

BUSINESS ANALYTICS ALIGNMENT AND ASSESSMENT

Clarity drives results. Your company’s decisions and plans depend on the quality of the information you have at hand. When you can trust the accuracy, depth and breadth of your information, decisions are smarter, insight is more immediate and risk is reduced.

Running your business requires precision and clarity around current conditions. Leading the business depends on your ability to forecast. For more precise insight and credible forecasting, you can benefit from applying analytics to your data. But the reports and the analytics you use are only as good as the data itself. Do you have the insights and the timely analytics you need to ensure better business outcomes?

“We can no longer remain behind the ‘8 ball’ when it comes to analytics.”

– CEO, National Insurance Company

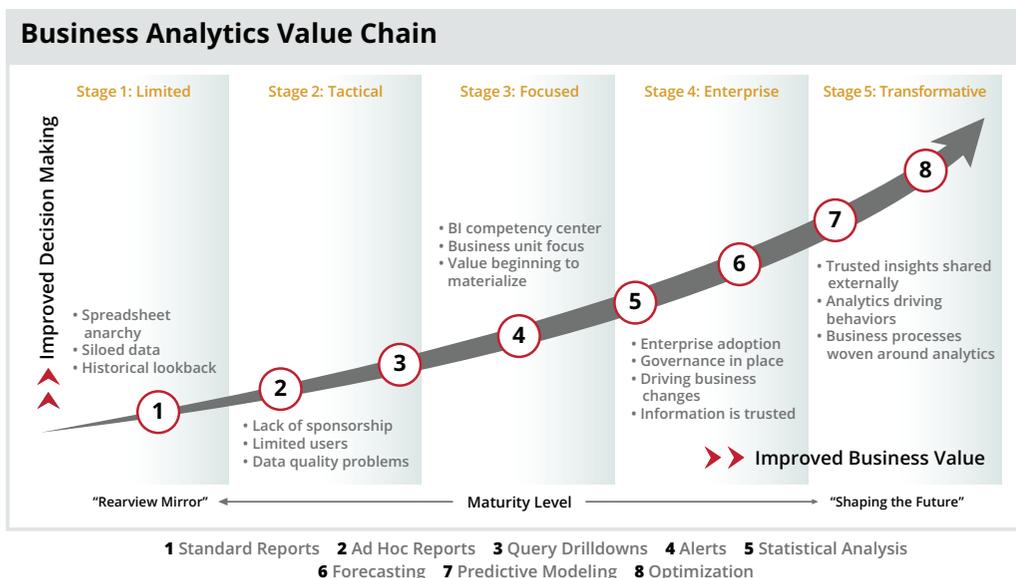
How High is Your Information Confidence?

Despite decades of investment in technology, few companies have achieved their goals for gaining timely insight from their data or for basing planning on confidently applying analytics. So much important information is still isolated in silos, stored out of circulation on laptops, or is simply not trusted by decision-makers. In this environment, it’s hard to get the big picture and even harder to drill down to uncover underlying details or validate the quality of data being reported.

Are You Getting Enough Value from Your Data?

You spend a lot of resources collecting and using data. But are you satisfied with your return on that investment? Do you have the visibility and flexibility you need to operate proactively? Do your systems enable the agility to dig into issues as they arise? Do you trust the information that’s presented?

As your data grows, your ability to get the insight you need when you need it may not have grown enough to deliver on expectations. You may find that by the time you get the big picture or discover an issue, you’ve missed the window of opportunity. Or worse: someone has made a poor decision, and you’re thrown into reactive mode.



Many companies struggle to streamline problem-solving and decision-making in light of these common issues:

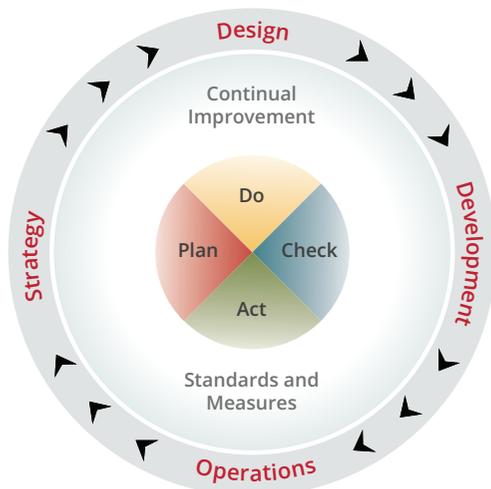
Concern	Consequence
Obstacles to data aggregation and reconciliation	Slows down problem resolution
Inability to issue on-demand ad-hoc queries	Limits insight
Gaps in reliable information	Frustrates diving deeper into an issue
Piecemeal reports and dashboards	Undermines decision-making
Limited confidence in data integrity	Restricts forecasting capabilities

You need one consistent view of the truth that is current, complete and fully backed with details. And you need that truth to be based on robust analytic processes so you can make great decisions faster. Ideally, you want analytics to give you the ability not only to detect issues and trends earlier, but also to work proactively and employ well-designed repeatable processes.

A Comprehensive Approach

The surest way to improve your decision environment is to subject it first to a cross- functional review. By taking a broad perspective of the business processes, organizational readiness and technology framework that encompass your business operations, you can uncover problems and gaps that might otherwise be overlooked. You can also use this review process to strengthen alignment across your business.

Some companies try to manage the review and planning process internally. Often, however, companies lack the expertise needed for optimal results, and typically a process that is facilitated by an external team of experts will yield more candid input and uncover issues that those too close to the business may overlook.



To ensure thoroughness, leading business experts and Data Intensity consultants recommend a stepped approach to reviewing your current state and planning improvements:

1. Involve all stakeholders in revealing current issues and articulating goals for the desired future state
2. Assess the current state of people, processes and technology that are part of the data and analytics life cycle
3. Identify urgent and important gaps, risks and opportunities for improvement projects
4. Agree on measures for success
5. Lay out a project roadmap
6. Plan and execute a Proof of Concept
7. Review results and proceed with the roadmap

To drive change and ensure continued alignment, the data and analytics experts at Data Intensity recommend that companies commit to a continual improvement culture. This approach, which is supported by metrics collection and improved reporting, provides the discipline and insight to ensure your business continues to gain from the initial changes to people, process and technology. The project roadmap includes the processes and measurements you'll use going forward. Companies are encouraged to collaboratively assess and adjust these metrics as well as the processes, technologies and organizational roles.

"I had the pleasure of working with all sorts of consulting firms large and small including IBM, CSC, HP, Sapient, Cap Gemini, and some smaller regional ones. I want to specifically mention [DI] as the highlight of what a consulting firm really should be all about."

– Senior Associate, Booz & Company, Inc.

Improving Your Analytics Drives Business Value

Data Intensity offers a multi-phase process for helping you drive business value by raising your data confidence, bolstering organizational alignment and accelerating insight.

Using a proven collaborative process, we work with your business leaders to craft an attainable, multi-phase roadmap for expanding the reach and value of analytics.

Throughout the assessment and planning process, our facilitated workshops help stakeholders gather and assimilate findings, ensuring buy-in across the business.

Our analytics alignment and assessment methodology, which includes a review of our Analytics Maturity model, follows these steps:

- 1. Start-Up and Preparation**
Define which functional areas of the organization are in scope and who needs to be involved.
- 2. Technology Review**
Assess data environment and tools required to support an analytics program.

3. Business Process Review

Assess current data-driven capabilities and future analytics opportunities.

4. Organization Readiness Review

Assess roles, skills and support structure needed to build analytics as a business competency.

5. Wrap-up

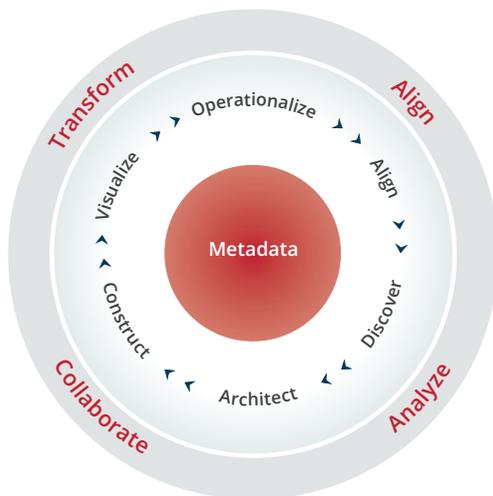
Finalize deliverables and present assessment findings, recommended information roadmap and engagement model.

Data Intensity's expertise in the entire information supply-chain that supports analytics ensures outcomes that can drive value throughout the implementation of the roadmap. In addition, the assessment process provides key reports, such as a Data Quality Issues Report, Reporting and Performance Metrics Inventory and Analytics Opportunities Inventory.

Advantages of Data Intensity's Approach

Data Intensity experts work collaboratively with you to find solutions, strengthen teams, and ensure that processes are designed for maximum business value and for measurement and continuous improvement.

- At Data Intensity, we are all about analytics. It's our strategic focus. We have over 20 years in the Business Analytics/ Business Intelligence space.
- We offer holistic solution offerings that are centered around helping you derive more value from your data and gain more insight from analytics.
- We use adaptable, practical frameworks, not overly complex methodologies.
- Our partnerships reflect our analytics-based strategic focus: Tableau, Webfocus, Oracle (OBIEE).



“Every time we do planning, we go back to the alignment roadmap to ensure we’re on track.”

– VP, US Healthcare Company

Data Intensity's analytic framework is customized to fit your needs so you can move your business a step ahead of your competitors. Data Intensity experts work collaboratively with you to find solutions, strengthen teams, and ensure that processes are designed for measurement and continuous improvement.

Together, your leaders and Data Intensity experts can achieve your goals by combining your knowledge of your business and our experience with facilitating well-designed upgrades to your analytics and decision-support capabilities.

The Value of an Analytics Assessment

If your business relies on responding quickly to changing information and accurately forecasting where you are headed, you need the latest and most complete data and the best analytics available. An analytics assessment and improvement roadmap ensure that you are positioned for agility and competitive advantage.

According to research firm Gartner, the #1 technology priority of CIOs in 2016 is Business Intelligence and Analytics

– 2016 Gartner CIO Agenda Survey

You can hire the best people, but if you can't arm them with the information they need when they need it, they won't be able to perform to their potential. The cost of doing nothing to improve your analytics and business intelligence capabilities is high: if you aren't using effective analytics, you may be falling behind your competitors.

About Data Intensity

Data Intensity is the leading independent provider of managed and cloud consulting services for enterprise databases, applications, business intelligence solutions and analytics. The company combines best-of-category technology, world-class services, a flexible business model, and deep-rooted expertise gained from hundreds of successful deployments. Our mission is to cost-effectively support the full scope of a customer's enterprise data lifecycle. [Contact us](#) for more information. Copyright © 2017 Data Intensity, LLC. All Rights Reserved.

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