

# ANALYTICS VISION WORKSHOP

## Identify where advanced analytics can impact your business

### ESSENTIALS

What if you could leverage advanced analytics to:

- Reduce customer churn
- Increase cross-sell and up-sell effectiveness
- Increase multi-channel campaign effectiveness
- Optimize yield on perishable goods
- Predict and preempt product failures
- Demonstrate medical treatment effectiveness
- Eliminate ineffective sales programs and promotions
- Eliminate slow-moving and no-moving products
- Better understand customer behavior
- Reduce aggregate risk
- Reduce fraud

As data sources become more ubiquitous and the ability to retain data much cheaper, business and IT leaders are asking how they can capitalize on this data in a way that will materially impact their businesses. Advanced analytics offers the ability to reveal new insights buried in the data that can dramatically transform the way a business is run. However, identifying “how” and “where” advanced analytics can deliver the most value within your organization is challenging.

### “SUPER-CHARGE” YOUR ORGANIZATION’S STRATEGIC BUSINESS INITIATIVES

The EMC<sup>®</sup> Analytics Vision Workshop is a one-day onsite engagement that helps you define where and how advanced analytics can transform your business—both from a financial as well as a competitive perspective. Prior to the workshop, your key business and IT stakeholders will receive a short questionnaire to complete about your current environment and key business initiatives. The answers to the questionnaire will be used to guide the onsite workshop which is comprised of four parts:

- **Part 1: Envisioning Exercise.** We will examine several scenarios from other clients that will help you to “envision” where and how advanced analytics could deliver financial and competitive value to your organization.
- **Part 2: Business Initiatives Validation.** Based on input received from the questionnaires, we will drill further into the details of your strategic business initiatives and capture their respective objectives (business stakeholders, key performance indicators, timeframe, and decisions/actions that need to be taken).
- **Part 3: Brainstorming and Prioritization.** With a vision of what’s possible and a detailed understanding of your organization’s key business needs, we brainstorm to identify and prioritize specific opportunities where advanced analytics can “super-charge” your business initiatives.
- **Part 4: Summarize Findings and Define Next Steps.** In the last step, we summarize the business opportunities and recommend steps for deploying advanced analytics in support of your key business initiatives.

The end goal of the Analytics Vision Workshop is to identify two to three high-value “analytics opportunities” that are implementable within a six- to nine-month timeframe. After the workshop, we will provide you with the following deliverables:

- **Analytics Opportunities List** which contains a brief description of each opportunity, including areas of the business impacted, stakeholders, high-level business drivers, key

performance indicators, and rough order of magnitude (ROM) of the business value and implementation feasibility.

- **Prioritization Matrix** shows the relative positioning of each of the business opportunities and a recommended implementation roadmap.

## EMC CONSULTING

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### CONTACT US

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