

5 Reasons You Need to Upgrade Your Analytics NOW


Truly insights-driven businesses will steal trillions in revenue from their less informed peers. Here's what you need to do to avoid being left behind.

For years, organizations have been collecting, compiling, analyzing, and distributing data with the goal of gaining strategic advantages. But the tried-and-true approach to analytics is no longer enough. Current developments require a new, elevated approach to data that gives users what they need, when and where they need it, in a format that delivers not simply information, but insights.

Specifically, the following five trends — encompassing external pressures, internal demands, technology, and other factors — are driving enterprises to the conclusion that when it comes to analytics, an elevated approach is vital if they are to survive and thrive in today's competitive environment.

#1: Your Competitors Are Using Their Data to Surge Ahead

The benefits of data-driven insights are no longer limited to massive corporations with their own teams of data scientists. Thanks to advances in technology (see #3 below), capabilities to make data richer, more conveniently accessible, and more relevant to the user are now within the grasp of a larger population of companies. Enterprises across industries are seizing the opportunity, leaving their competitors scrambling to keep pace.



In a recent [study by The Aberdeen Group](#), 46 percent of respondents cited **"Competitive pressures require becoming more data-driven"** as the top pressure driving their need for better, more comprehensive, more relevant analytics.¹

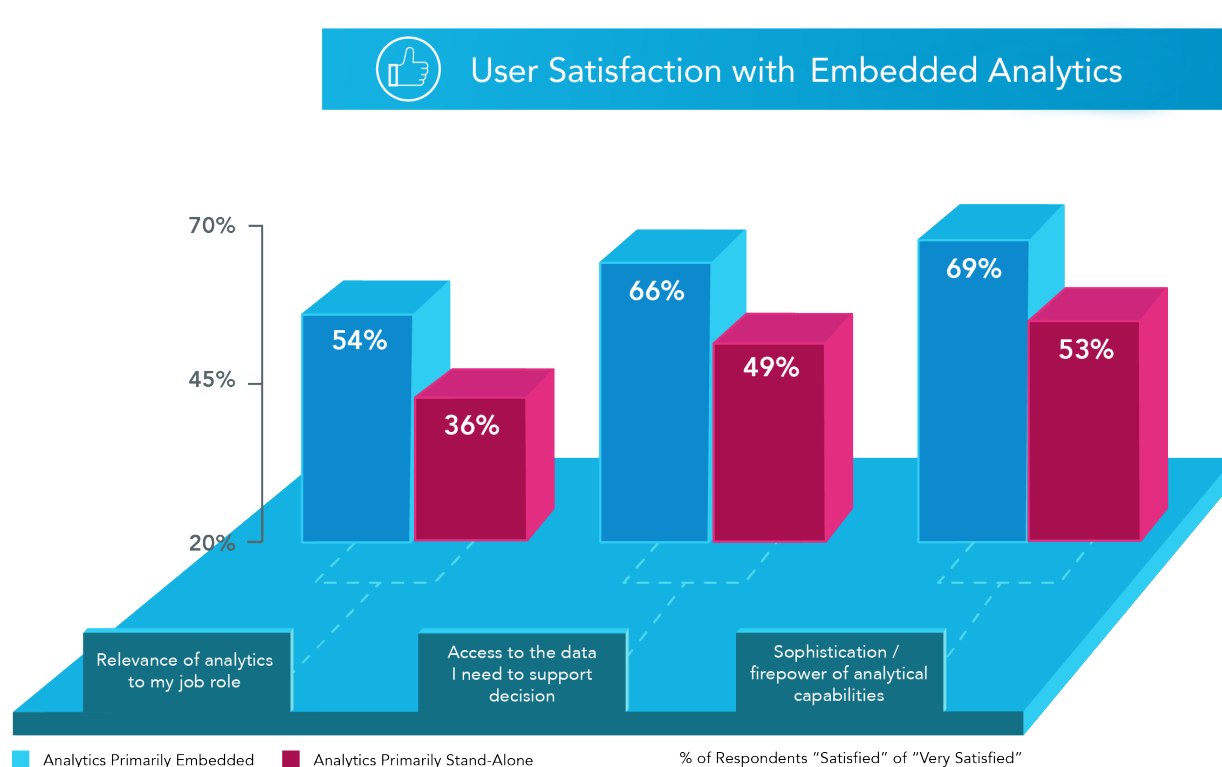
#2: Your Employees Need Better Business Tools to Succeed

Outside developments aren't the only pressures driving an evolved approach to analytics: employees themselves are demanding a more seamless, relevant data experience.

¹ The Aberdeen Group, Insight in the Moment: Analytics Embedded at the Point-of-Decision, page 2, <https://www.gooddata.com/resources/aberdeen-report-analytics-embedded-at-the-point-of-decision>.

Business users across disciplines and at all levels of the organization want access the data they need to do their jobs better. At the same time, they're not data scientists - nor should they have to be. Few business users have either the time or the training to sift through reams of data to extrapolate the insights they need. Instead, they demand analytics in context, where they work, with a framework of why the insight is important and how it can be used.

Business users who have insights at the point of decision responded that they were more satisfied with the relevance of analytics to their job roles, access to the data they need to support decisions, and the sophistication of analytical capabilities.²



#3: Advances in AI Are Revolutionizing Analytics

Artificial Intelligence (AI) and machine learning have entered the mainstream of business technology. Today's AI-powered systems can analyze millions of bytes of data from multiple sources (internal and third-party) in a fraction of the time that humans would require, with an even greater degree of accuracy. Instead of being asked to evaluate mountains of data and draw their own conclusions, business users can now be presented with intelligent recommendations that drive better outcomes.

But systems of insight can do more than simply recommend data-driven actions. Advances in automation now allow simple, repetitive decisions to be processed automatically. For example, [JPMorgan recently implemented an AI-powered program](#) to take on the tedious job of reviewing commercial loan agreements — performing in seconds a task that once occupied 360,000 hours of its lawyers' time every year.³



#4: Early Adopters are Already Enjoying Success

As these capabilities come into widespread use, real-world success stories have begun to emerge. The Aberdeen Group found that "companies utilizing [embedded analytics] have been shown to experience higher adoption rates of analytics, greater decision efficiency, and heightened business execution."⁴

One such success story comes from Fourth, a UK-based provider of cost-control software solutions to the hospitality industry. Fourth's customers deal with massive quantities of data across geographically dispersed hotels and restaurant chains, making it difficult to deliver relevant, actionable insights to users.

² The Aberdeen Group, page 4.

³The Independent, "JPMorgan software does in seconds what took lawyers 360,000 hours": <http://www.independent.co.uk/news/business/news/jp-morgan-software-lawyers-coin-contract-intelligence-parsing-financial-deals-seconds-legal-working-a7603256.html>

⁴ The Aberdeen Group, page 12

To address these challenges, Fourth implemented enhanced analytical capabilities, encompassing integration of its own data with third-party sources, easy access across distributed environments, and customizable user experiences. Users can now capitalize on opportunities for cost reduction across the value chain by recognizing connections in the data and acting accordingly. One user reduced labor cost as a percentage of sales by 1 percent a year, and Fourth itself achieved an ROI of 117 percent from its investment in the new system of insight.⁵

#5: Advanced Analytics are Driving Digital Transformation

“Digital transformation” has become an essential initiative across industries as organizations seek to more fully leverage digital technologies across all disciplines and at all levels.

According to a recent report by Blue Hill Research, enterprises undergoing digital transformation pass through three levels of maturity: Commodity Storage, Self-service Everything, and Machine-learning Ubiquity. Many enterprises have arrived at the second stage, where they use self-service data capabilities in allowing end users to access and consume data on their own. However, organizations are bumping up against the limitations of this approach.

As enterprise data grows, end users’ ability to find it, figure out what to do with it, and gain insight from it gets more difficult. And that’s a complex challenge only exacerbated by static, technology-reinforced, self-service processes.⁶

It’s only in the third stage of maturity, Machine-learning Ubiquity, that enterprises deliver analytics-driven insights to users within the business applications they already use. In this phase, decision makers across the organization receive customized, data-based insights at the point where those insights are most valuable: within their existing workflows.

Faced with these compelling trends, forward-looking enterprises are recognizing the need for an overhaul of their approach to analytics. It’s no longer sufficient to offer users a data dashboard and expect them to derive their own conclusions. To fully leverage the power of analytics, they must harness the latest technologies to make the transition from simply informing to delivering insights users need if they are to help the organization achieve its goals.



For more information, download your copy of The Aberdeen Group report [Insight in the Moment: Analytics Embedded at the Point-of-Decision](#).

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⁵ The Aberdeen Group, page 9

⁶ Blue Hill Group, The Evolution of Data-Driven Digital Transformation,