

SAS Business Analytics Center of Excellence Consulting Service

What Is the SAS Business Analytics Center of Excellence Consulting Service?

It is a SAS Consulting® service for organizations that want to establish an enterprise business analytics center of excellence (BA CoE).

The SAS consulting team will conduct a comprehensive evaluation of your current BA environment, skills, processes and culture. Our consultants can then develop a structure that makes best use of your core competencies and addresses any gaps in BA capabilities.

Our consultants use a patented model to evaluate organization maturity and capabilities. The result is a detailed and customized description of everything you need to establish a BA CoE.

How can this consulting service help your organization?

Capitalizing on business analytics requires more than state-of-the-art technology. You need a commitment to organizational and cultural change.

An efficient, responsive business analytics environment, coupled with effective data management, can help you cope with ever-growing business and information needs, and increasing external reporting and regulatory compliance.

An enterprise BA CoE can help your organization adopt business analytics to support decisions. Research sponsored by MIT Sloan Management Review and SAS highlighted the critical role of culture and skills in changing how organizations operate and make strategic decisions.

A BA CoE provides a critical component in building that analytical culture. Whether your primary focus is to enhance your marketing capabilities, control fraud and financial crimes, or ensure your compliance with regulations, an enterprise BA CoE can play a significant role in supporting your organization's priorities.

Key Benefits

As you establish and integrate a BA CoE, you can realize significant benefits as the BA CoE, business units and IT start to collaborate – and solve business challenges.

Achieve Internal Alignment. BA CoEs provide a framework for better alignment between enterprise business priorities and business analytics and IT efforts. Regular and structured collaboration and information sharing can maximize the return on investment in technology and resources.

Maximize the Use of Internal Resources. A more effective use of enterprise resources, skills, processes, technology and information assets supports all business users. Achieving the right balance between centralizing and decentralizing support functions leads to more effective resource allocation while providing opportunities for self-service and business user training.

Improve Internal Processes. An effective BA CoE can optimize the requirement and delivery processes for data management, BI, analytics and business solutions to support your decision-making process.

Produce a Robust and Scalable BA Environment.

The BA CoE helps develop best practices, which improve the content, capability and structure of your business analytics environment.

Enhance Organizational Maturity. Consistent collaboration, information sharing and fact-based decision making create a culture that values business insight and ultimately improves organization maturity.

How Does It Work?

The SAS BA CoE consulting service accounts for the unique characteristics and culture of your organization. The service includes the following steps:

Identification of key business priorities and objectives. SAS business consultants will interview your executive team to identify priorities, vision and perspectives. The results will guide all remaining discussions to ensure alignment with business priorities.

Assessment of your current environment.

The SAS team will conduct a comprehensive evaluation of your environment, including:

- Technical BA infrastructure and capabilities.
- Availability and distribution of skills.
- Information processes and governance.
- Internal culture.

The team will evaluate these organizational factors, identify the target maturity level and capabilities, and develop a detailed and customized structure of the optimum BA CoE for your organization.

Gap analysis. Evaluate the current maturity level against the target maturity level and conduct a gap analysis.

Development of the BA CoE structure and road map. Develop recommendations to close capability gaps and develop the details you need to establish your BA CoE.

Review and presentation. Present recommendations to all stakeholders.

What Do I Receive?

The deliverables will typically include:

- **BA CoE orientation and training.** To ensure all stakeholders have the same expectations, the SAS consultants deliver a comprehensive BA CoE session. These sessions cover the basic knowledge of BA CoEs, including types, benefits, structuring options, functional areas, and funding models.
- **BA CoE structure and details.** SAS consultants will produce a detailed structure, role and mandate, required resources, engagement processes and a road map and change management plan to establish and evolve your BA CoE.

What Is the Commitment?

The approximate duration is determined by client requirements. Services are performed on-site and off-site, as needed. Assessment cost is determined by the scope and specific client requirements.

How Do I Find Out More?

Your SAS account executive can connect you with the appropriate SAS business consultant.

