

# Embedding analytics to transform insights into action

*Business Analytics and Optimization Jumpstart*



## Highlight

The Business Analytics and Optimization Jumpstart can help your organization begin on a new path to value by assisting you with determining the biggest and highest value opportunities that can be addressed with analytics, understanding your organizational and technology readiness to embed and support analytics, and identifying recommendations and next steps for how best to move forward which will not only equip you to make better predictions but will enable your organization to be a more efficient and top performing enterprise.

## How is the new information environment affecting your business?

We are living in a world with explosive growth in the volume, variety and velocity of information – both structured and unstructured. Despite the wealth of data and content available today, senior leaders wonder whether they are getting full value to compete in the marketplace from the massive amounts of information they already have within their organizations. Knowing what happened is no longer adequate. Leaders say they need to know what is happening now, what is likely to happen next and what actions they should take. By embedding information and insights into every day operations, it is possible to provide that value.

The combination of an increasingly complex world, the vast proliferation of data, and the pressing need to stay one step ahead of the competition has sharpened focus on using analytics within organizations. Analytics-driven organizations are outperforming their competitors by connecting people with trusted information, enabling them to make real-time decisions and act with confidence to deliver better business outcomes.

## Opportunities and challenges that it brings to light

According to the recent MIT Sloan Management Review and IBM Institute for Business Value study, *“Analytics: The new path to value”*, top performers are over five times more likely to use an analytic approach over intuition when making decisions. Six out of ten respondents cited innovating to achieve competitive differentiation as a top business challenge. The same percentage also agreed that their organization has more data than it can use effectively. Senior executives now want businesses run on data-driven decisions. They want scenarios and simulations that provide immediate guidance on the best actions to take when disruptions occur.

However, despite their varied level of maturity in analytics adoption, getting the data right is not a top challenge organizations face when adopting analytics. The adoption barriers organizations face most are related to management and culture rather than data and technology. The leading obstacle to widespread analytics adoption is lack of understanding of how to use analytics to improve the business.

## Why should you act now?

It's not enough to be responsive; today's organizations must be prepared to anticipate and shape business outcomes much before they even start to occur. Processes need to be managed more efficiently and proactively. Our experience with a wide variety of organizations and industries indicates that analytics, applied wisely to an organization's operational capabilities, can be used to accelerate a broad range of business objectives, even at the earliest stages of analytics adoption. Today's executives want to understand optimal solutions based on complex business parameters or new information,



and they want to take action quickly. The Business Analytics and Optimization (BAO) Jumpstart helps you address this challenge by identifying the highest-value business priorities and using the Process-Application-Data-Insight-Embed (PADIE) technique to reduce time-to-value for embedding insight across the business.

## What can you do?

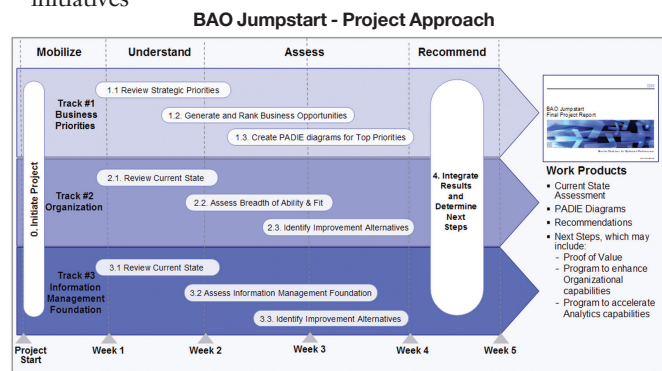
The BAO Jumpstart solution, can help your organization develop a realistic plan to use information management and business analytics to transform insights into action where and when needed. This solution not only helps trigger new actions across the organization but develops a roadmap that is closely linked to business strategy, easy for end users to understand, and embedded into organizational processes to take action at the right time.

The BAO Jumpstart solution is a 5 week engagement that helps your organization to:

- Identify and prioritize highest value opportunities to be addressed with analytics
- Assess their organizational and technology readiness to operationalize analytics opportunities
- Determine actionable next steps and the fastest path to value

Key features of this solution include:

- Leverages the Process-Application-Data-Insight-Embed (PADIE) technique for embedding analytics across the organization
- Provide clear guidance on ways to increase analytics adoption
- Creates a pressing call-to-action and momentum for analytics initiatives



- PADIE (Process- Application-Data-Insight-Embed) Diagram
- Source: BAO Services Methodology

## What are the expected benefits of the BAO Jumpstart?

It is a short-term, interview-based engagement that will help your organization identify the best path to follow for embedding analytics within your organization. The resulting recommendations will focus on meeting three critical management needs:

- Reduced time-to-value
- Increased likelihood of transformation that's both significant and enduring
- Greater focus on achievable steps

To realize these benefits and start on the fastest path to value, keep everyone focused on the big business issues and select the challenges that analytics can solve today within an agenda for the future. Build on the capabilities you already have. And always keep pressing to embed the insights you have gained into business operations.

## About IBM's Business Analytics and Optimization Services

IBM's Business Analytics and Optimization services bring together a unique combination of expertise and capabilities to help your organization realize your analytics potential. Our capabilities include:

- An unmatched combination of skills and experience, including unrivaled breadth of deep foundational business intelligence, performance management and advanced analytics capabilities, including world-class software solutions and IBM Research.
- Strong industry and business process expertise enabling us to apply proven industry models
- Cross-industry and industry-specific best practices for how to manage information and for next generation value creation through Business Analytics and Optimization
- Proven opportunity and stakeholder assessment techniques
- Patented Value Case approach

## For more information

To learn more about how you can partner with IBM to map your fastest path to value visit

[ibm.com/gbs/bao](http://ibm.com/gbs/bao)

Source: *Analytics: The new path to value study* from IBM Institute of Business Value in collaboration with MIT Sloan Management Review.



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