



# Analytics Transformation Strategy Workshop

*Building a business-focused analytics roadmap*

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## Highlights

- Benefit from an efficient and collaborative workshop based upon participation of business and/or IT executives
- Prioritize and sequence your existing analytics projects based upon their links to business objectives and imperatives
- Identify projects that introduce best practices to enable future business direction and enhance overall analytics capabilities
- Improve the ability for IT (as an analytics service provider) to be a competitive differentiator and catalyst for business growth
- Engage with a world-class advisory service dedicated to helping clients meet their needs

## Beyond business intelligence

As analytics capabilities extend beyond the traditional business intelligence systems, leading organizations are analyzing data in varied ways; using personalization to attract and retain customers, predictive analytics to understand what could happen and prescriptive analytics to choose the next best action; to empower people at every level to act with confidence and enable decision makers to find their own answers; and reveal answers to questions you never thought to ask.

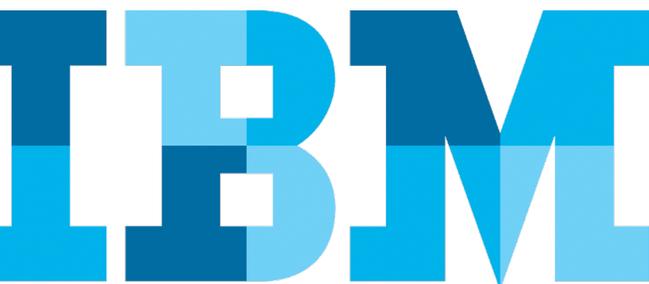
Whether your organization is new to data analysis or has been executing analytics capabilities for years, an Analytics Transformation Strategy Workshop can help align the direction and needs of your business with analytic capabilities. And if yours is an active analytics environment, this workshop can help improve its effectiveness by focusing on core value drivers in key capability areas and identifying targeted improvements.

## Act on real-time insights to transform business

This rapid engagement, lead by experienced Executive Advisory Practice advisors, will review your existing environment (including processes, technology, and skills) to determine the best path to fully leverage analytics across your enterprise.

Key benefits and features include:

- Better alignment of resources, investments, and business strategies
- Efficient and effective resource utilization and decreased operating costs across business and IT areas
- How to use analytics as a catalyst for business growth and innovation
- Promoting analytics as a competitive differentiator





## What you can expect

This engagement, typically conducted over a period of four–to–six weeks, uses a proven methodology; our consulting team will leverage surveys, interviews, and two half–day workshops to collect and analyze a wide range of relevant information. The result of this process is a managerial report which will commonly include:

- A clear representation of the extent to which your existing and planned analytics efforts support business imperatives, along with a current and desired future state analysis of enterprise analytics capabilities
- A prioritized, sequenced, conceptual analytics transformation roadmap that encompasses people, process, and technology dimensions
- A technology component–level roadmap for all necessary analytics capabilities
- Detailed recommendations for the creation and/or improvement of analytics organizational and foundational capabilities

## Ask yourself

The Executive Advisory Practice portfolio is strong and designed to help optimize IT, reduce costs, and help get underneath problem areas to identify and implement effective and enduring solutions. To determine if an Analytics Transformation Strategy Workshop is right for you, ask yourself:

- Are you interested in leveraging the power of analytics across your enterprise rather than simply in departmentally siloed solutions?
- Are you trying to transform your existing analytics portfolio and need a systematic approach to undertake the transformation?

## For more information

Learn more about the Analytics Transformation Strategy Workshop and related Executive Advisory Practice solutions. Contact [ibmsls@us.ibm.com](mailto:ibmsls@us.ibm.com) or visit:

[ibm.com/systems/services/executiveadvisorypractice](http://ibm.com/systems/services/executiveadvisorypractice)

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