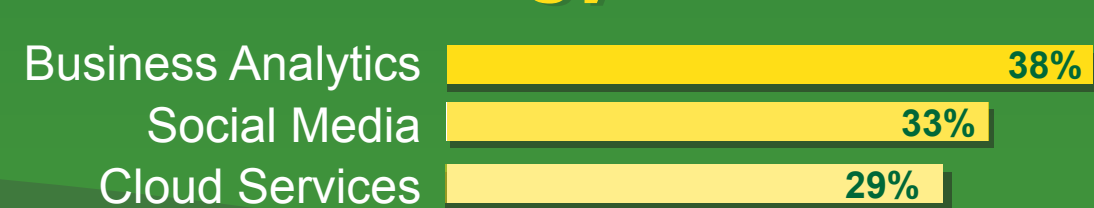


Building Analytical Excellence in the North American Mid-Market

For mid-sized organizations, business analytics offers the ability to generate timely insight from growing volumes of data. In the same way a home is built to support our diverse needs and enrich our lives, analytically driven insight enhances our most critical business decisions.

Top Areas in North America for 2012 Technology Investment:



Despite the growing importance of analytics in the mid-market, the creation of usable insight need not be a monumental undertaking. Often starting small with a manageable foundation of clean and relevant data, Best-in-Class companies apply business expertise to assemble that data into actionable information and deliver well-crafted insight to many different areas of the business.

1 Gather and Optimize Data

36% year over year growth in data for all mid-market companies

Best-in-Class companies make new data sources available **10x** faster than Laggards

14 unique data sources, on average, are used for business analytics in the mid-market

Best-in-Class companies deliver critical information on-time **92%** of the time



2 Assemble Actionable Information

57%

of Best-in-Class companies have clearly defined and frequently measured business KPI

70%

of Best-in-Class companies report an "information culture" that values data-driven insights

46%

of mid-market companies report that their decisions are over-reliant on "gut feel"



3 Distribute Business Insight

66%

of Best-in-Class companies are using analytics for logistics and supply chain management

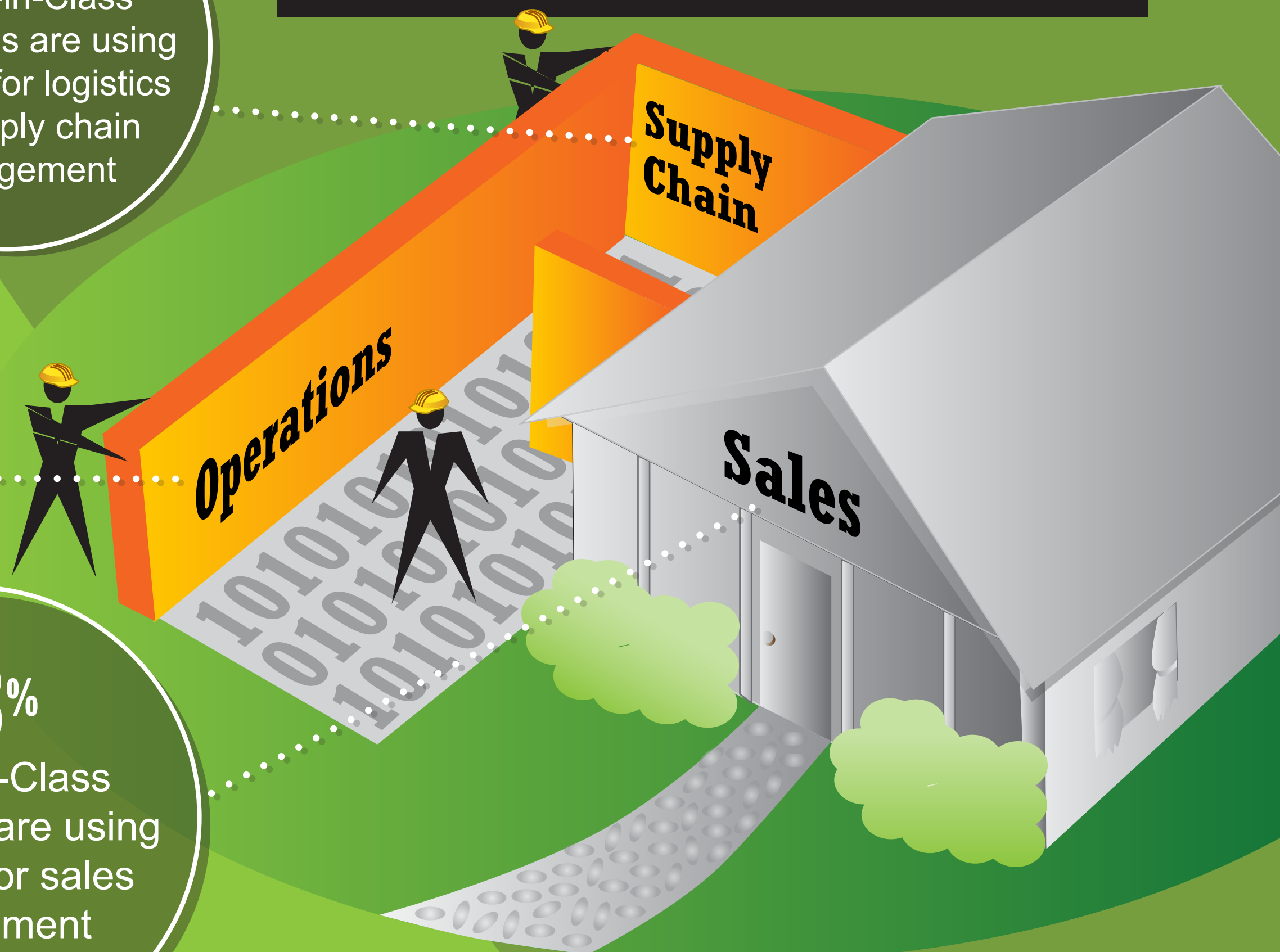
Best-in-Class companies have **3x** the adoption rate of analytics among business users

70%

of Best-in-Class companies are using dashboards for operational visibility

93%

of Best-in-Class companies are using analytics for sales management



Read the Aberdeen Group Sector Insight [Mid-Market Analytics in North America: Transforming Data into Insight](#)