

Datore Rebrands with Evolution of Core Offering

6 months ago



[Datore](#) have announced a comprehensive rebrand and introduced Your Data Department – a complete, subscription-based data department for businesses operating in the built environment.

The rebrand sees the Datore’s flagship offering, Analytics as a Service (AaaS), evolving to Your Data Department – a concept born directly from customer feedback about the true scope of services Datore provides.

Beyond Analytics: A Complete Data Capability

“When we launched Analytics as a Service three years ago, we set out to make game-changing analytics available to businesses of all sizes and skill levels,” said David Leslie, Head of Strategy and GTM. “But when we recently asked our customers how they viewed our service, they told us something interesting: ‘You’re not just an analytics provider – you’re our data department.’”

The feedback made us stop and think – whilst analytics remain a crucial output, Datore’s true value lies in all aspects of the data journey: strategy development, the data collection processes, integration of disparate data sources, process automation, and collaboration with our in-house subject matter experts, all to solve business challenges and accelerate organisations towards their strategic objectives.

Removing Barriers to Data-Driven Facilities Management

Your Data Department addresses the significant challenges organisations face when building in-house data capabilities. Traditional approaches require substantial investment in technology, recruitment of scarce data talent, lengthy implementation timelines, and the navigating of complex technological decisions — all while carrying considerable risk and costs.

Your Data Department by Datore removes these barriers through an affordable monthly subscription that includes:

- People – on-demand access to data team: security, architects, engineers, data & business analysts
- Platforms – cutting edge technology stack: infrastructure and analytics platform tailored specifically to a client's needs
- Process – proven methodology that reduces time to impact by 10x, backed by 30 years of FM experience

The offering is designed for businesses of all sizes and budgets, as well as individual departments within larger organisations that lack access to central data resources.

A Brand That Reflects Reality

The rebrand includes updated visual identity, new website, and refreshed messaging that better communicates Datore's comprehensive data solution. However, the company's core mission remains unchanged: making analytics available to all in the built environment (and beyond).

"This isn't about changing who we are," David Leslie added. "It's about accurately representing what we deliver for our customers – the same sharp focus on impact, the same talented team of data specialists, the same proven methodology – just more aligned with the value we actually deliver."