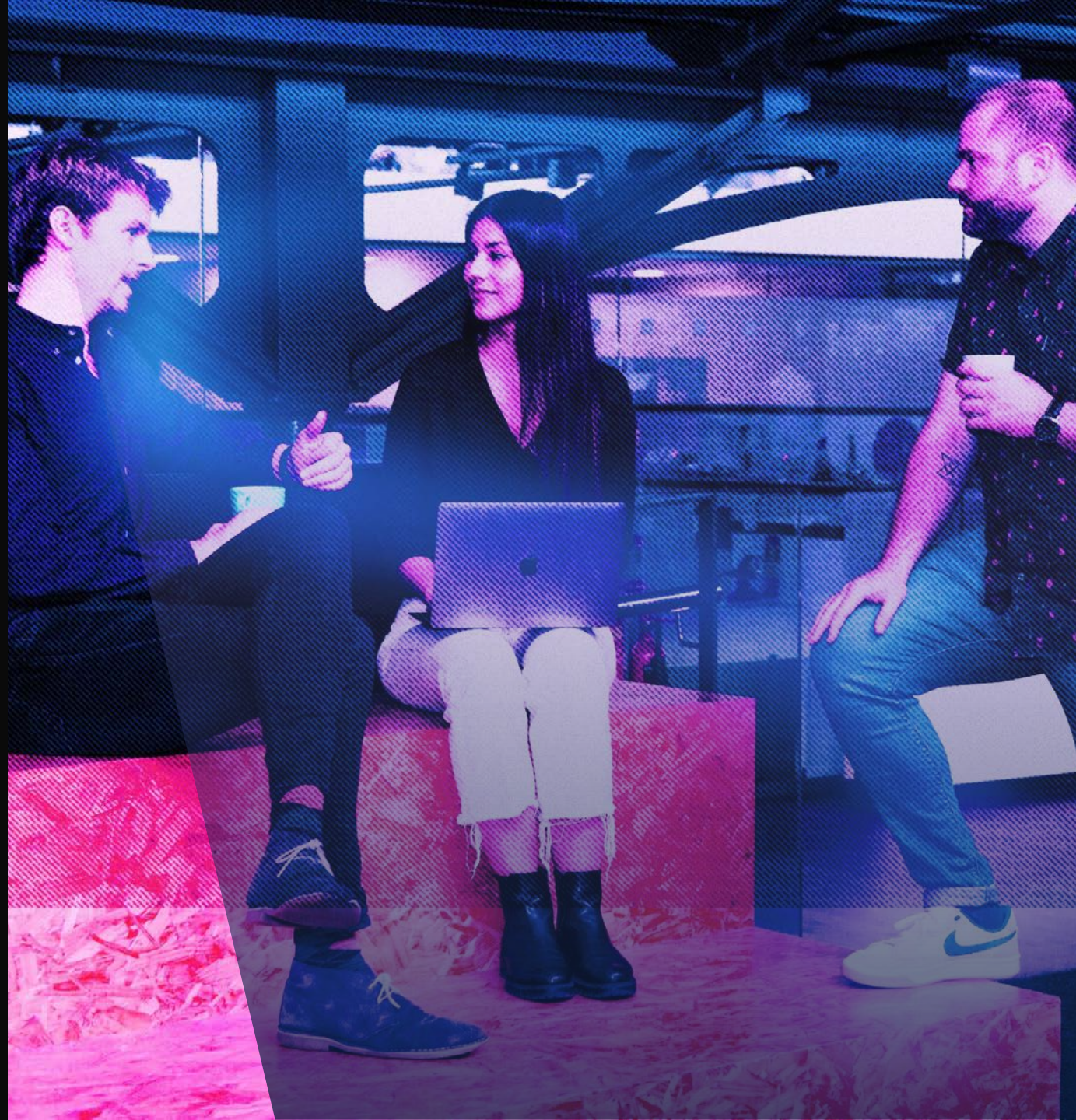
Providing An Unfair Advantage.

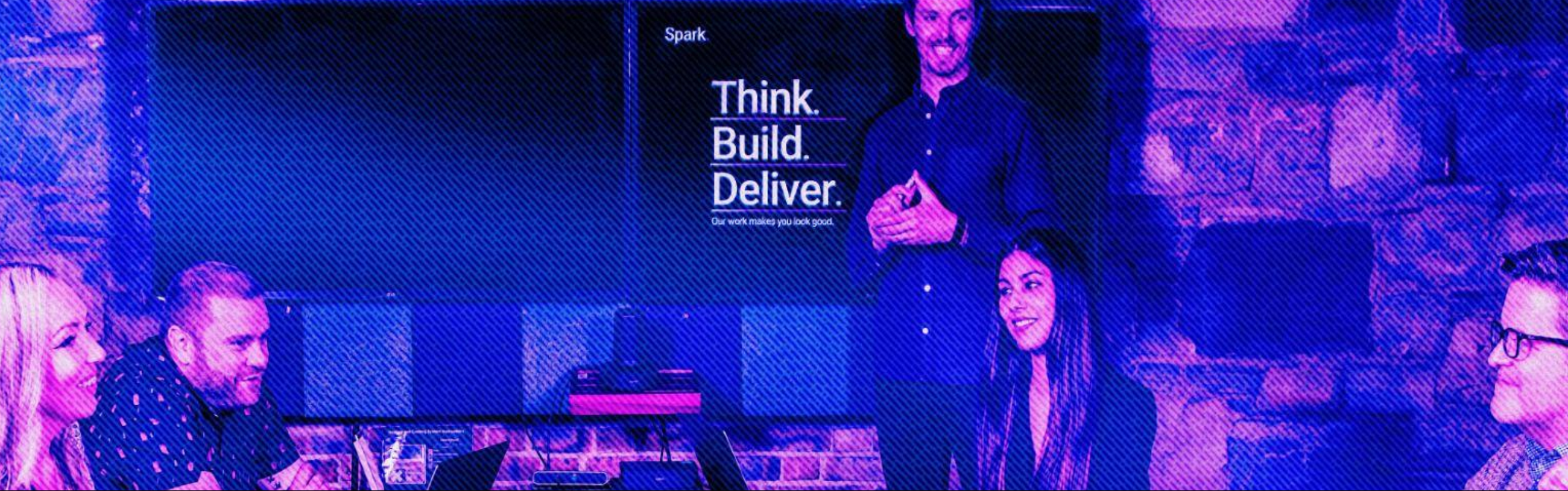
How we differ

Spark is not about off-the-shelf technology. Instead, we provide our customers with aligned and expert teams that elect the right technology to design a solution that makes sense for achieving our customers' organisational goals.

We have crafted a unique agile approach where we research and analyse data the context of data of each customer and project, from ideation to project handover. Understanding 'What' and 'Why' are fundamental starting points. The best method to understand these starting points are through our Discovery Phase.

A Spark Discovery Phase will provide an in-depth understanding of your challenges and impact on your business. This is the basis of building a development plan and ultimate project success - the HOW of Spark.

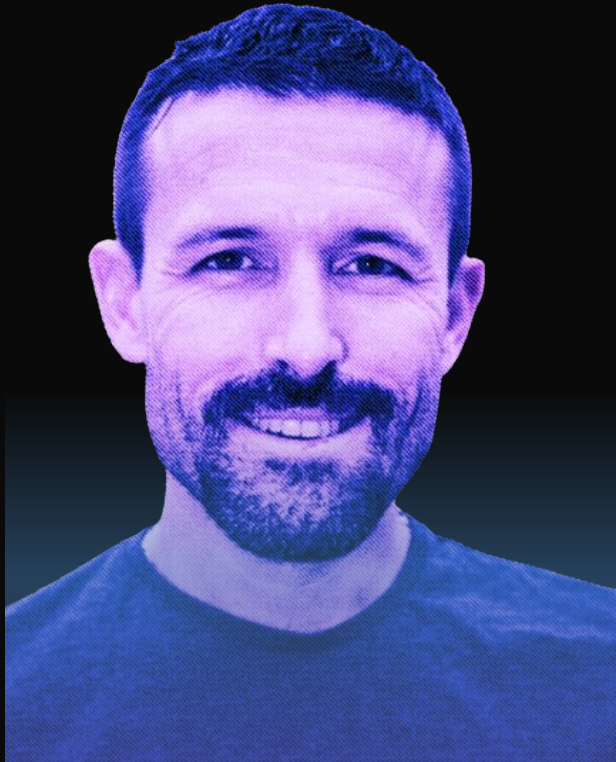




Same Objectives.

Different minds & different backgrounds

Our team knows what it takes to build successful, scalable and secure digital products. They have incredible expertise in specialised areas from product design, discovery and strategy, to engineering, development and data. Check out some of our team members.



Tom Trolez.

Head of Customer Solutions

Tom is a Data and Digital Leader. He's spent the past 15 years leading the design and delivery of a wide range of data-led solutions across several industries, from startups to multinational enterprises. Tom has been a Business Intelligence Consultant for over nine years, helping customers make data-driven decisions that drive operational efficiency while ensuring regulatory compliance.

Prior, Tom led a team at Groupon tasked with creating the first recommendation engine for the Groupon Partner Network. This success led to a leadership role at Amazon to develop behaviour based real-time monitoring and alerting solutions for the global AWS network. Following this work, Tom spearheaded the initiatives around contextual analysis for one of the largest international consultancies.

Tom's experience and successes, including that of GDPR Ambassador, has shown him to be unwaveringly focused and dedicated to data security and privacy. Tom's expertise, combined with his appreciation of commercial value, ensures he grasps customers' needs to deliver real value.



John Fagan.

Senior Delivery Manager

With agile and tech agnostic approaches, John has spent the last 10 years forming business requirements and leading development teams to develop digital solutions across several sectors, including FMCG, automotive, consumer goods, fintech, and government.

Before Spark, John was a project manager in the prepaid space, Head of Project Management at an Omnicom agency and more recently with Japanese powerhouse Monstar Lab consulting in delivery, product management and product analytics. An exciting project saw John re-shape the benefits system for local UK governments by creating digital prepaid solutions. John also engaged with the Finnish government, removing cash from the Finnish prison system by creating a back-office solution to manage prisoners' prepaid cash cards.

John has led project definition and builds of consumer apps for Canon, Renault, Gatwick Airport, Skybet, and custom web and mobile apps in the fitness and learning verticals.

John's deep understanding of delivery methods that work and a thorough commercial appreciation leads to successful outcomes built on collaboration, transparency, and honesty.

Morgane, Data Science

PhD in Computer Sciences, Morgane is a leader in coding, visualisation, and popularisation skills. She joins us from Amazon, where she was responsible for analysing data for a behavioural and contextual recommendation platform. Prior, she successfully developed a real-time analysis tool using EMR, that fed a machine learning solution.

Sam, Engineering

A polyglot software engineer with over 10 yrs exp. with startups through enterprise organisations. Sam led the delivery of an Irish Tourism application where he built a cloud-first backend focusing on performance and data privacy. In parallel, Sam leads a State agency project that integrates 3rd party job search solution with Cloud migration.

Sylvia, User Experiences

A UX expert with over 15 years experience, Sylvia's passion for design and innovation has driven her to be an effective leader and applauded creative with scale-ups through multinational enterprises as a UX strategy lead at Guidewire, Sajan, eSpatial & Enhance.ie.

Same Objectives.

Different backgrounds & different minds



Our team knows what it takes to build successful, scalable and secure digital products. They have incredible expertise in specialised areas from product design, discovery and strategy, to engineering, development and data. These are just a *few* of the teammates you might engage with.



Some recent work

We're incredibly proud of the work we do. While we can't provide the details of all our customer's works due to non-disclosure agreements, here are just a few recent projects we think gives a taste of what we help our customers achieve.

Fleet Management & Customer Experiences.

Hertz project

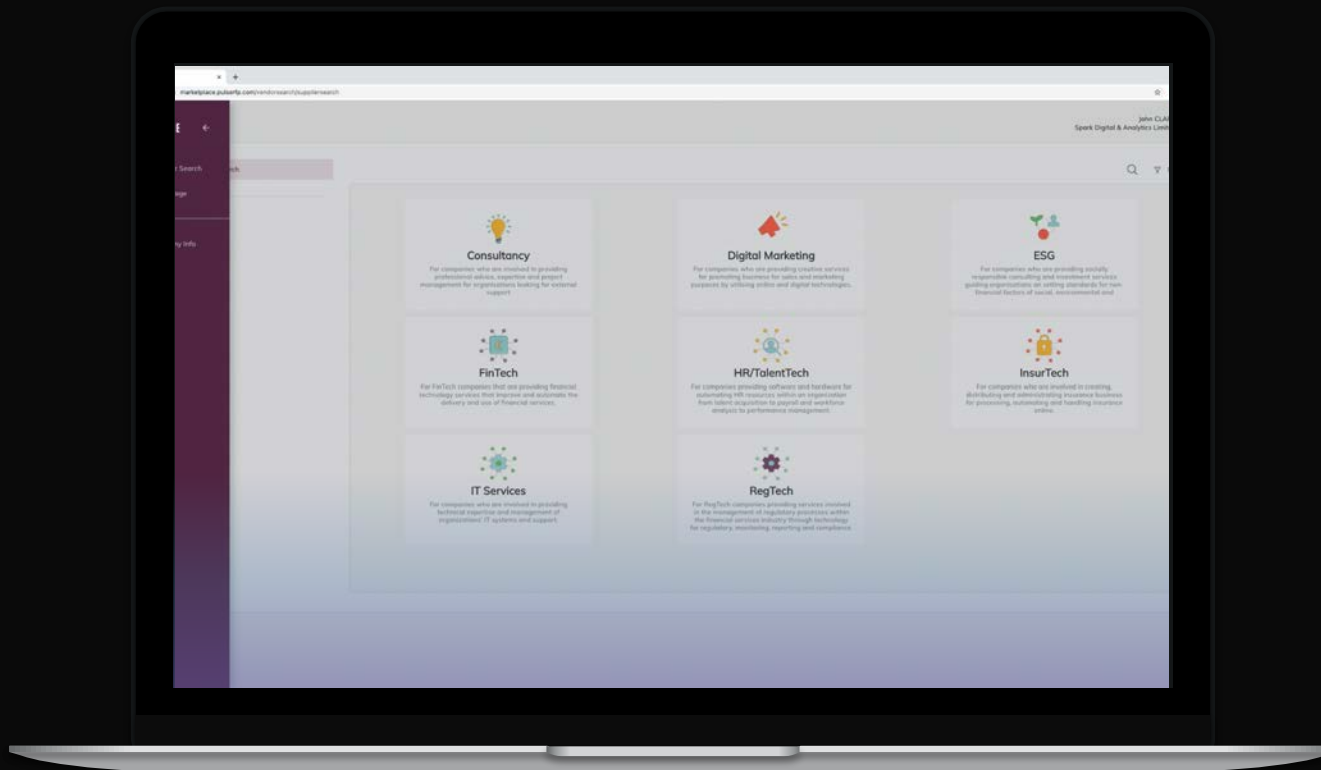
Telematics

Delivered a telematics platform that put vehicles data in Hertz's context and consumer behaviour to optimise fleet management. Using this system, our customer recovered more than USD 2 million in assets over 3 months, while significantly increasing customer loyalty through improved consumer experiences.



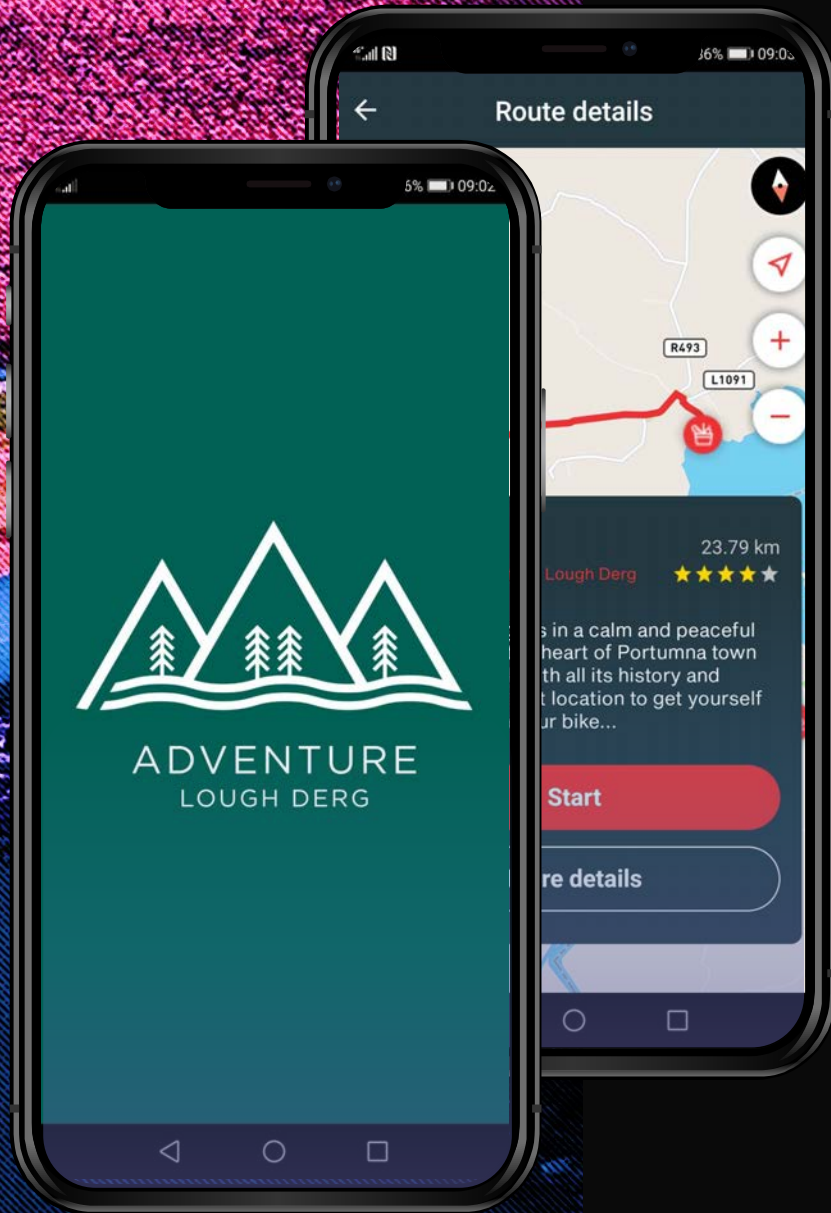
Design & Development.

The future of procurement



Supporting the design and development of several critical features of our Pulse Marketplace's digital procurement platform that transforms and simplifies the buying and selling process between vendors and purchasers.

The key to success of this project was the Spark data roadmap and the infrastructure created so the customer can capture, analyse, and retain transaction data, creating invaluable organisational IP; of interest to users and investors alike.



Design & Development.

Adventure Lough Derg

Designed and developed, The *Adventure Lough Derg* app, supported by Failte Ireland and the local authorities of Tipperary, Galway and Clare. A mobile app which can be downloaded from the App Store and Google Play guides users safely along the various adventures set out on the app using mapping technology and interactive features. Each week a different adventure is launched which users must complete to be in with a chance of winning a prize. The app will record automatically that they completed the challenge and record their time. Users can upload photos and videos to the app for that adventure and share easily on social media using the app.

Business Enablement.

Teams as a Service (TaaS)

A multinational's business strategy was to build a data science function with an immediate focus on improving their customer engagement using data modelling and prediction. Critical to their approach was time to market and the cost of recruitment.

This organisation does not have a reputation for technologists; therefore, they struggle to attract skills and talent. After a lengthy recruitment campaign, they were unsuccessful in progressing any candidates to interview.

Spark's Teams as a Service (TaaS) provided two critical resources (Data Engineer, Data Scientist) that possessed the skills needed to address the customer's challenges. In addition, because of TaaS effectiveness, the customer had near immediate access to data cloud architecture, data analysis, and Python data engineering skills that set them on a course for success.

01

Flexibility, significant cost-savings and ability to scale as needed.

02

Immediate and on-demand access to otherwise unavailable specialised skills.

03

Expertise skills when needed part-time, saving the cost of recruiting a team member and taking otherwise unavailable time to source and onboard.

04

In a matter of weeks, defined success for the newly formed data science function. What would otherwise have taken months through traditional approaches.

05

Set the foundation of employer branding across the customer's local tech ecosystem to directly attract talent and skills and gradually remove reliance on the Spark Team as a Service offering.

Other work

Digital Successes.



01

Rostering & Analytics

Airline staff rostering helps airlines build crew-friendly pairings and rosters that balance business objectives, crew satisfaction, and operational stability. Using behavioural analysis to provide tools that automate and optimise strategic crew planning processes for enhanced operational robustness and cost control. The outcome was a platform that provided oversight of potential issues, reducing delays and standby staff costs.

Airline. 6 months. Team of 6.

02

Behavioural Analytics

Using buyer behavioural analysis we increased purchase conversion rates and optimised asset management by prompting upsell to the right target clients - sell more expensive seats and services to more high-value customers -at the right time (Abandoned Cart Technology). Fully integrated with their booking and marketing platform the solution increased the conversion rate from 3% to 12%, generating €3mn in increased revenue.

Online Travel. 9 months. Team of 6.

03

Digital Transformation

Understanding enterprise user behaviours and the direct link to the sales process, for this customer, we designed and built a solution that integrated with their existing CRM. This digitalisation and integration enabled their sales team to optimise the existing sales processes which directly resulted in growing their enterprise customer segment sales from \$1mn to \$12mn in less than one year.

Product Vendor. 6 months. Team of 4.

Who We've Worked With & Partner With.

Trust

ancestry

Hertz



GROUPON



amazon



verizon

zalando

Johnson & Johnson

ding

KERRY

Microsoft

SOLAS
learning works



Rakuten



Partners

HubSpot

Distology

okta

Vercel

mongodb

Our Work Makes You Look Good.

Let's get started

[linkedin.com/company/spark-linked-in](https://www.linkedin.com/company/spark-linked-in)

start@spark-hq.com

32 Kildare St. Dublin 2. Ireland
Calle Puerto, 14, 29016 Málaga, Spain