Increase Agility with Accelerated Business Analytics

Business decisions based on fact are of higher quality, and achieve better results. But quality is not enough. A firm needs quality with speed in order to out-maneuver its competition. Detecting, describing, predicting, and prescribing require insights derived from different types of analytics. The faster one performs each type of analysis, the faster one can take notice, understand, evaluate, and act.

Scenario: A Competitor Launches a New Product

A drop in sales is detected. Data is gathered and analyzed to reveal that this coincides with the launch of a competitor's new product, and that this new product is stealing market share. Further analysis reveals the differentiating features that are driving this customer behavior.

More data is analyzed and it is predicted that matching the differentiating features plus adding new features is the most cost-effective way to re-capture market share. The new features are added to the product. Several advertising campaigns are test marketed and the analysis reveals which campaign will drive the highest sales.

The new and improved product is launched, sales figures are re-analyzed, and it is discovered that sales didn't go up, but actually went down.

What happened? Everything was done right.

The difference is your company took a year to detect a change in market share, analyze and describe why it was happening, predict the future impact, and prescribe what to do about it. The competition only took months to do the same, and re-launched their own new and improved product.

Accelerate Business Analytic Functions:
Detect
Describe
Predict
Prescribe

Analytics Speed is The New Differentiator

Data management and governance best practices, although critical in the analytics value chain, are not enough. The key competitive differentiator today is speed.

At Leveraging Technology, we understand this, which is why we have created the **Accelerated Business Analytics Framework**. The framework combines traditional data management and governance best practices with new big data analytics capabilities, accelerating time-to-market in a practical and sustainable manner.

1. The first step is to recognize that the traditional approach to capture, prepare, and analyze data just can't keep up with the competitive speed of business today.
2. The next step is to create a roadmap for accelerating your analytics.

Differentiators:
Analyze data in motion (Streaming Analytics)
Faster Analytic Results (MPP, in Memory, On Chip)
Faster Data Integration (ELT vs. ETL)
Greater Information Variety (Insights from non-relational data sources)

How to Get Started?

Our philosophy is to begin by understanding your vision and strategy. Technology is sometimes the answer, but not always, and not a good place to start. Many of our clients prefer to start with a complimentary, no obligation consultative workshop. We have three to choose from, or can customize depending on your needs:

- **Information Strategy** – What is your organization trying to achieve though analytics? Many are not clear on what they want to do. We help identify goals and objectives for the organization, and deliver a roadmap for how to get there.
- **Information Architecture** – An Information Architecture, as part of an Enterprise Architecture Program, needs to be strong. We share our knowledge, experience, and best practices to deliver a roadmap and recommendations for building strong information architecture based on your individual analytic goals.
- **Integration** – Data moves in, out, and throughout a myriad of systems, applications and end users. Accelerated business analytics relies on a sound information strategy, strong information architecture, and solid integration framework. Using our Integration Architecture Framework we do a high level assessment of your needs, and model a formula for successful, efficient, repeatable integration. This is particularly critical for moving towards real-time analytic insights.

Should there be areas you desire further assistance, we have multiple options to choose from. We have the flexibility to offer an expert at time of need, or grow your own internal capabilities. Our experts can be an onsite resource to provide architectural and planning advice, engage periodically to perform specific tasks and specific technical expertise, or train your own staff.

Call Today for a Consultation and Find out What's Right for You.

To set up an initial consultation, email info@leveragingtechnology.com or call 585.454.4250 x100.

Our Accelerated Business Analytics Services include the following (and more):	
• Analytics Workshop that delivers Recommendations and a Planning Roadmap • Practical Analytics Assessment • Executable Roadmap to achieve capability goals	• Leverage deep expertise in a flexible and affordable way • Perform Periodic Analytic Health Checks • Capacity and Workload Managed Services

About Leveraging Technology

We are a business consulting firm founded in 1998. We couple Enterprise Architecture expertise with a deep understanding of Integration to improve agility, flexibility, acceleration and business performance. We employ a practical, partnering approach to transforming the design and architecture of business and information technology environments.

In particular, we are uniquely positioned to enable our clients to analyze transaction processing and Big Data within the integration zone to pull out nuggets of gold. As integration and analytic technologies converge, we enable companies to utilize these capabilities most effectively and build an edge over those that do not, thus gaining access to previously unknown insights, and responding accurately, at speed, to complex situations.