



EdgeData & Statistics

- Lies, damn lies and statistics! Context, application and measurement bias are elements of tracking defined workflow results and effectiveness.
 - Who? EdgeData employees build statistical measurement into the defined workflows, with the ability to adapt measures and methods as the workflow is adapted or better understood..
 - What? EdgeData produces defined workflows with statistical measurement, reporting and analysis as a required element..
 - When? EdgeData suggest that trial and error during the development of a defined workflow also include trial and error on the statistics gathered.
 - Why? EdgeData helps your company gain market share or identify effective partnering opportunities by including statistical measurement in targeting opportunities..
 - How? EdgeData believes there are two methods. Lies and damn lies, or using statistics as part of defined workflows used as engines within your business.