



## How Big Data Has Propelled Analytics from IT Back Rooms to the Front Lines

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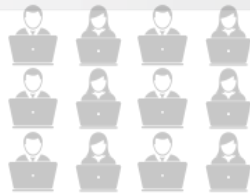
# Business and Technology Empowered



## OUR COMPANY



serving clients



**800**  
dedicated  
associates

"right size provider"

**TECHNOLOGY  
EMPOWERED  
BUSINESS  
SOLUTIONS**

"client for life"

Chicago Tribune

**BEST  
PLACES  
TO WORK**



**25+  
OTHER  
PARTNERS**

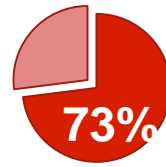
## OUR PEOPLE



fulltime  
employees



Avg years  
experience



prior tier 1  
consultancies

- onshore
- offshore
- nearshore
- blended



managed services

## OUR SERVICES

### Management Consulting



strategy,  
governance,  
process

### Applications



ERP, HCM, CRM,  
app. development,  
mobile solutions

### Cloud



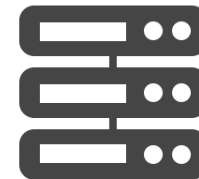
applications,  
infrastructure

### Analytics



enterprise  
analytics,  
big data

### Infrastructure



service management,  
enterprise  
infrastructure,  
end user computing



# Drivers for Innovation

## Savvy users

- Analytics is part of the job
- Tech Savvy
- Bigger community
- Self-service
- Agile analytics

User

## Data galore

- More ways to capture data
- More ways to store data
- Variety
- Internet of Things (IoT)

Data

## Economics

### Economic impact

- Cheaper than before
  - Buy or lease
- Lower initial investment

## Technology

### Advancement in technology

- New and improved technology
  - Power packed
- Varied data sources
  - Ease of use
  - Data silos

# New Age of Analytics

- End users are not just data consumers anymore
- Analytical agility is as important as single version of the truth
- Data has variety, volume, and velocity
- BYOD – Bring your own device - Analytics on the go
- BYOD – Bring your own data
- Cloud

## What is Analytical Agility

- Quick and ad-hoc data visualization
- Data integration – Quickly mesh a spreadsheet with enterprise data for personal analysis
- Faster access to variety of data
- Real-Time Analytics
- Self-service data preparation
- Interactive mobile dashboards

## Problems with Traditional Data Warehouse

- You need to design the usage before you capture data
- You need to know what data is valuable before you bring into DW
- Scalability is an issue
- More time is spent in data preparation than data analysis

# The Paradigm Shift

What if we could reverse:

- 80% - Data Preparation
- 20% - Analysis



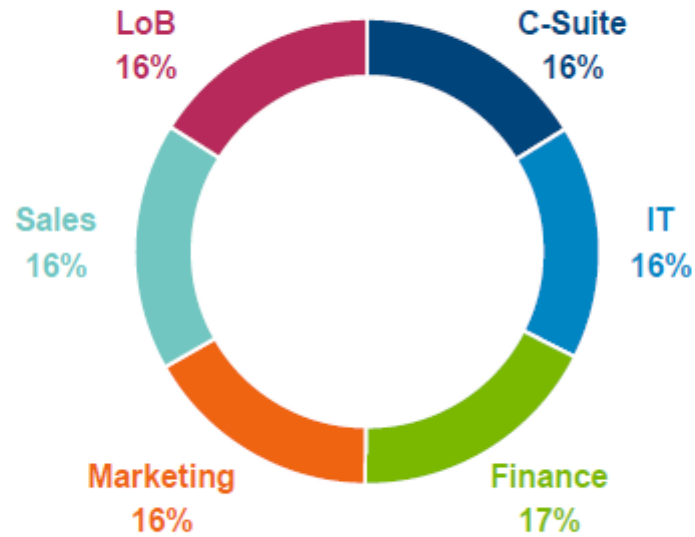
# The Big Beneficiary of Big Data

- Big Data is not just for data scientists
- 70% of business analysts say that traditional analytics technology does not meet their analytics and decision support needs
- New data visualization tools have enabled end users to perform complex analysis
- Exclusive focus on the data scientist is not the optimal approach to the Big Data solutions
- Relationship between IT, analysts, and LOB users is changing
- Shadow IT is morphing into mainstream analytics



# New Owners of Analytics

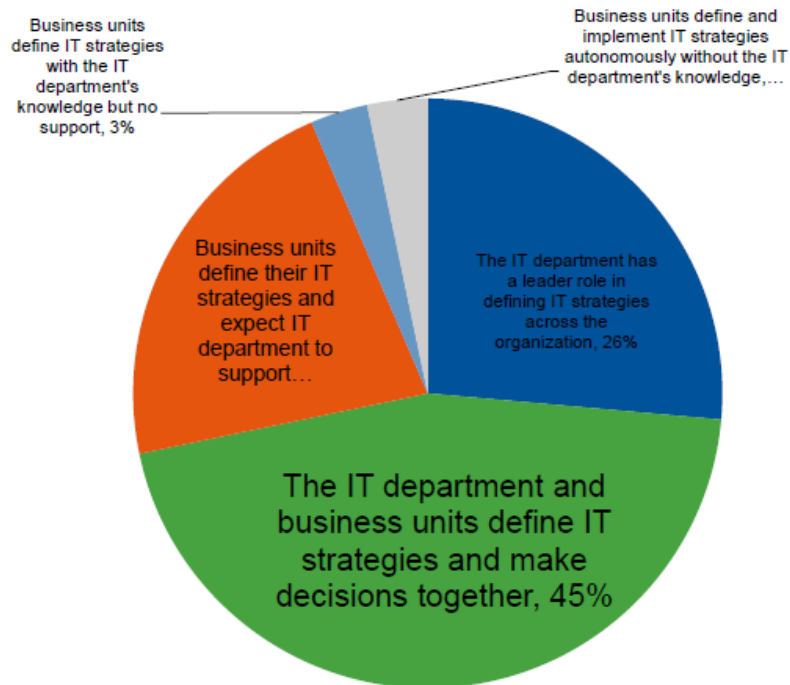
Only 16% of projects are championed by IT.



Source: 2015 Dell Global Technology Adoption Index

# Business – IT Collaboration

## Switch from CIO Spend to BU Spend



Q. Which of the following best describes how your organization's business units and IT department work together?

Enterprise Survey, 2015; n=3,000

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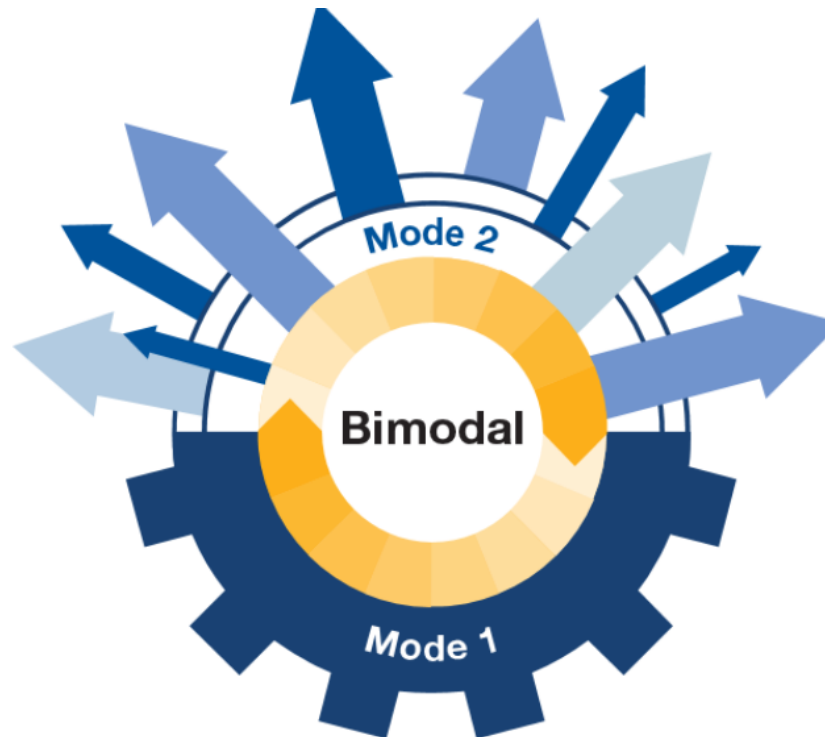
Business buyers are involved in the majority of tech purchases

- Less  $\frac{1}{4}$  purchases involve IT only
- Business involved in IT strategy nearly  $\frac{3}{4}$  time

Gartner

## Gartner's Bimodal IT Model

**Mode 2:** Exploratory. Requirements are not well-understood in advance. This mode is best suited for areas where an organization cannot make an accurate, detailed, predefined plan because not enough is known.



SOURCE: GARTNER (FEBRUARY 2016)

**Mode 1:** Focuses on predictability and stability. Best suited when requirements are well understood in advance, and can be identified by process of analysis



Thank you!

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