

Analytics: The **speed** advantage

Capabilities that enable an organization to consume data faster – to move from raw data to insight-driven actions – are now the key differentiator to creating value using data and analytics

<https://ibm.biz/2014analytics>

Findings from the 2014 IBV analytics study

Spectators

use bare minimum of analytics – yet have high aspirations



The Pack

use analytics to drive some business processes



Joggers

have deep technical capabilities, but don't use analytics pervasively



Front Runners

data driven - use analytics pervasively to drive business processes across the organization

