



Advanced Analytics for the 21st Century (Re-thinking the Role of IT)

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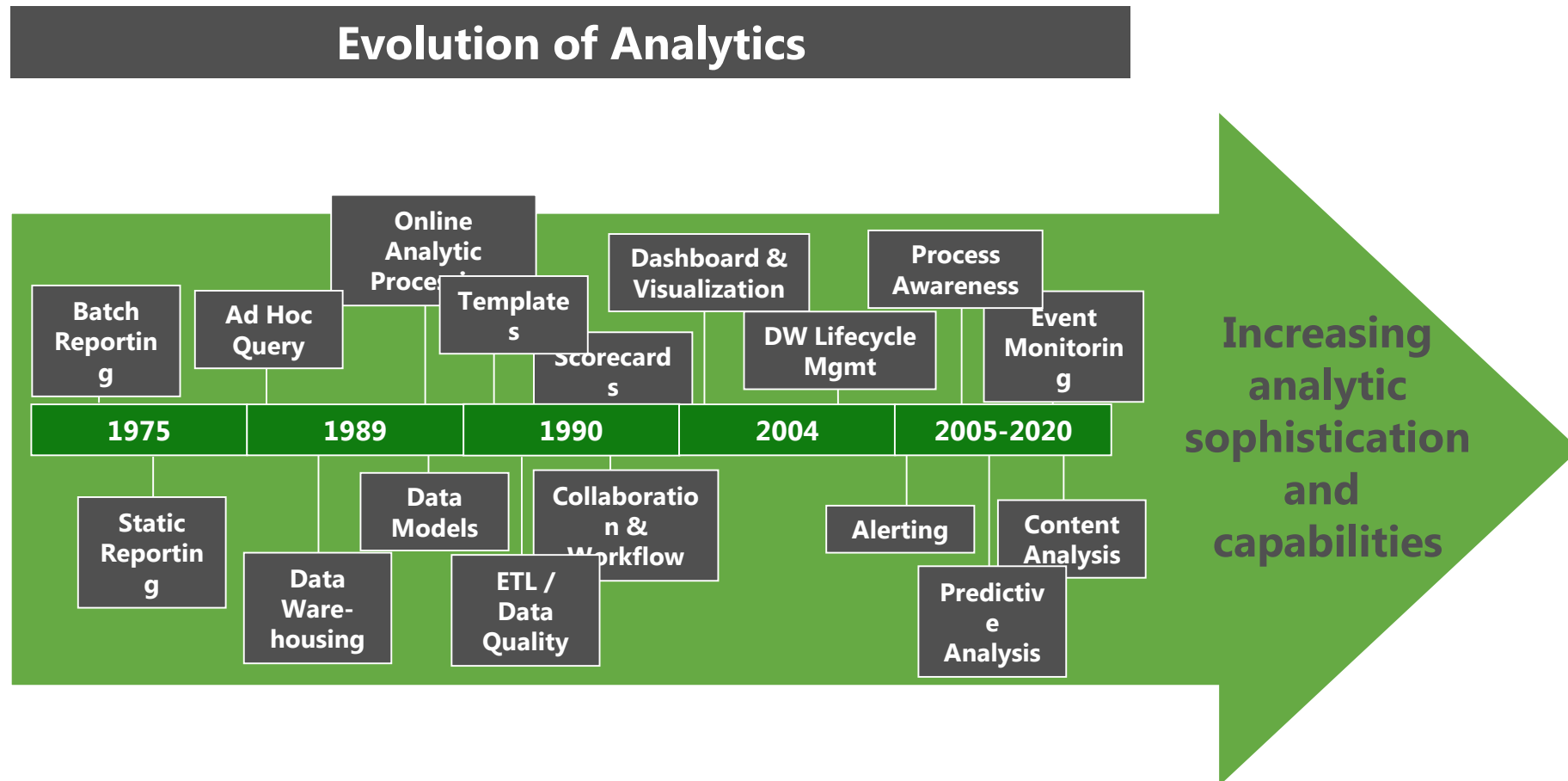
CEO

DBR & Associates

Moving Up the Value Chain



Next Major Transformation



Market Trends and Implications

From...

...To



- Accelerate the Analytics Strategy phase (hypothesis-led)
- Ability to quickly stand up insight services in parallel
- Quickly bridge to transformational/ scale opportunities
- Connect offerings / practices in a more synchronous way (AIP)
- Clear need for “Analytics Transformation Architects” (sherpas)

“I need help thinking through how to build a global, enterprise analytics and big data enterprise strategy.”

“Where is the value and how do we aggressively build capability to serve the business?”

“Can you help us evaluate different talent sourcing options to accelerate our journey”.

Drive issue to outcome through insight-driven decision making, where we gain share in the value-based outcomes

Insight-driven decision making

"... the fundamental rethinking and radical redesign of cognitive processes in organizations, that result in the selection of a course of action, to allocate resources or to choose to do nothing, to achieve dramatic improvements in business performance"

1 Strategy

- Focus on the key questions to manage business performance

2 Process

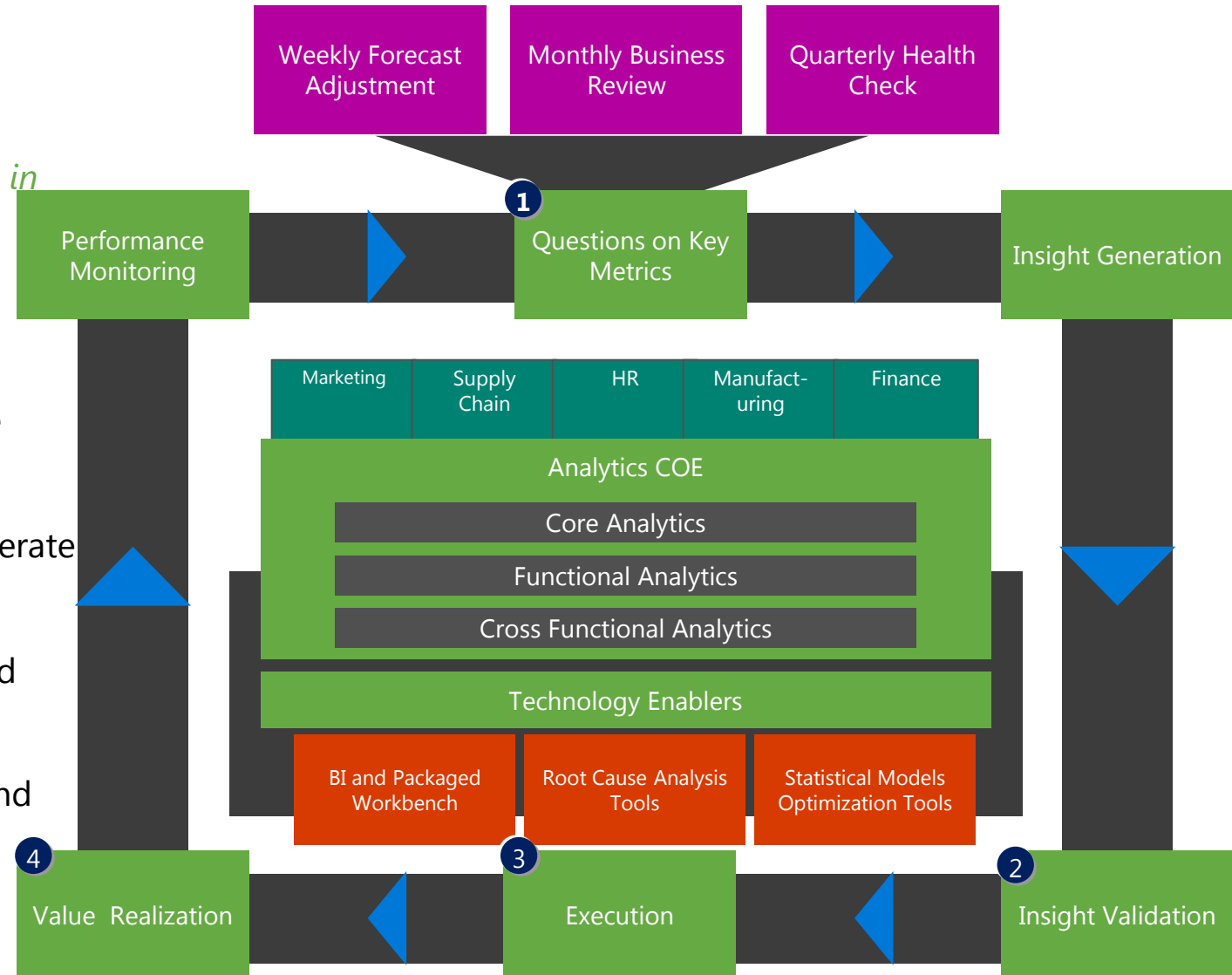
- Embedded analytical processes to generate and validate key insights

3 Execution

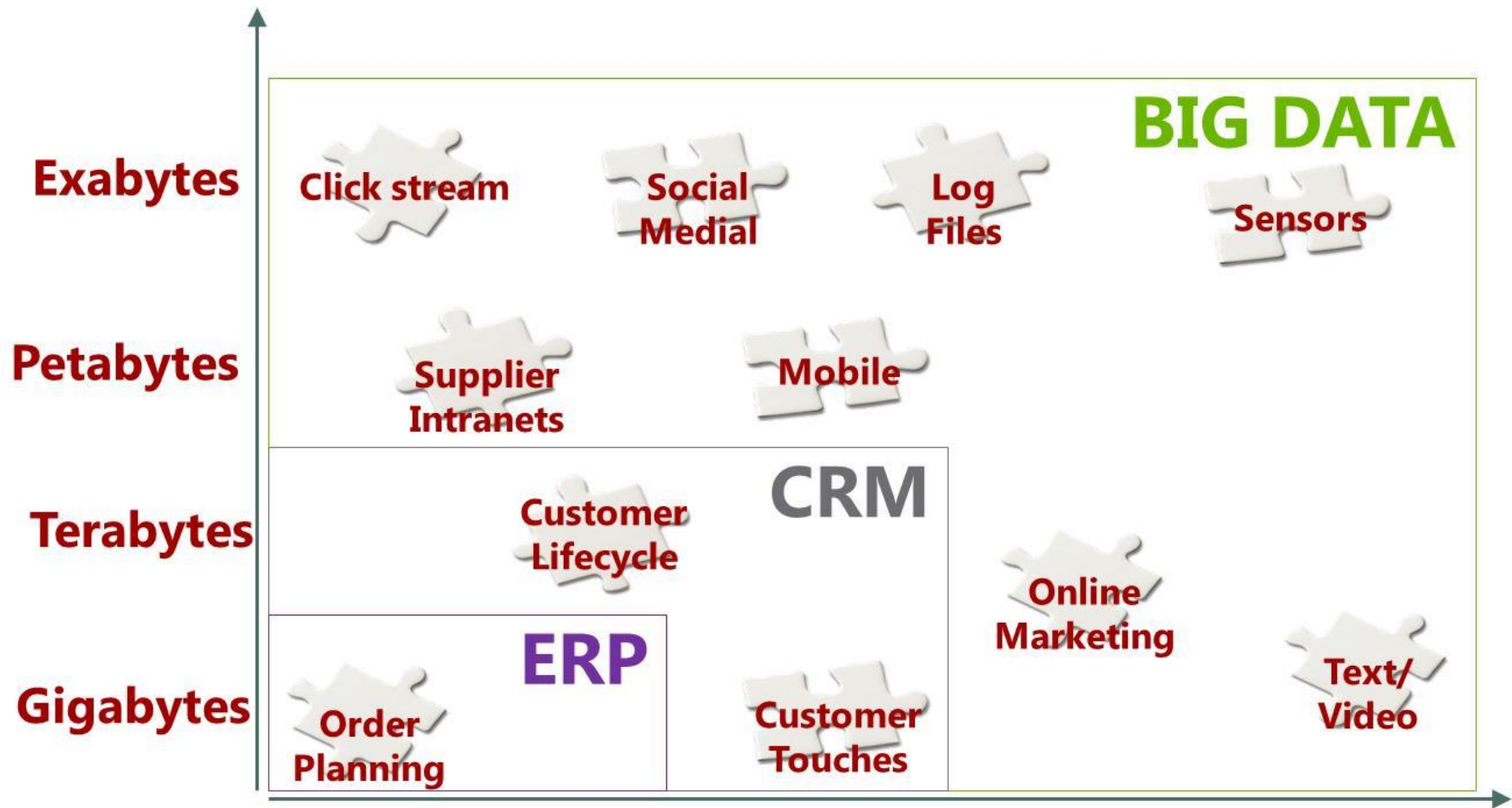
- Determine interventions to execute and resources to allocate

4 Value Realization

- Measures the quality of the decision and the root cause of a course correction

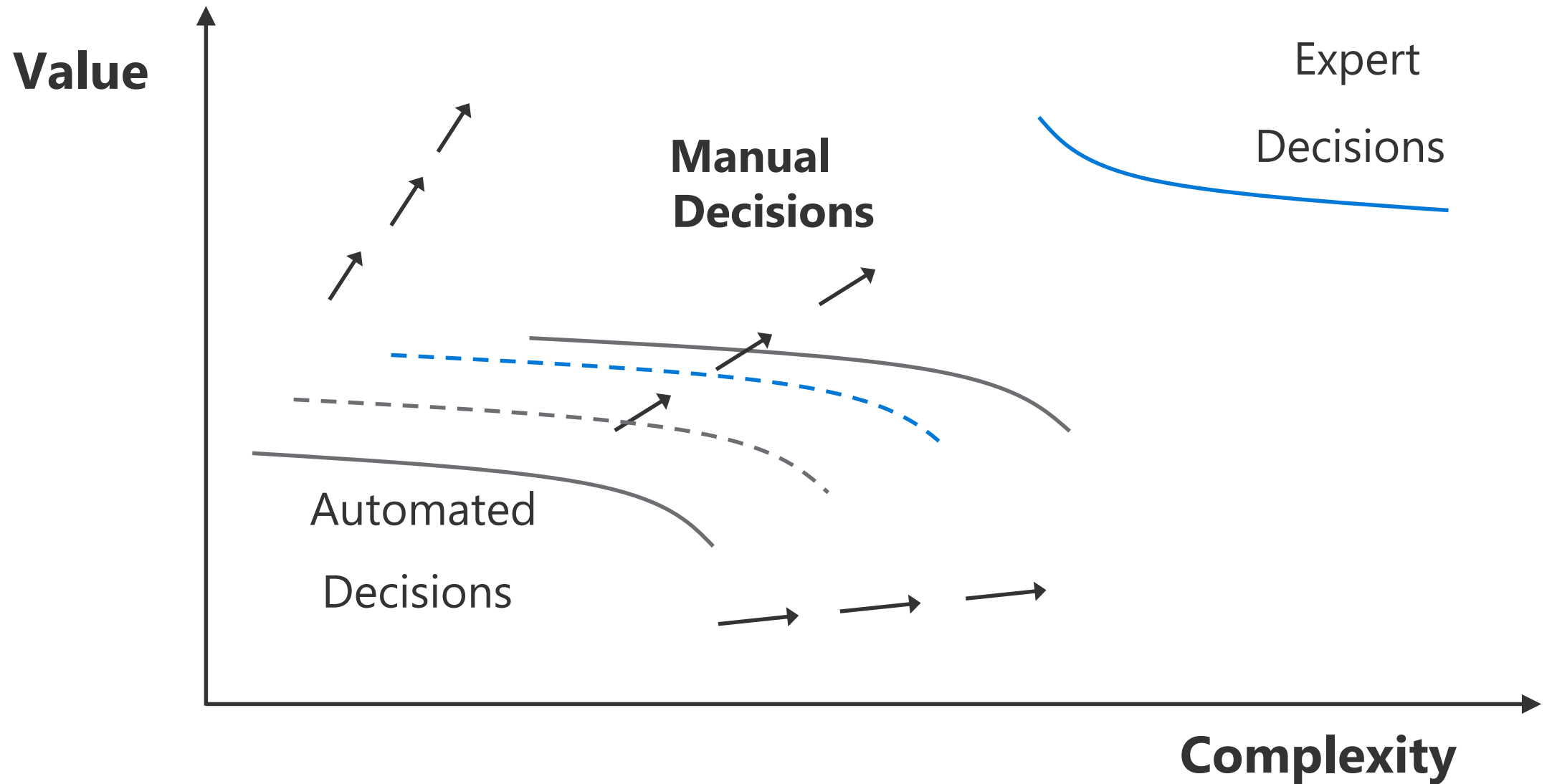


Massive Data Volumes



Increasing Volume, Variety and Velocity

Driving Value through Faster, Optimized Decisions



How are analytics application development platforms used?



FINANCIAL



ENERGY & UTILITY



GOVERNMENT



TECHNOLOGY



PUBLIC SAFETY



TRANSPORTATION



HEALTHCARE

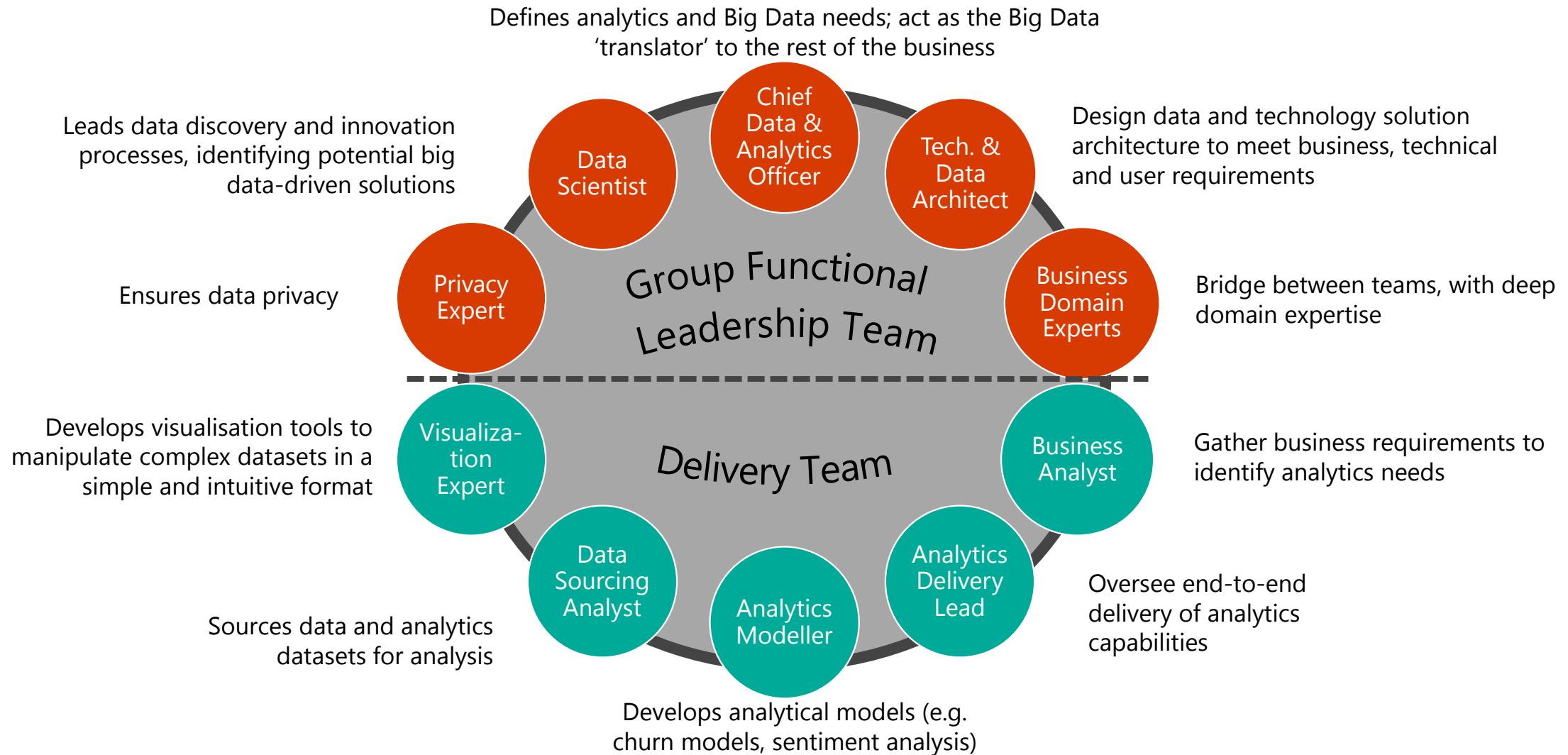


EDUCATION



COMMUNICATIONS

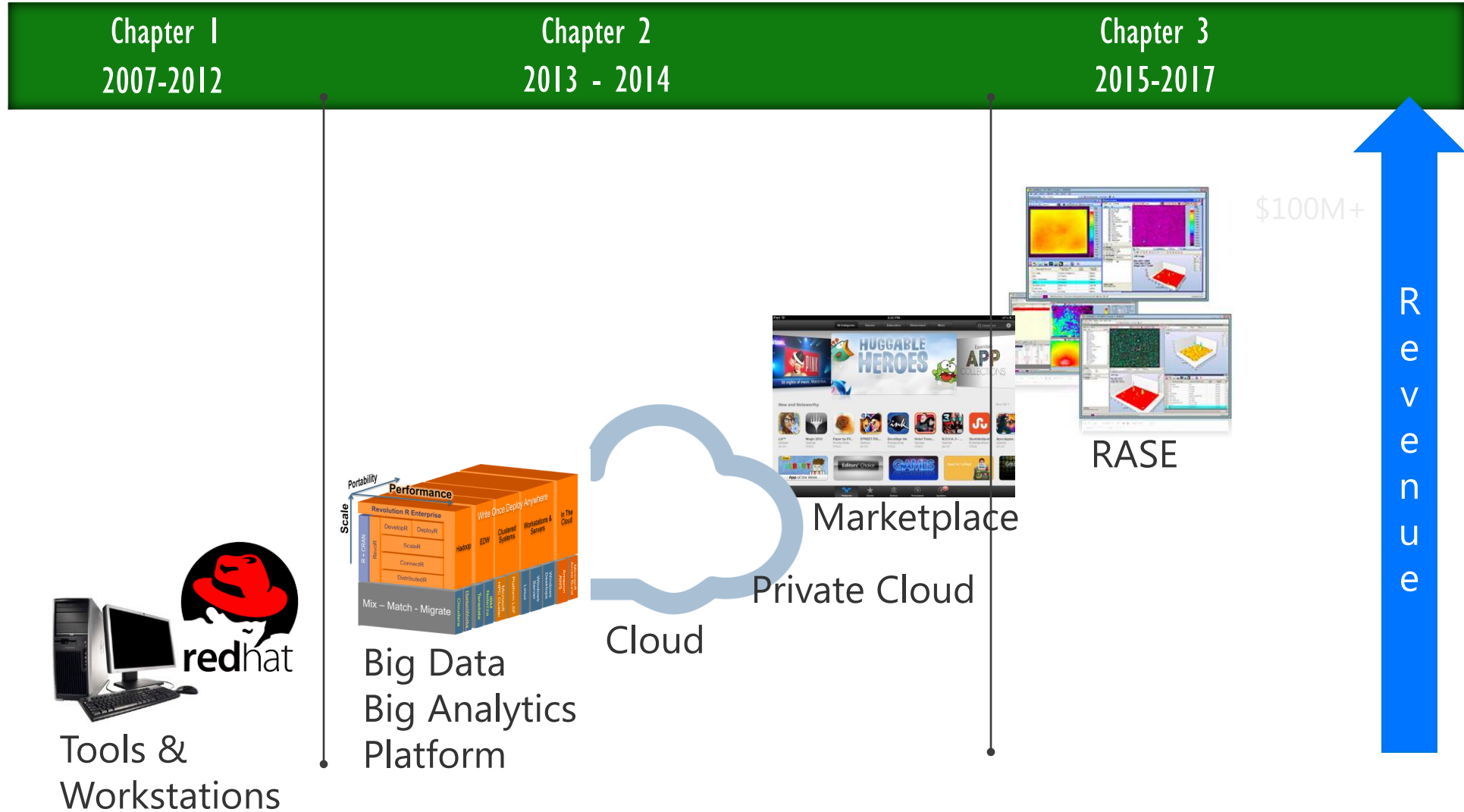
Analytics Team of the Future - Organize for Success



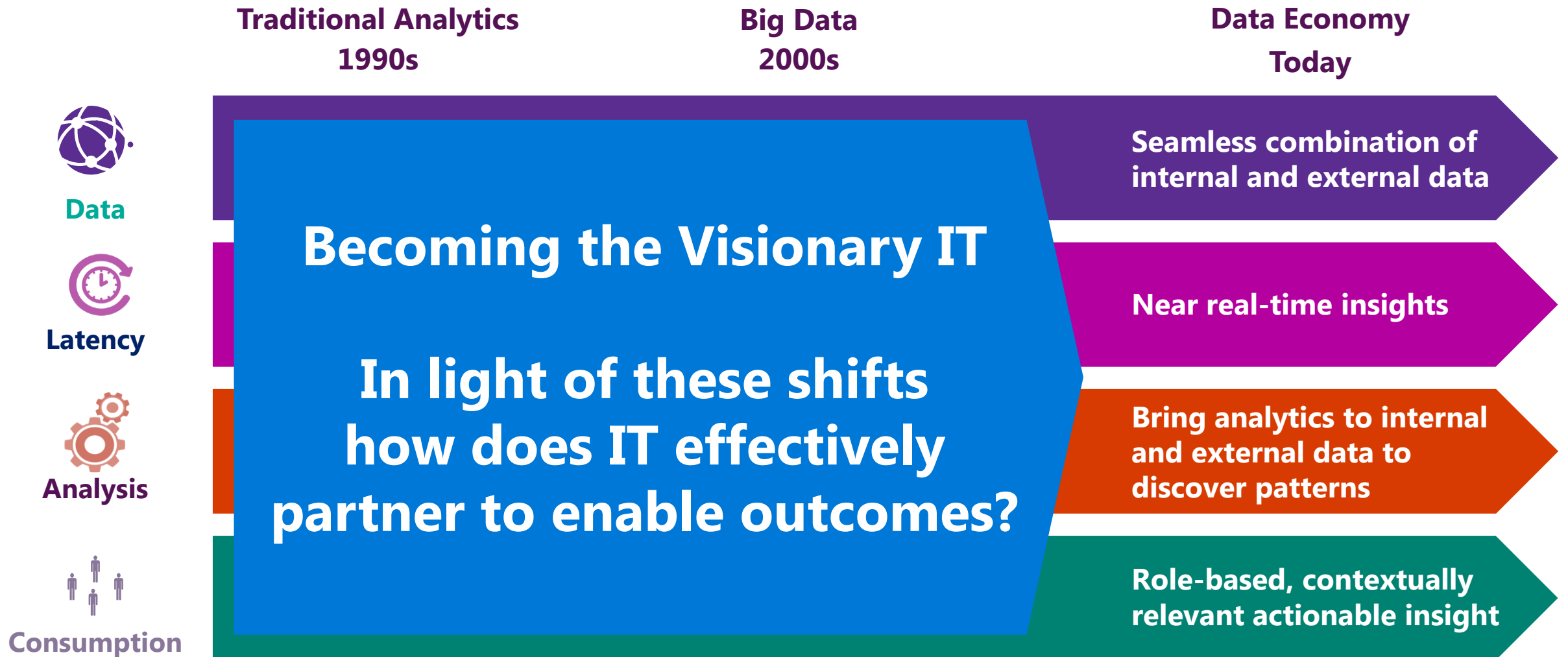
Ecosystem



Evolution of Revolution Analytics



A Seismic Change in Data and Technology Has Occurred



Re-thinking the role of IT

FROM

TO



Data

**Controlling the Data
Bring Data to Apps**



**Liberating the Data
Bring Apps to Data**



Latency

**Structuring Data
Data Movement**



**Scaling Processing
Usage-based Data Management**



Analysis

**Siloed IT Talent
Tethered to Applications**



**Collaboration & Teaming
Dynamic IT Talent & Roles**



Consumption

**Pre-Defined Needs
Static Reports**

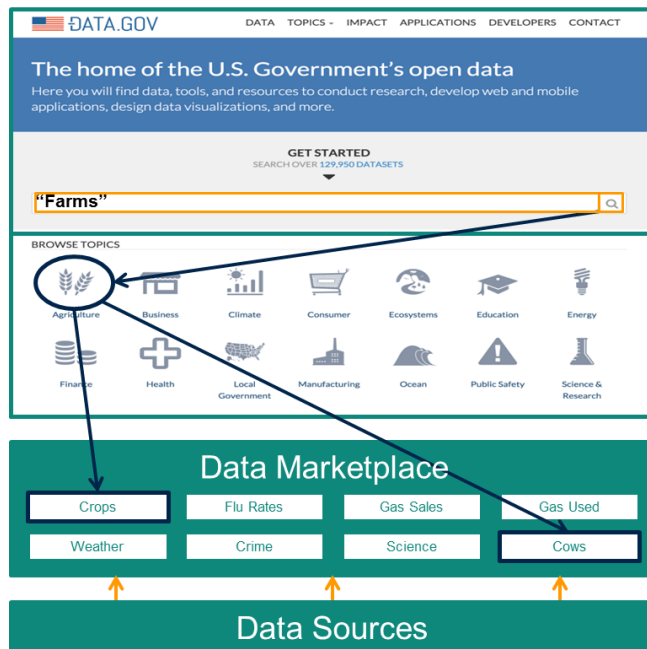


**Role-based Visualization
Simplification of the Last Mile**

The Data Marketplace



The collection of “analytical apps,” business apps, data sets, reports and analytical models within the enterprise and the interfaces that enable them to be searched & browsed.



Key Features

Customer Experience



- Search & Browse
- Data Exploration & Drilldown
- Rich Application Program Interface
- Mobile Compatibility
- Version Control System
- Export data to multiple formats

Collaboration



- User News Feed
- Share & Follow Datasets / Notifications
- Recommendation Engine (Driven from Federation Engine as well as user behavior)
- Business Process Workflow

Telemetry



- User Analytics
- Data set Analytics
- System Analytics
- Combined Analytics (granular view of user access for data sets)

Administration

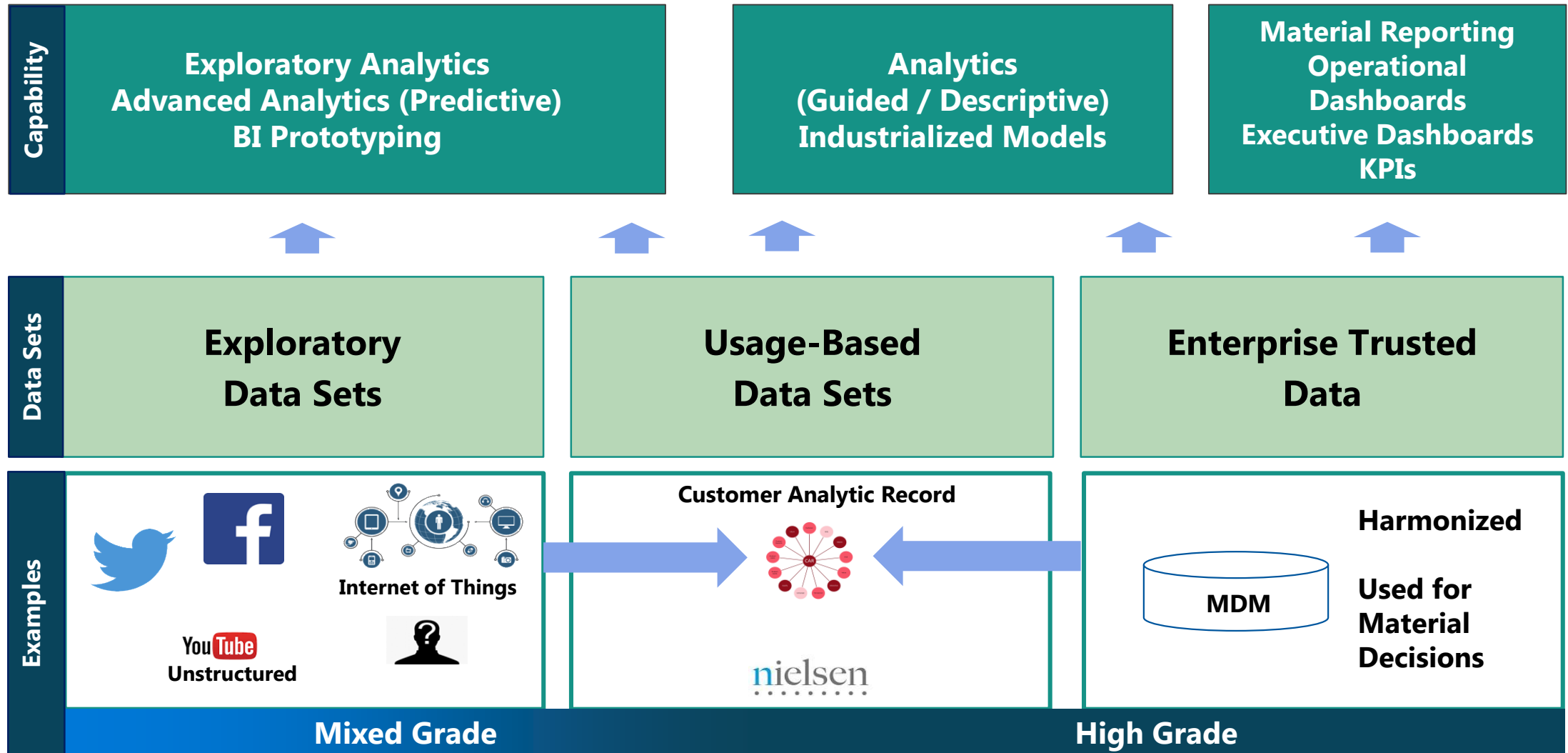


- Customized Apps
- User Profiles & Access
- Hierarchy Management
- Federation Engine / Harmonization
- User Management Engine

Moving Away From "One Size Fits All" Data



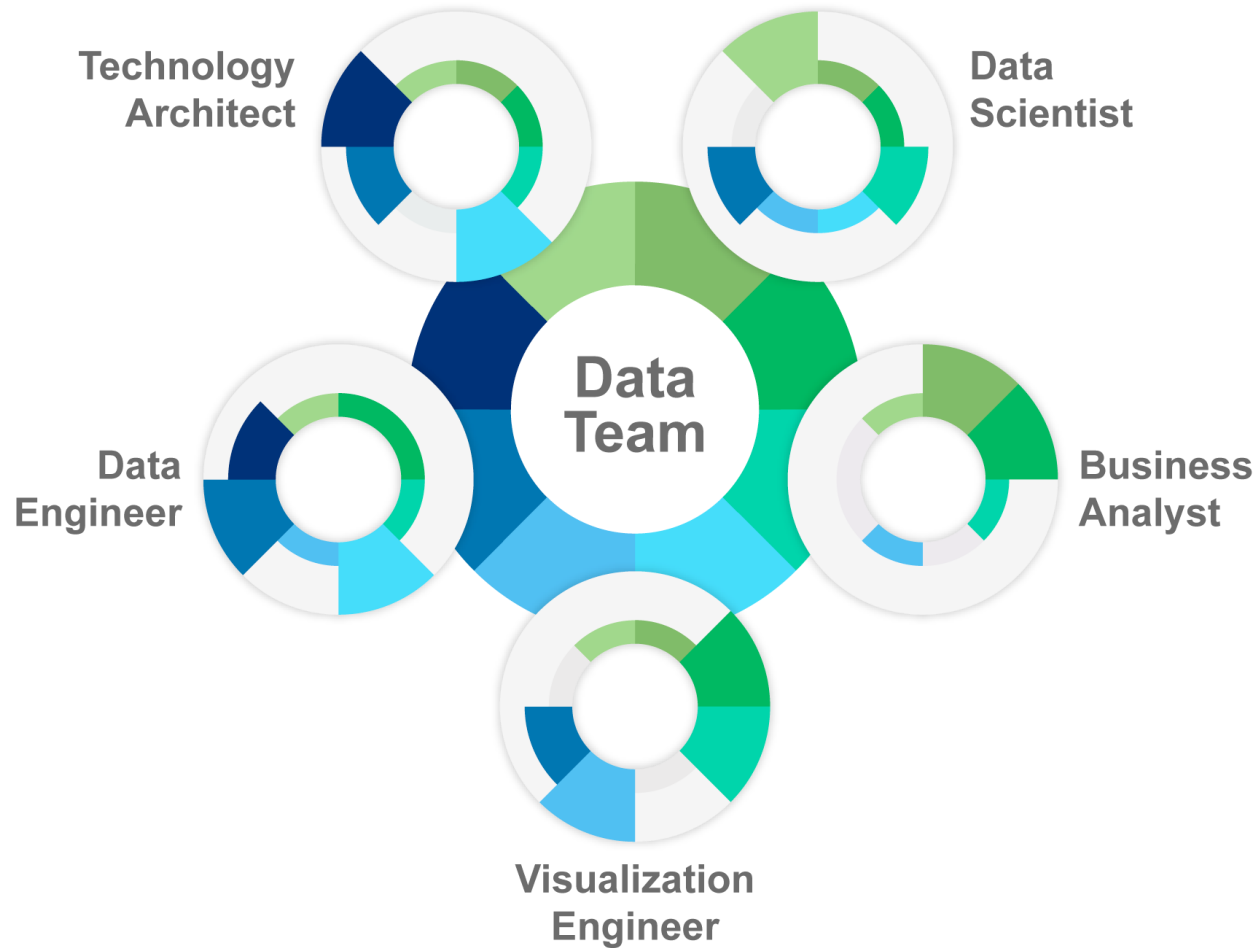
Latency



Workforce of the Future



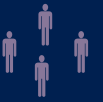
Analysis



Focus and Proficiency

- Advanced Analytics
- Business Acumen
- Communication & Collaboration
- Creativity
- Data Integration
- Data Visualization
- Software Development
- Systems Administration

Keeping Complexity Behind the Curtain



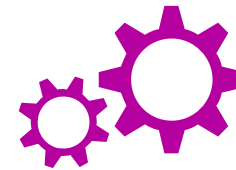
Consumption



Machine learning

Set of data discovery and analysis tools used to uncover hidden features in the data

Algorithm types



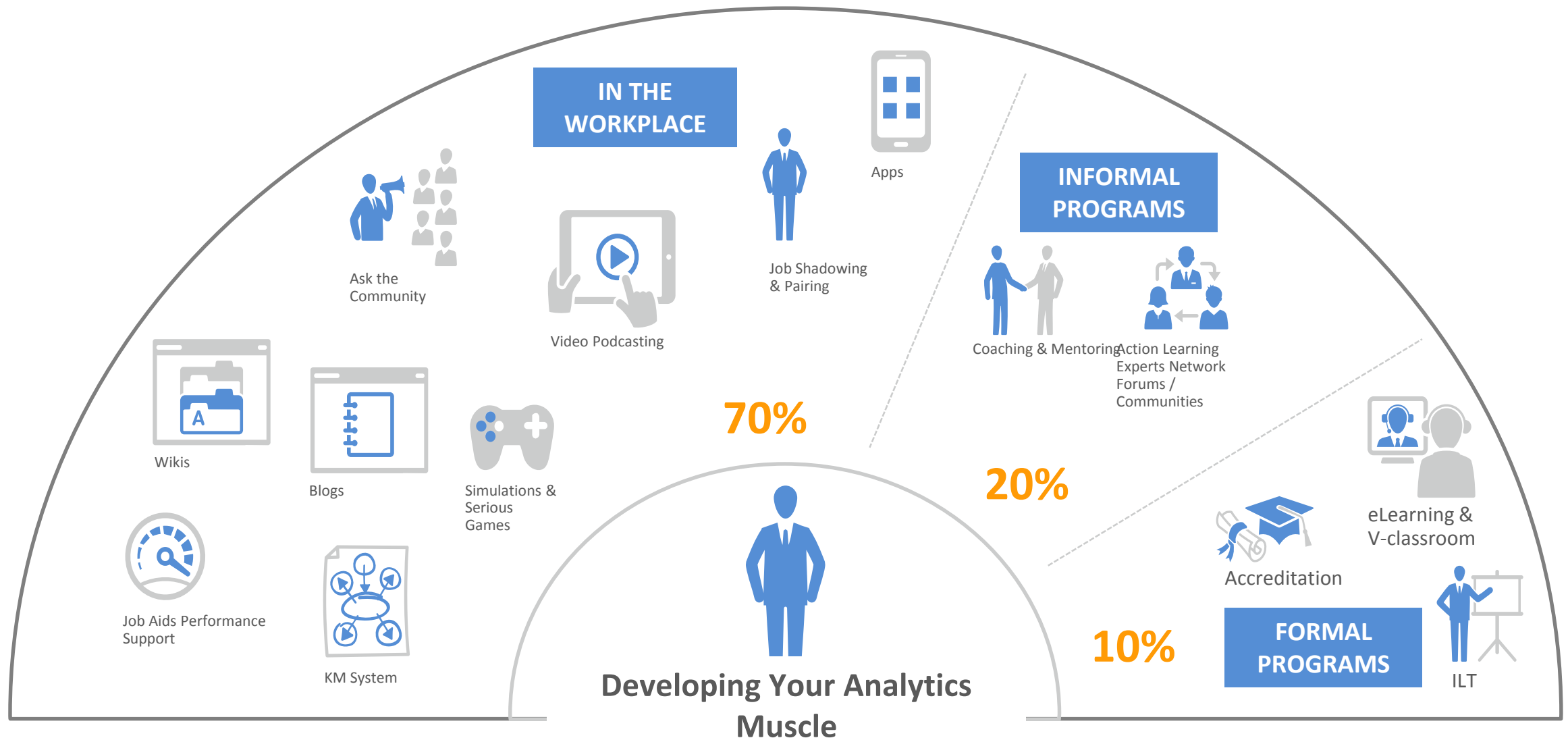
Supervised
learning models

Unsupervised
learning models

Reinforcement
learning models

Deep
learning models

Developing your Analytics Muscle



Summary

- Decision Process Re-Engineering will be to the next decade what Business Process Re-engineering was to the previous two (it's the next big Management Wave)
- Treat it as a Business Transformation Program
- Lead the Transformation (become the Chief "Insight" Officer)
- Partner with the Chief Marketing Officer to embed Customer Insights in (most) every decision
- Don't get caught up running the "Data Landfill." That makes you the Garbage Man. Be the one that turns garbage into gas.

Q&A?

Thank you!