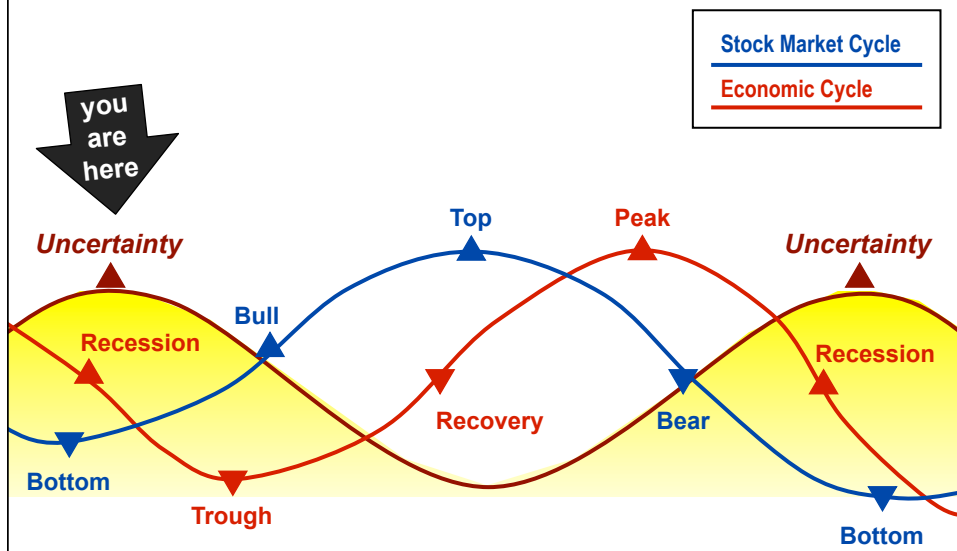
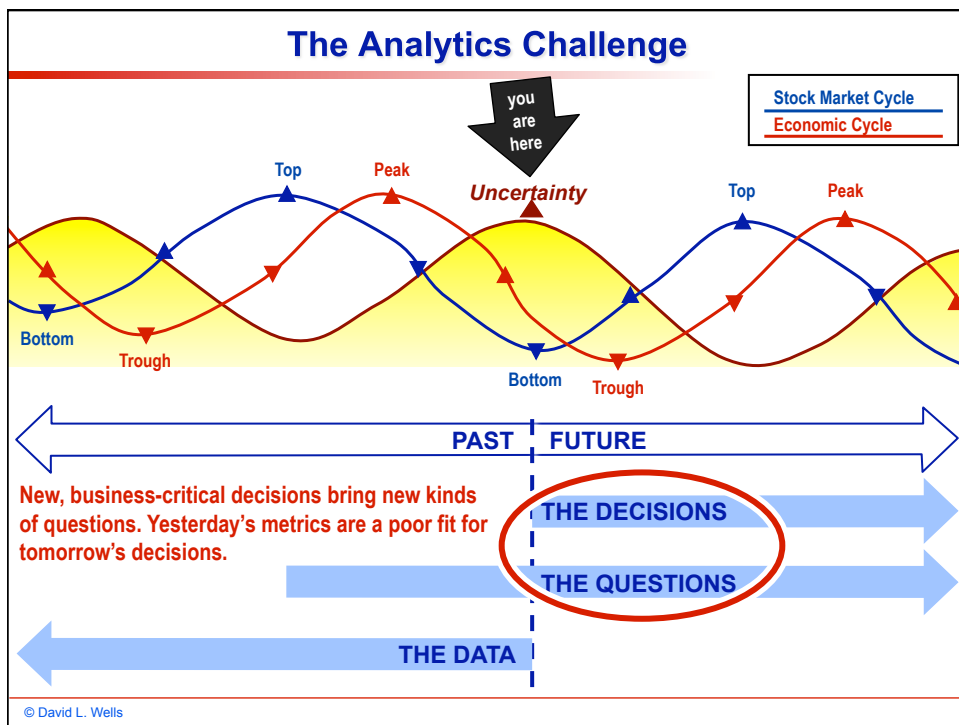
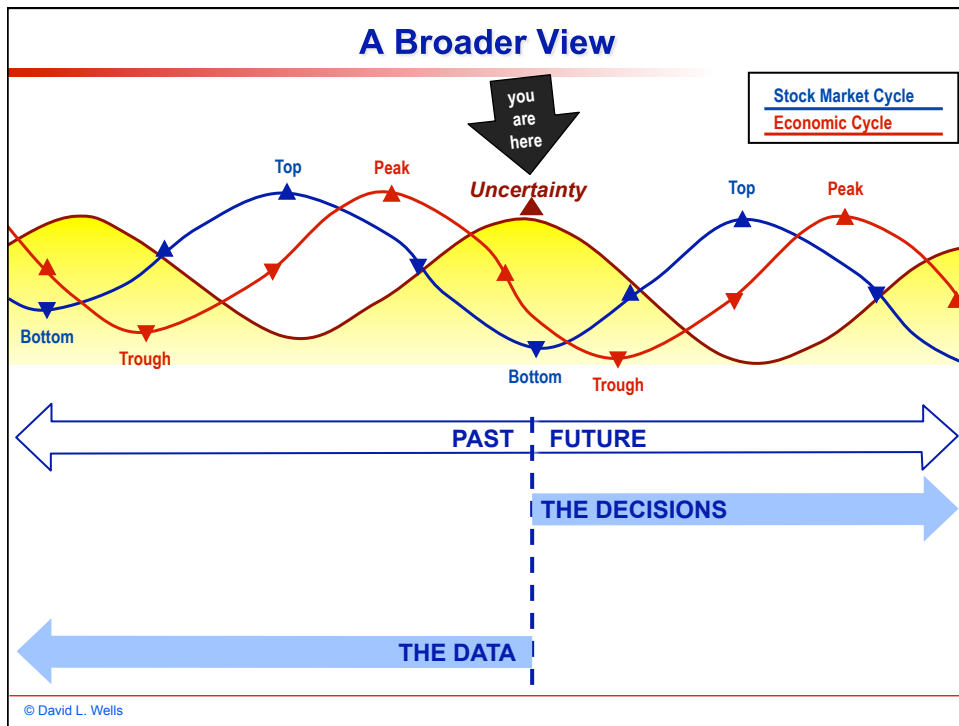


Business Analytics for Troubled Times

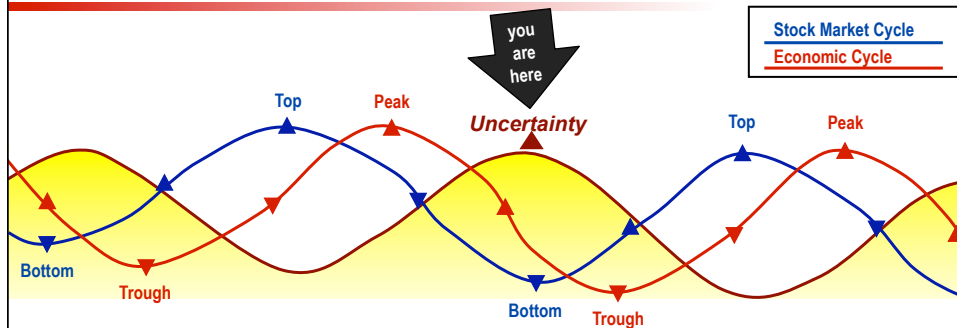
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The Economy





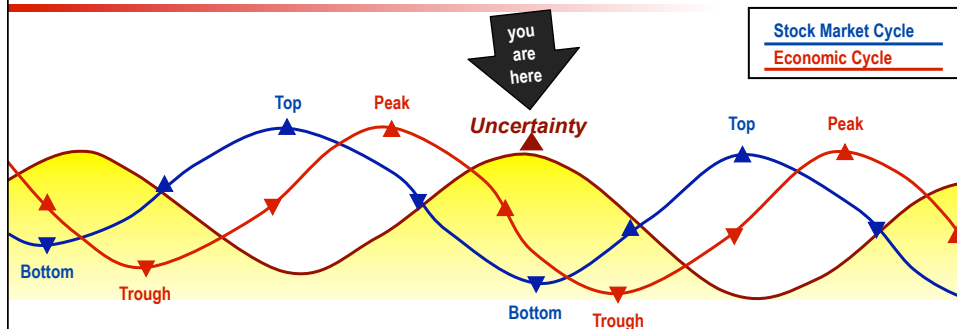
Analytic Inertia



- Using the same metrics, scorecards, & dashboards as in the past
- The value and usefulness of those metrics has diminished significantly
- Are we simply doing what we've done in the past?
- Do we really believe that yesterday's analytics are good enough for today?
- Are we stuck in analytic inertia because we don't know what to change?

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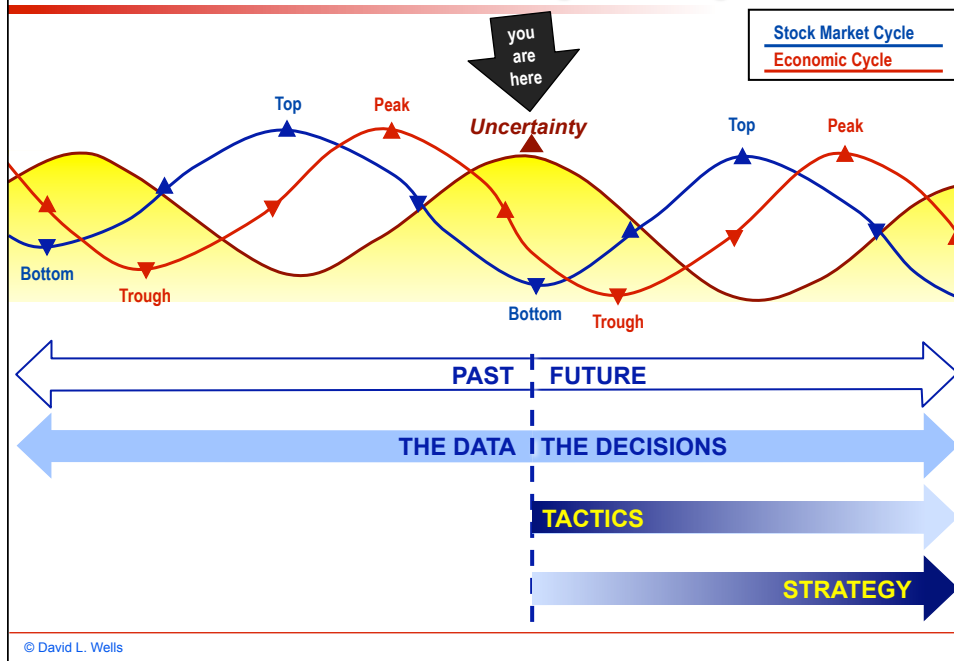
Overcoming Inertia



- Realize that decision-making has different implications today than in the past
- Understand how and why today's business questions are radically different
- Recognize that different questions mean different answers – new metrics
- Use new analytic processes that fit the new questions and new metrics
- Seek insight and foresight – numbers alone are not enough to manage today

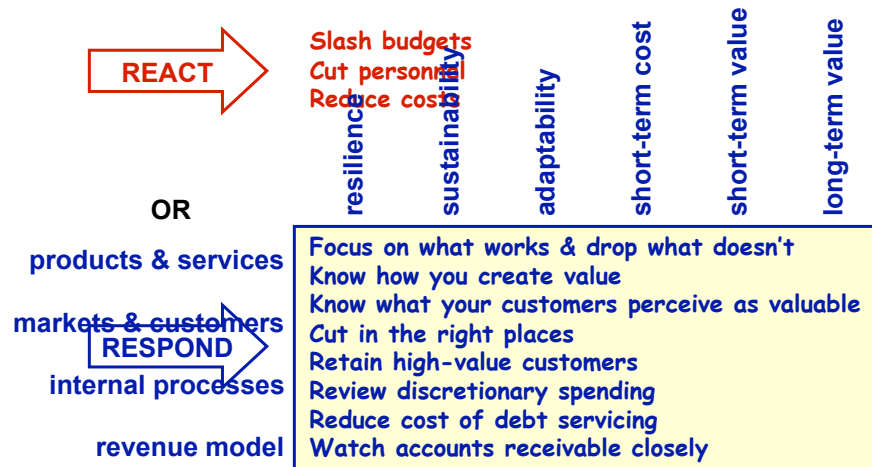
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The Decision-Making Challenge



Business Tactics

Tactical responses need information that provides insight ...



Business Strategy



Reactive strategy is not possible.

OR



shape the future
adapt to the future
reserve a place
opt out

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Business Strategy

Strategic responses need information that provides foresight ...

What risk tolerance?

What future position?

OR

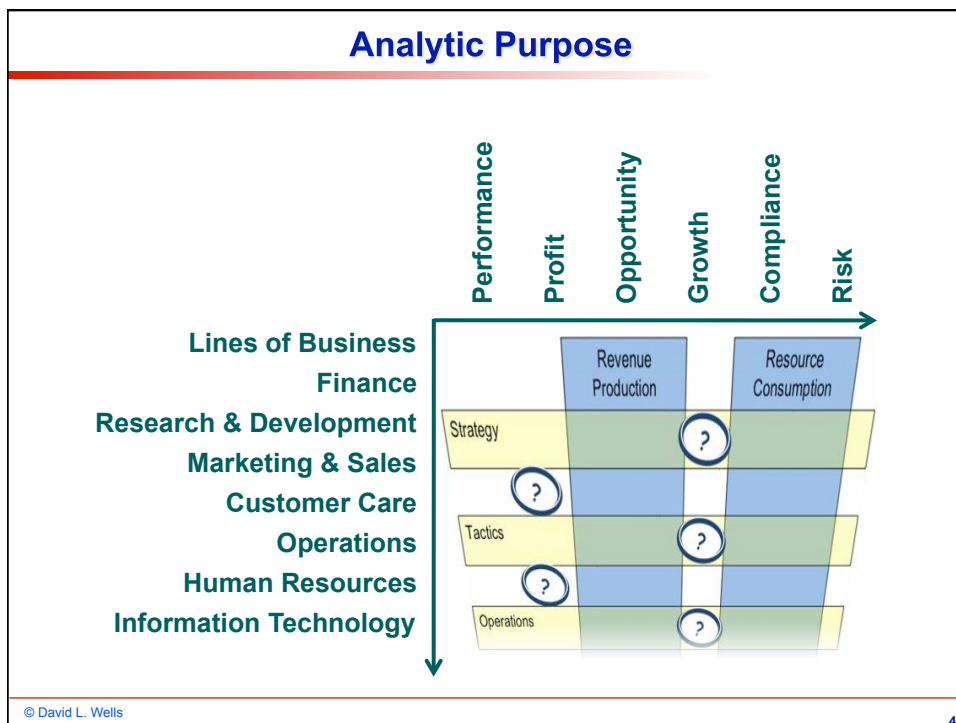
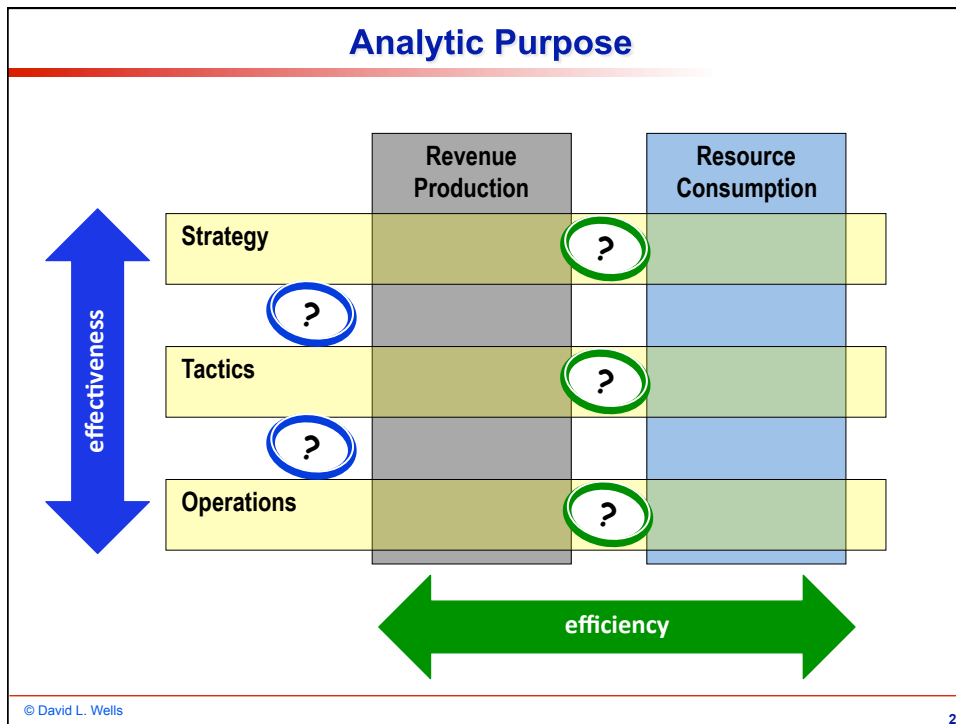


shape the future
adapt to the future
reserve a place
opt out

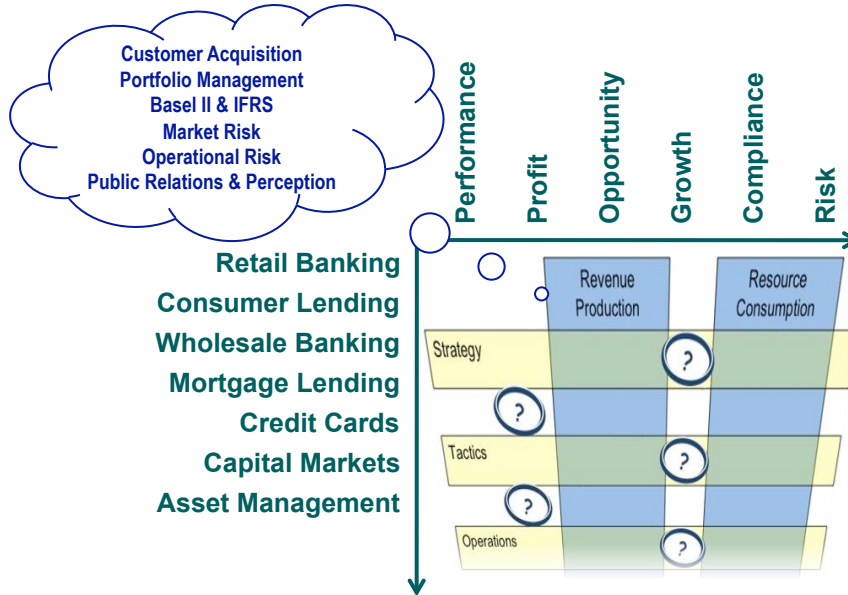
big bet safe bet sure thing

How to choose position?
How to track position?
How to determine risk?
How to monitor risk?

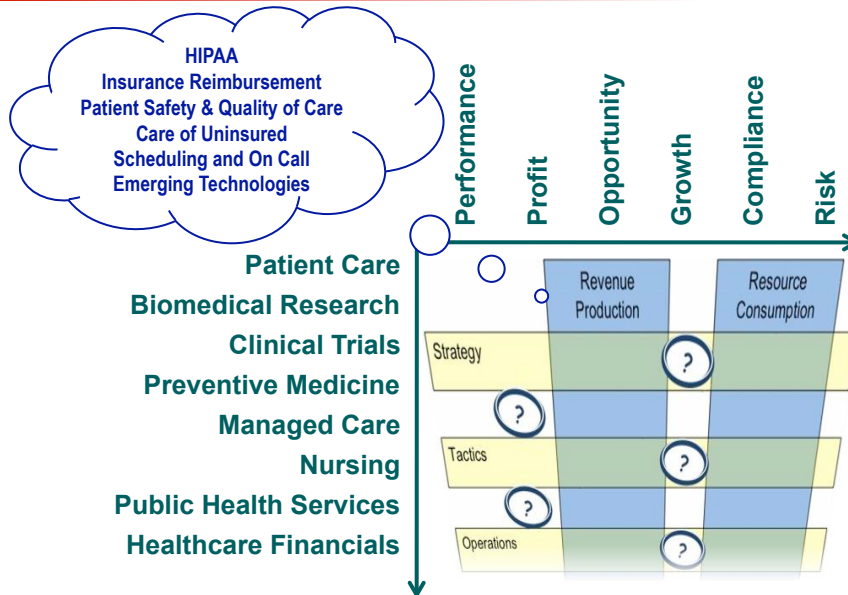
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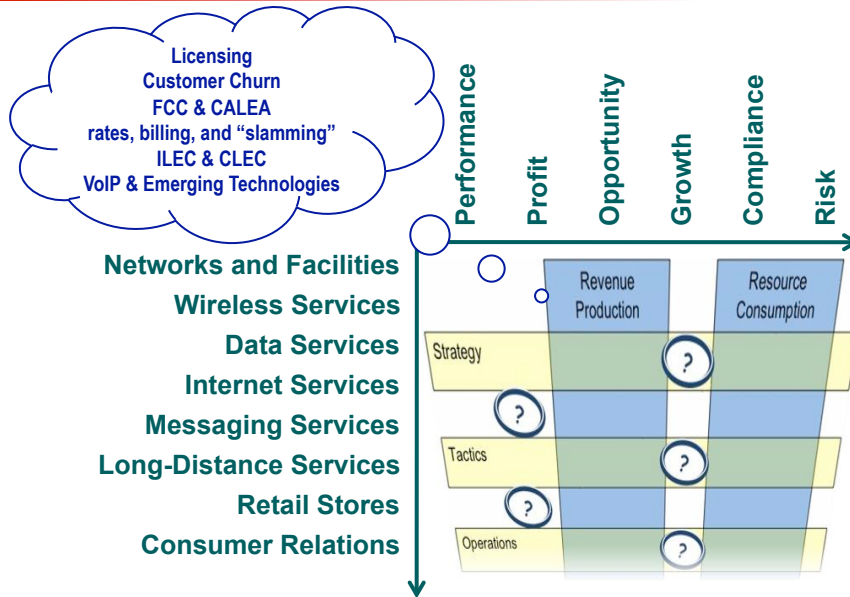
Financial Services



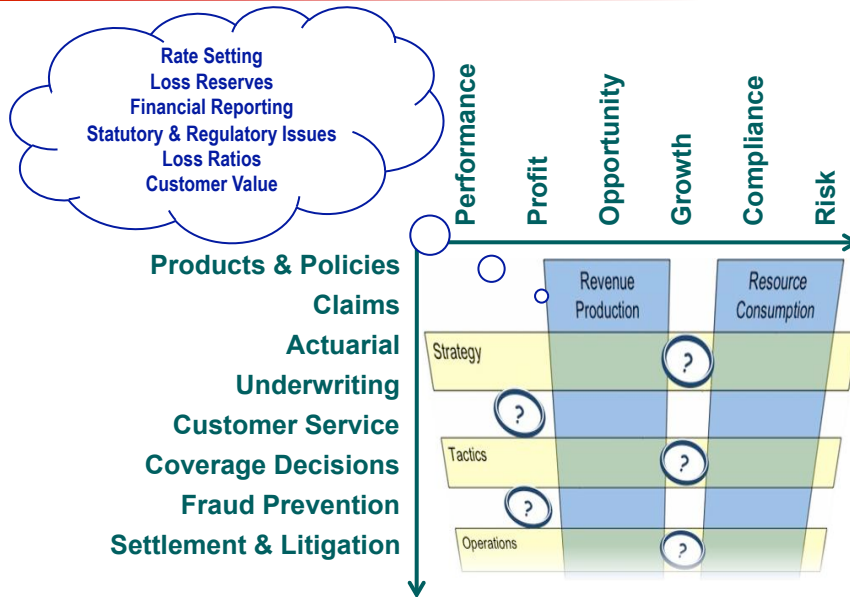
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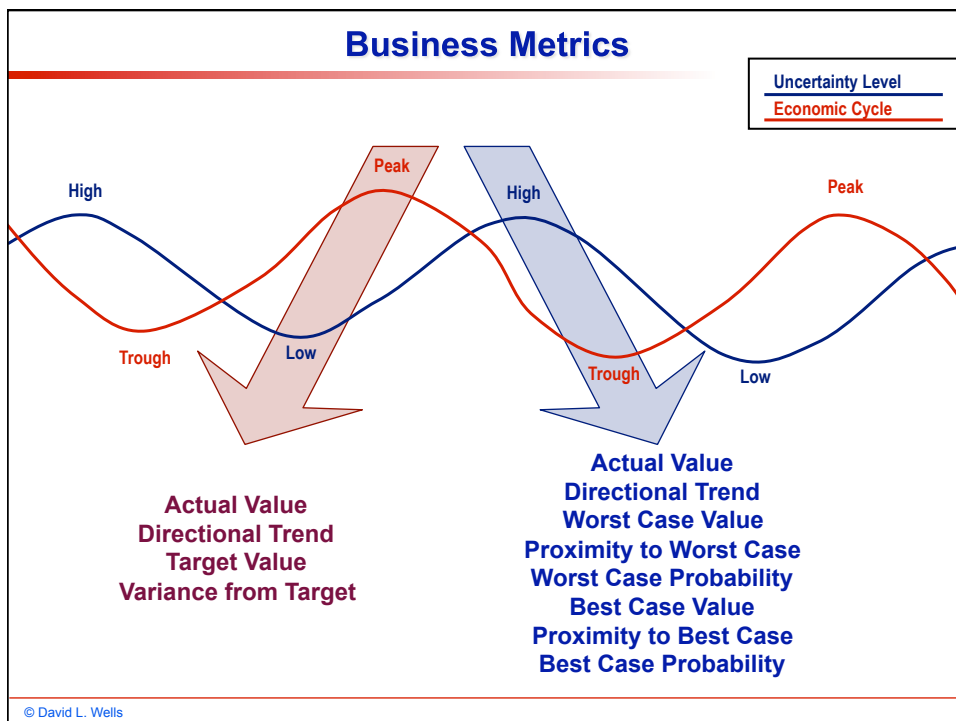
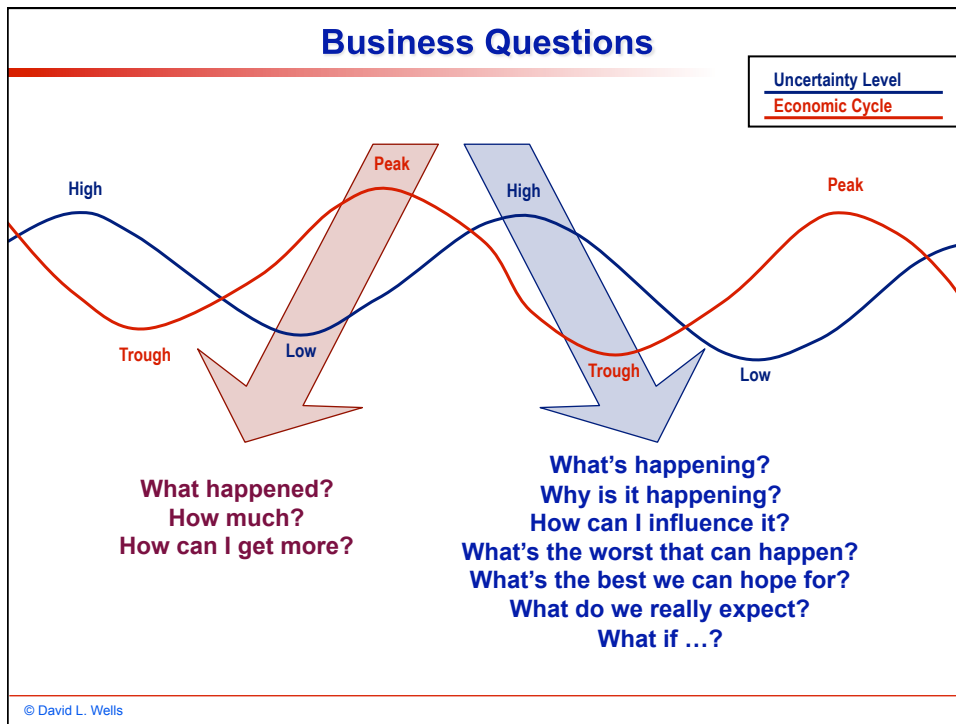


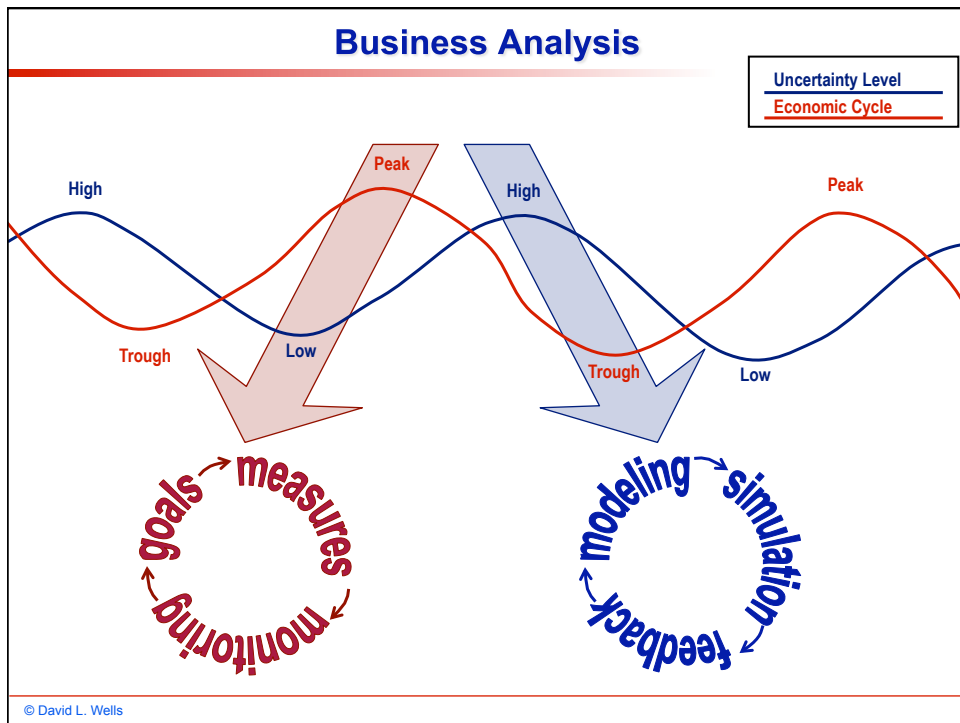
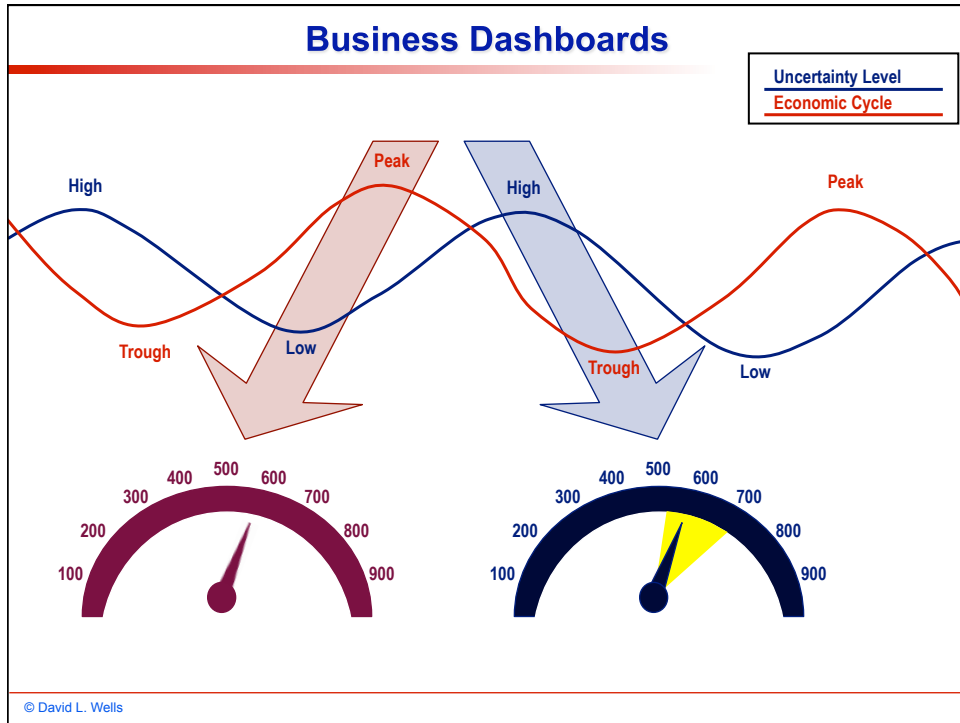
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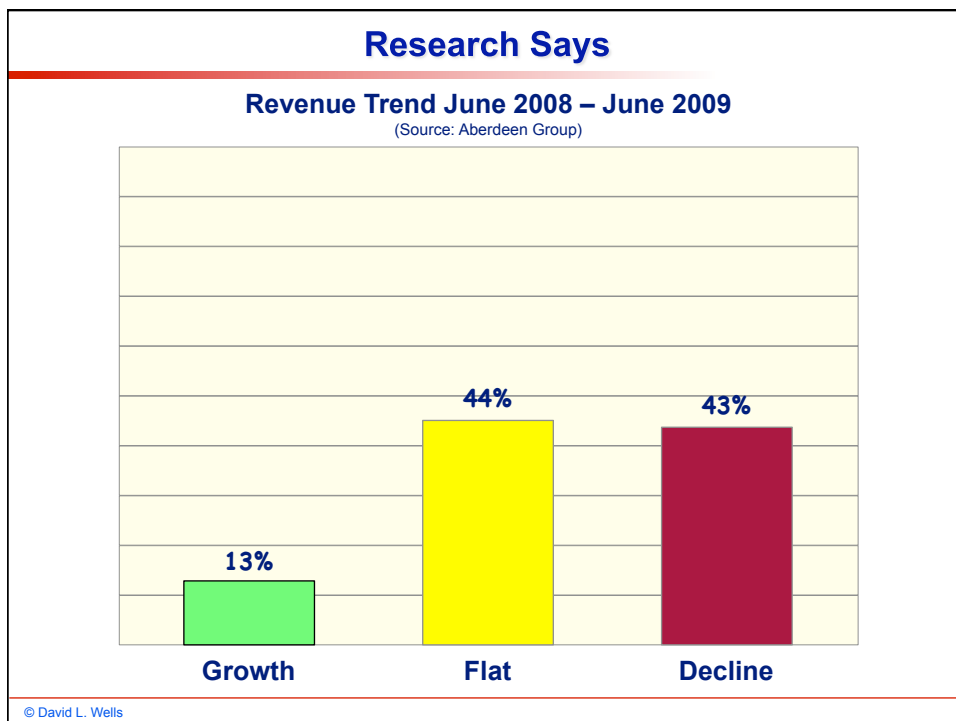
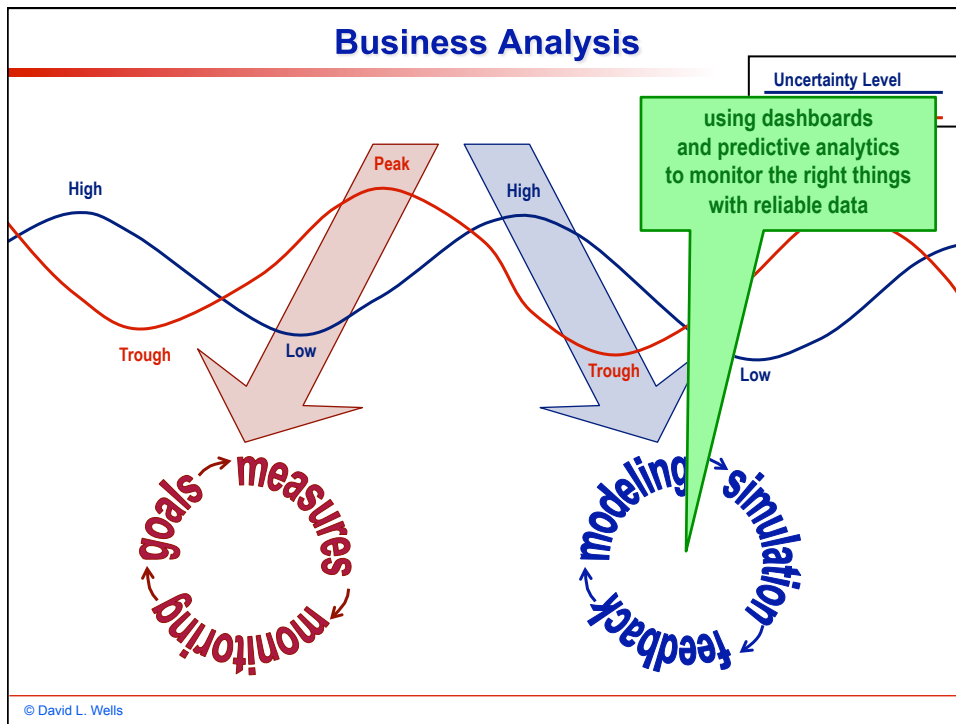


Insurance





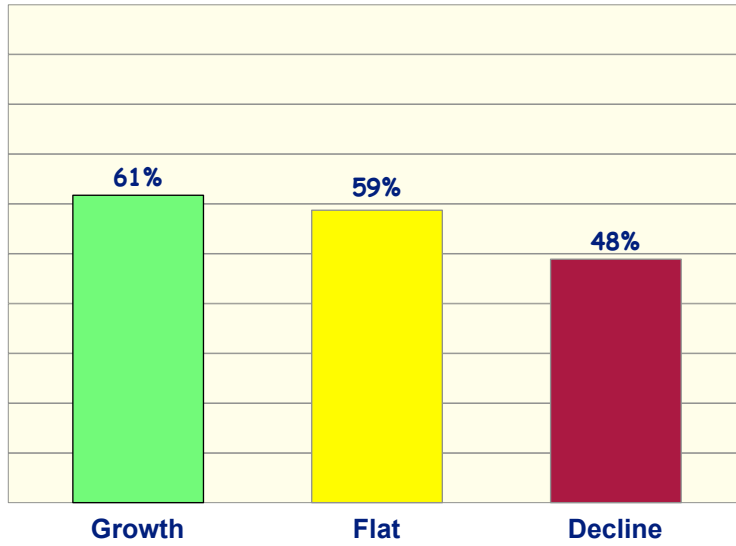




Dashboards

Using Dashboards

(Source: Aberdeen Group)

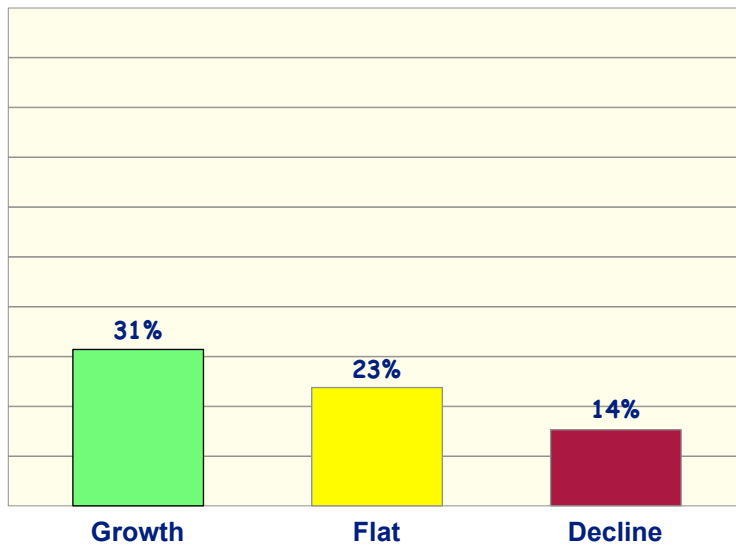


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Predictive Analytics

Using Predictive Analytics

(Source: Aberdeen Group)

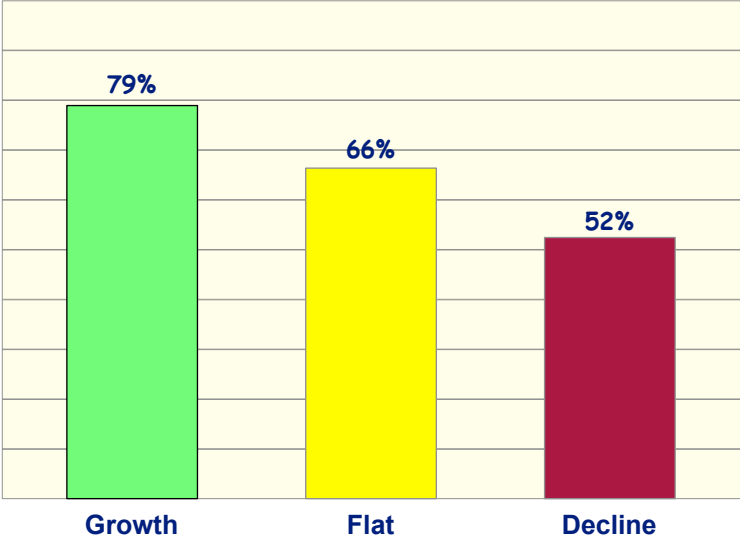


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Monitoring

Monitoring Sales Pipeline

(Source: Aberdeen Group)

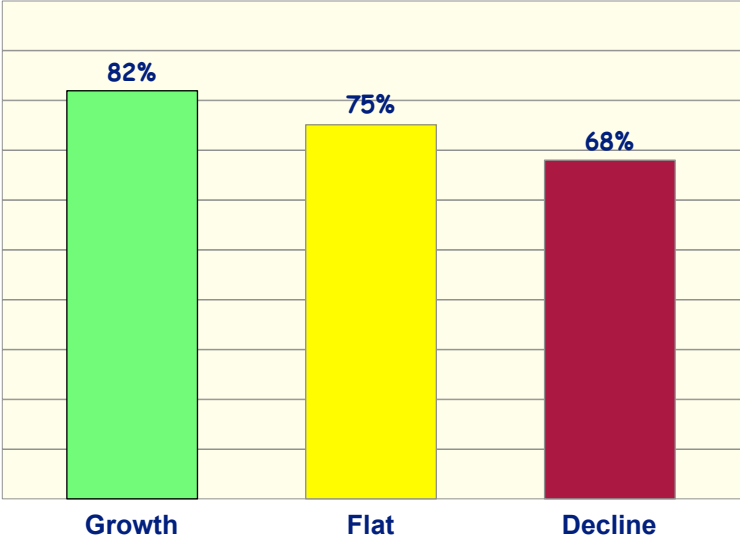


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Monitoring

Monitoring Receivables

(Source: Aberdeen Group)

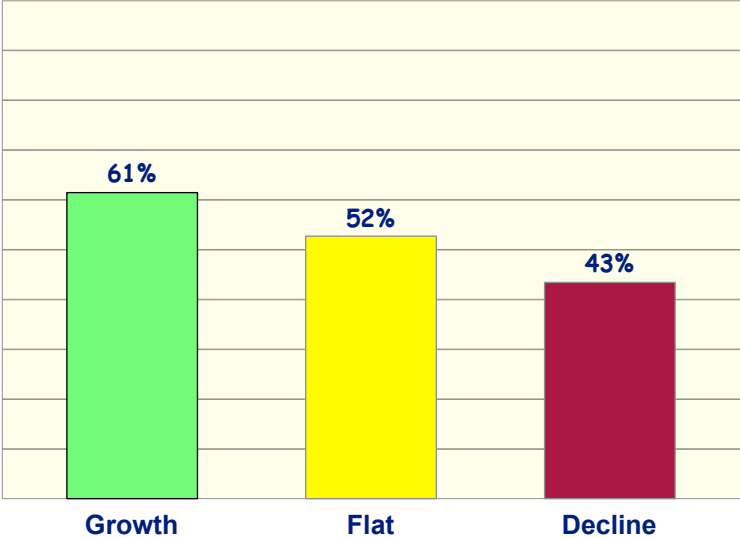


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Monitoring

Link Sales Revenue to Marketing Expenditure

(Source: Aberdeen Group)

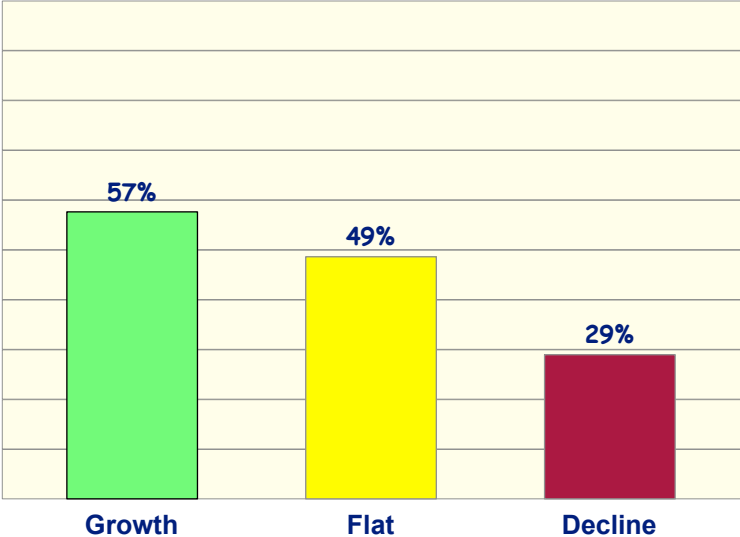


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Reliable Data

Focus on Data Quality

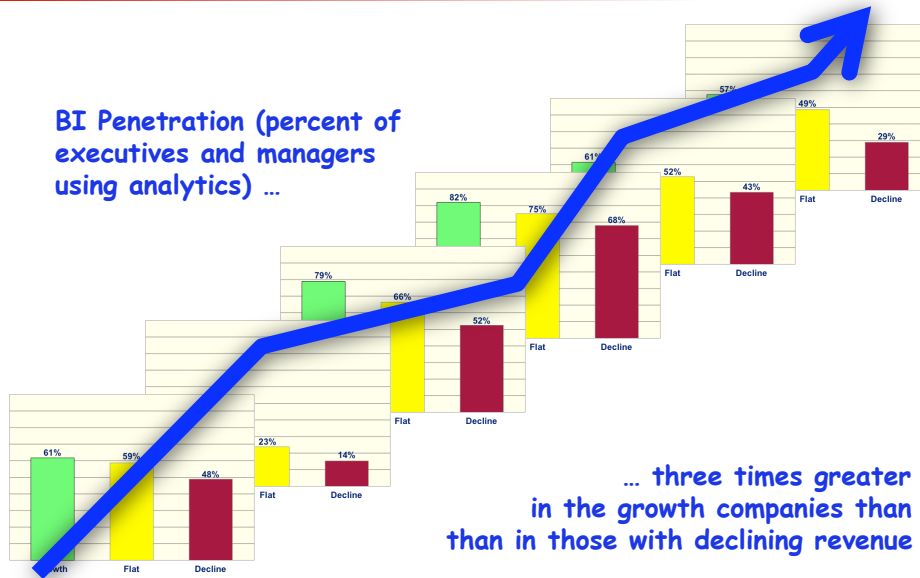
(Source: Aberdeen Group)



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The Analytics Difference

BI Penetration (percent of executives and managers using analytics) ...



... three times greater
in the growth companies than
than in those with declining revenue

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Thank You


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