Eckerson Group

Consulting Services 2016

Expert advice from technology veterans

BI Strategy Formation and Coaching

BI Assessments and Roadmaps

Data Governance and Master Data

BI Project Design and Implementation

Agile Development and Coaching

Information Management Strategy and Architecture

Data Warehouse Renovation

Go To Market Strategies

Vendor Advisory

Mentoring

Services for Startups

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About Eckerson Group
Message from Wayne Eckerson

Dear Colleague,

Eckerson Group is a research and consulting firm that helps organizations use data and technology to drive better insights and actions.

Our independent consultants each have more than 20 years of experience in their fields and deep knowledge about how to apply information technology to solve business problems.

We work collaboratively with business and technology leaders to design organizational and technical environments that maximize your organization's investment in data, information and analytics.

Most importantly, our consultants provide exceptional service and value. They go the extra mile to create solutions tailored to your unique needs and requirements. We believe we are the only partner you need when it comes to data and analytics!

If you have any questions, please feel free to contact me at wayne@eckerson.com or (617) 653-5957.

Sincerely,

ECKERSON GROUP CONSULTANTS

Pauline Hannemann
Information Management
CIO Mentoring

Michael Gonzales
Data Science;
IT Architecture

Eric Rogge
Go To Market Strategies
Internet of Things & Analytics

Dan Power
Data Governance;
Master Data Management

Todd Kamens
Agile Development;
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Nathan Updyke
BI Solutions Delivery;
Project Management

Julie Hunt
Data Integration
Software Marketing Strategies

Rahul Ghate
Healthcare Analytics

William McKnight
BI/DW; Data Management;
NoSQL; Hadoop

Recent Client Work

Here is a sample set of recent projects Eckerson Group has conducted for clients:

Business Analytics

> Developed a BI strategy and Center of Excellence for the sales and marketing unit of a major computer manufacturer.
> Designed a BI Center of Excellence for one of the largest real estate investment trusts in the U.S.
> Helped an online gaming company realign its BI, DW, and analytics team.
> Created a BI/DW roadmap for a mid-size property/casualty insurer.

Data Architecture

> Developed a big data analytics ecosystem and data warehouse modernization program for a $13B high tech manufacturer.
> Helped designed a global data governance program for a $50B insurance company.
> Developed a BI/DW strategy for a global car sharing service.

Data Governance

> Worked with a high tech company to design and implement a data governance program.
> Developed a MDM strategy and roadmap for a high technology company.
> Helped a healthcare provider evaluate and select MDM software.

Analytics

> Conducted a study to identify opportunities for improving an existing churn model.
> Created a roadmap for a major manufacturer's predictive and exploratory analytics, market research, and BI/DW ecosystem.
> Assessed the advanced analytics and BI capabilities of a major retailer and developed a detailed roadmap.

Performance Management

> Developed KPIs and balanced scorecard for a global manufacturing company.
> Helped a NASA contractor create key performance indicators (KPIs) and Objectives and Key Results.

BI Strategy Formation and Coaching

Many BI and analytics directors are too busy to create a crisp, cogent strategy and plan to present to business and technical executives. Our senior consultants work one-on-one with business analytics directors to develop a compelling business case for new investment. We work quickly and collaboratively to give shape to your vision and present it in a way that maximizes chances of adoption.

Packaging the Vision. If time is short, we can elicit your vision, refine your business analytics strategy and create a draft slide presentation and/or report that you can use as a basis for an executive presentation. The output usually includes a current state assessment and future state, along with a series of recommendations and a financial analysis of how to implement the vision. If business analytics directors clear their schedule, this can take as little as three to five working days.

Refining the Vision. If there is a longer lead time, Eckerson Group can refine or validate the strategy by interviewing key stakeholders in the business and technical teams to uncover hidden opportunities and pitfalls in the strategy.

Presenting the Vision. In addition, Eckerson Group can help business analytics directors present the strategy to executives, who are often more apt to heed the advice of an independent expert than an internal one.

Testimonials

Within a week, Eckerson Group identified our opportunities and challenges, put together a staffing assessment and business plan, and helped us make the case to our executive team for increased BI investment.
- Mona Stahling, Senior Vice President, AvalonBay Communities

Eckerson Group helped us clarify our BI strategy and next-generation data architecture and sell it to our IT and business executives.
- Brian Cozzens, Director of Business Intelligence, TE Connectivity

Contact us to learn more!
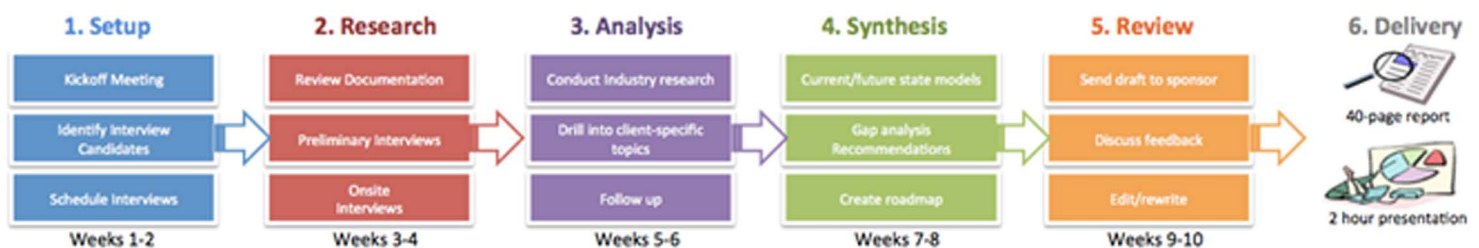
BI Assessment and Roadmap Services

Eckerson Group takes a holistic approach to assessing BI and analytics programs and creating roadmaps. We not only dive into technology and architecture, but we focus on the people, processes, and organizational models required to reap tangible value from information investments.

Specifically, we look at five architectures: business, organization, analytics, data and governance architectures. We work collaboratively with clients to evaluate each architecture and develop recommendations to optimize delivery.

Eckerson Group uses an agile methodology to evaluate a program's current state, define a future state, and create a roadmap to close the gap. A typical assessment delivers 8 to 12 recommendations and a financial analysis that maps out investments in staffing, infrastructure, tools, and services.

Most assessments require three days of onsite interviews and three weeks of total consulting time. Most projects span 10 to 12 weeks, finishing with an executive presentation and delivery of a 40-page report.

Testimonials

Eckerson Group developed a candid assessment of our current BI organization and a customized strategy and a pragmatic roadmap. The strategy created a compelling story that generated the support we needed from the rest of the organization.

- Paul McCaffrey, Chief Financial Officer, Grange Insurance

Eckerson Group reviewed our analytics organization and delivered a comprehensive set of recommendations to move us in the right direction.

- Igor Andjelkovic, Lead Data Scientist, Nordeus

Data Governance and Master Data

Eckerson Group offers a range of services to help you design an effective data governance program. Our goal is to help your organization treat data as a corporate asset and improve the quality, consistency and accuracy of your data resources.

Program Design. Our data governance services include helping you design (or redesign) data governance organizations and processes and kick start your implementation the program, including establishing guidelines for hiring program heads and selecting technology.

Education. Our workshops get your business and IT people up to speed quickly so they have a shared understanding of the key processes and best practices required to deliver a successful data governance program.

Assessments. Our readiness assessments examine your organization, corporate culture, business processes, and technology. We use the findings and recommendations to develop a strategic roadmap for implementing a data governance program. The roadmap defines strategies for closing the gap between your current and your future states.

Software Selection. Equipped with detailed knowledge of data governance and master data management products, we help organizations establish buying criteria, create a short-list of products and evaluate those products using structured demos and proofs of concept.

Because data is the lifeblood of your company, it's imperative that you build a robust data governance program.

Contact us to learn more!

BI Project Design and Implementation

Eckerson Group designs and executes BI and data warehousing projects. We have the people and skills to accurately scope and manage your project and develop a complete analytical solution. We source your data; design conceptual, logical and physical data models; create data integration programs; define data cleansing and validation routines; and build reports, dashboards, and ad hoc query environments.
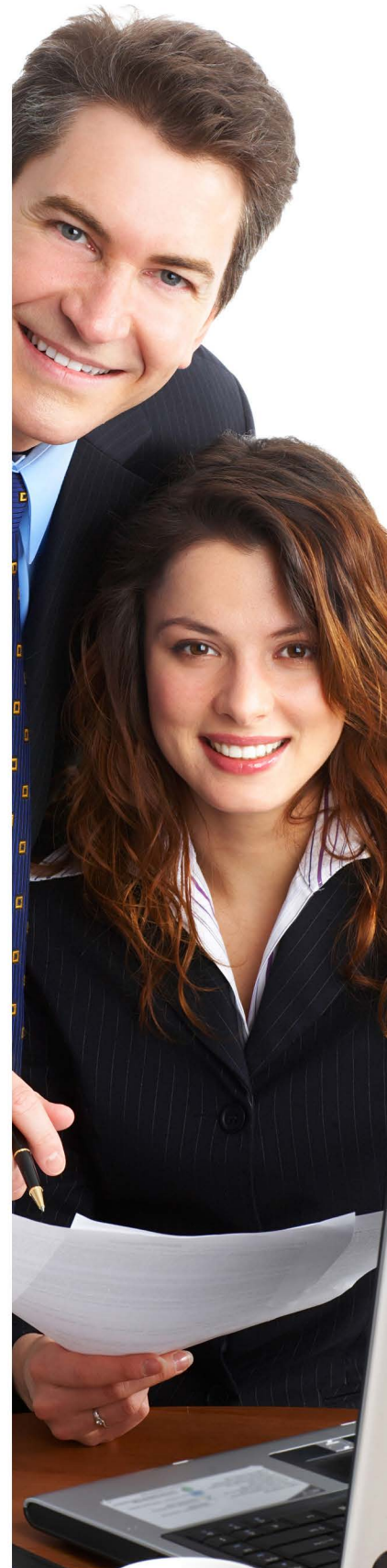
The core elements of our delivery service are:

Project Management. Our consultants create detailed project plans to ensure project success. We provide a technical project manager who delivers projects quicker and with fewer defects than with a project management generalist.

Data Governance. Our consultants understand the importance of data governance to project success and data quality. They weave data governance into every project and establish repeatable processes to ensure the standardization of core terms and metrics. In addition, they create accessible data dictionaries and data catalogs that help analysts and developers efficiently access and interpret data and understand the impacts of changes.

Business Requirements and Report Development. Finally, our consultants work with your business users to solicit requirements and rapidly build solutions using a variety of BI, visualization, discovery, and analytic tools. We use agile approaches based on short sprints and a "fail fast" approach to adapt quickly to new and changing business requirements. We can also provide recommendations to help your team improve its relationship with business users.
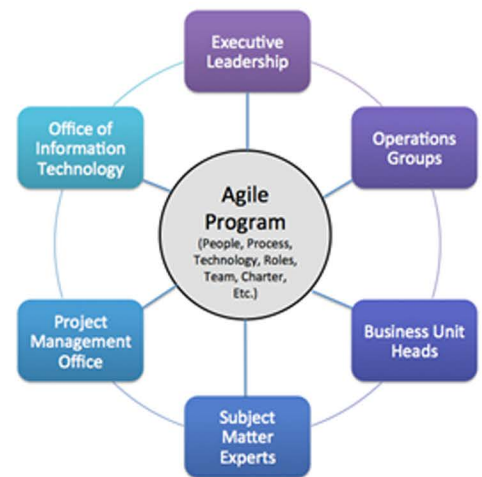
Contact us to learn more!

Agile Development and Coaching

Eckerson Group has expertise in agile development methods and works closely with organizations to implement and optimize agile programs.

Assessments. Eckerson Group evaluates both the effectiveness of existing agile teams and processes and their adherence to industry best practices. It also examines the program's relationship to external stakeholders, including executive leaders, the information technology group, the project management office, business unit heads, subject matter experts, and operations groups.

Change Management. Our projects pay special attention to change management issues to improve how the organization communicates the value of the agile program and its role in achieving the organization's strategic objectives. In addition, Eckerson Group assesses the relationship between business experts and technical developers, exploring both systemic and interpersonal issues that might affect team performance.

Training and Coaching. Eckerson Group also provides training in agile development methods. We tailor coursework to organizational needs and maturity. We also provide ongoing coaching to ensure the success of initial agile initiatives.

Contact us to learn more!

Information Management Strategy and Architecture

Eckerson Group develops bottom-up and top-down data strategies that help organizations manage data and information as a corporate asset. We assess your information maturity, provide recommendations for improvement, and roll up our sleeves to help you build enterprise data architectures. We also help you create education and training programs that foster a data-driven culture.

Bottom Up Data Strategies. We work closely with your data architects and subject matter experts to develop living, enterprise data models that drive the business. This includes conceptual, logical and physical models that about people, processes, products and organizations. As part of the modeling process, we define and document key terms and rules, clarifying meaning to support business processes and strategies.

We then stitch together physical systems and databases into an enterprise data architecture that optimizes the flow of data from operational applications to business users and beyond. We design the architecture for maximum flexibility, scalability and security to ensure it meets both current and future business needs and maps to the overall enterprise architecture for your organization.

Top Down. Eckerson Group also works with your business leaders to inculcate a data-driven culture in your organization. We institutionalize information management in your organization by building data governance and modeling activities into the fabric of business processes. And through education and training, we change the way employees think about and handle data, cultivating good data habits that improve data hygiene and usefulness.

Healthcare. We also offer special expertise in healthcare, providing specialized assessments and services for healthcare payors and providers.

Contact us to learn more!

Data Warehouse Modernization

Many data warehouses have outlived their effectiveness and need to be renovated or replaced. Our consultants evaluate the effectiveness of your existing data warehouse and recommend options to make your data more accessible to business users.

We may recommend that you redesign core data structures and models or offload workloads to other platforms to ease the burden on the data warehouse. Or, we might recommend that you rehost or rebuild the data warehousing on a new platform, such as Hadoop, in-memory databases, or Spark.

Specifically, we examine three elements of your data warehousing environment: workloads, architecture and systems. We match your business workloads with the most appropriate architectural and systems designs. We provide a practical approach to data warehouse modernization that considers your business circumstances, timelines, cost parameters and resources.

Healthcare Expertise. We have special expertise in healthcare and have helped many payors and providers upgrade their data warehouses with new designs and platforms. We work hard to reuse your current investments and avoid expensive rebuilds or migrations.

Go To Market Strategies

Eckerson Group offers go-to-market (GTM) design and development services to software vendors. These services cover:

> Customer/market research and definition
> Product definition, positioning and messaging
> Pricing
> Customer experience planning
> Sales and marketing planning
> Ecosystem identification and planning

Trusted Partner. With Eckerson Group, you gain a knowledgeable and trustworthy business partner that has worked with companies in a variety of industries to develop successful GTM plans. Our veteran consultants understand GTM best practices and know how to apply them in different business contexts. We pride ourselves on our reputation for the depth of our experience, the value of our recommendations, and the integrity of our working relationships.

Our Methodology. Although GTM plans often appear simple, the work required to identify the opportunities and mitigate risks is difficult, time-consuming and complex. Eckerson Group has developed a GTM assessment methodology that ensures the successful creation of a GTM plan tailored to your organization. We operate as an extension of your team, working collaboratively with your key players to evaluate opportunities and develop pragmatic GTM plans.

Contact us to learn more!

Vendor Advisory

Eckerson Group provides a variety of strategic advisory services to software vendors. It specializes in helping vendors define go-to-market strategies for new or enhanced products. In addition, it works with software vendors to develop customer-centric messages, products, processes, and pricing, among other things.

Eckerson Group also performs competitive assessments that evaluate a vendor's products against comparable products in the industry. Vendors can also pre-purchase advisory services, keeping Eckerson Group on call to answer questions or contribute to projects. Eckerson Group also writes white papers, delivers speeches and webcasts, and builds custom assessments for vendors using its Rate My Data online assessment service.

Summary of Advisory Services:
> Develop product marketing strategy and messaging
> Develop customer-focused products, processes, and pricing
> Develop customer-centric messaging, content, and support.
> Provide competitive analysis and product positioning
> Advise on purchasing trends in target segments
> Provide matchmaking services for partners and acquisitions
> Create white papers and checklist reports
> Conduct custom benchmark assessments
> Identify U.S.-based partners
> Identify acquisition targets or buyers

Testimonials

Eckerson Group not gave us a thorough picture of our target market but also guidance for our GTM strategy and product roadmap.
- Michel Koskas, Founder & President, KoDe

Wayne Eckerson delivered the keynote for our BI and Big Data Summit and his speech received the highest grade of all our speakers. His engaging style made everybody from the CIO to report developers understand the Big Data and how it fits in the existing BI ecosystem.
- Quaid Saifee, President, WIT, Inc.

Contact us to learn more!

Mentoring

Eckerson Group offers peer-to-peer mentoring services for a variety of information executives, including BI directors, analytics directors, CIOs, chief architects and data architects.

We provide a veteran practitioner with experience in your discipline and size of company to consult with you by phone from 1 to 3 hours a month. These peer mentors provide a perfect sounding board to help you sort through relevant issues to ensure the success of your project or initiative.

Services for Startups

Eckerson Group helps software startups develop an information management program to support their go-to-market applications. This service helps a growing company create a solid data foundation for its software products by providing assistance with data modeling and data architecture, and it helps develop education and training strategies to create a data-driven culture.

Contact us to learn more!

Contact Us

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