

Want to achieve data-driven excellence?



It's all about perspective.

Learn why it's important to view advanced analytics and BI with a single goal in mind.

What is Advanced Analytics (AA)?



The analysis of all kinds of data using sophisticated quantitative methods to produce insights.

What is Business Intelligence (BI)?



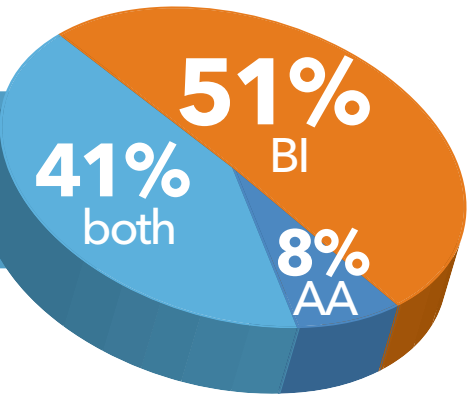
The reporting of historical and current business data to produce reports and dashboards of key statistics.

CHALLENGES

Top 5 challenges for organizations weak in BI and AA

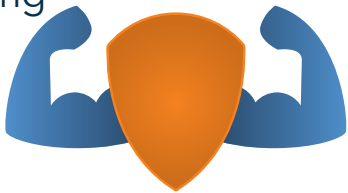
- 1 Predictive Analytics
- 2 Leadership
- 3 Analytic Models
- 4 Filtering Data
- 5 Communication

AA and BI usage by organizations



The #1 barrier to increasing AA effectiveness?

Difficulty turning insight into action



For organizations weak in BI adoption, 62% cite organizational cultural barriers as an obstacle to AA success

OPPORTUNITIES

5 steps to achieving analytics and BI excellence

- 1 Nurture leadership support.
- 2 Create an analytics-focused strategy.
- 3 Invest deeply in data.
- 4 Define strategic roadmaps with predictive insight.
- 5 Build a strategy based on both people and technology.

With better BI and amazing Analytics, what can you achieve?

- 1 Plan more effectively for the future.
- 2 Make better decisions - over and over again.
- 3 Get blazingly fast insights by exploring all relevant data.
- 4 Foster better collaboration and data access.

IT is a unifier



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