

EMC ENTERPRISE BUSINESS ANALYTICS ASSESSMENT SERVICE

Efficiently leverage information with a viable business and IT strategy that addresses data, technology, and organizational issues

ESSENTIALS

FOCUS OF AN ENTERPRISE BUSINESS ANALYTICS ASSESSMENT

Data

- Understand data silos within an organization
- Plan for data consistency and a single source of truth
- Account for data traceability to source systems
- Understand data quality from internal and external sources
- Provide governance and processes for managing data

Technology

- Review current architecture
- Review current development environments and tools
- Develop conceptual current-state architecture
- Determine conceptual future-state architecture

Organization

- Understand analytics requirements and objectives from a business perspective
- Review IT skills against desired future state
- Review business stakeholders skills against desired future state
- Review organizational structures against desired future state
- Establish an organizational change-management process

BUSINESS CHALLENGE

Analytics have always held the promise of compelling and substantial business benefits—5x to 10x ROI—on high-value business initiatives. Unfortunately, the reality is that the analytics environment of many organizations does not deliver on that promise. Data is being stored and shared by more users, in more formats, across more systems than ever before. With isolated pockets of data that may or may not be accurate, with no way to integrate the data across disparate systems, and with limited access to the data by the relevant stakeholders, how can sound and timely decisions be made in support of the organization's strategic business initiatives? Without a well thought-out approach to creating an environment that will bridge the gap between data and analytics—they can't. However, creating a viable solution that addresses data, technology, and organizational issues can be daunting.

SERVICE DESCRIPTION

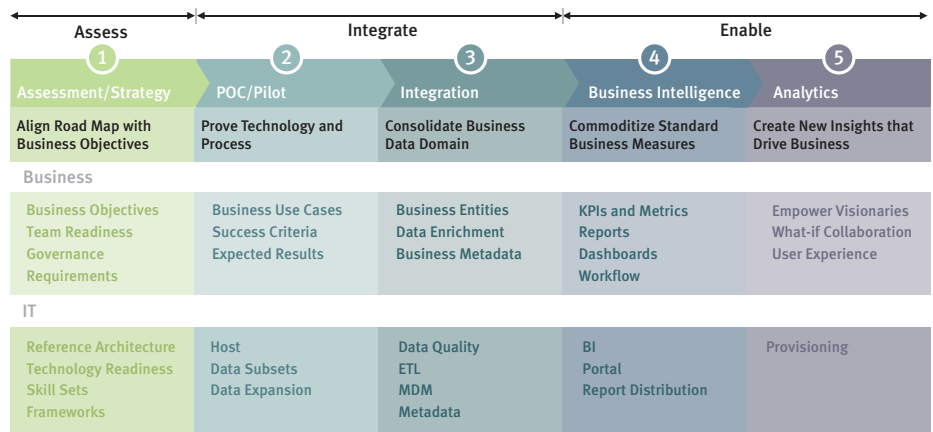
The EMC® Enterprise Business Analytics Assessment Service links your strategic business initiatives to supporting data warehousing, business intelligence, and analytic requirements. This four-to five-week engagement assesses your current state and creates a transformational roadmap that will align your business and IT leaders. It outlines the steps required to leverage information in a way that provides the perspective and insight necessary for business leaders to make smarter, better-informed decisions.

During this engagement, EMC consultants will work closely with your team. To start the process, we will meet with your key project stakeholders to review the project scope and objectives. Following this meeting, we will interview your IT and business stakeholders to assess your current state. We will also gather any relevant documentation and project artifacts (in-flight and planned). Using the interview results and documents collected, we will perform an evaluation and assessment of your current-state architecture, technologies, and resources against our standard maturity model for business intelligence and data warehouse, and analytics readiness.

Based on this readiness evaluation, we will design a future-state architecture based on your business objectives. We will prepare a two- to three-year incremental roadmap that provides an overview of the projects you will need to execute to reach the desired state. We will then present these final deliverables to your executive team. The deliverables include:

- Maturity assessment of your current state (data, technology, and organization)
- High-level prioritized business and IT requirements and objectives
- Future-state reference architecture
- Prioritized business initiatives and supporting IT goals and objectives
- High-level transformation roadmap with recommendations and resource plan

BRIDGING THE “ANALYTICS GAP”



The EMC Enterprise Business Analytics Assessment provides the first step in bridging the analytics gap from current state to desired state.

SUMMARY OF BENEFITS

When all relevant stakeholders have access to the most consistent, accurate, and up-to-date information, the best business decisions can be made. EMC Consulting’s Enterprise Business Analytics Assessment Service will help you:

- Identify and prioritize enterprise-wide business initiatives and IT requirements
- Drive consensus and alignment between IT and the business
- Create the shared understanding and confidence between business and IT that your business intelligence, data warehouse, and analytics initiatives will support the business’s goals and needs
- Clearly define the vision and priorities for investment in time, technology, and employee participation
- Develop an implementation roadmap that meets your enterprise’s standards and business needs and that will minimize disruption to the current process

With an enterprise implementation roadmap that drives stakeholder consensus, EMC Consulting can also work with your business and IT stakeholders to implement the strategic plan. We provide technical services across the entire implementation lifecycle, including data governance, business intelligence, data integration, master data management, data quality, and analytics.

EMC CONSULTING

As part of EMC Corporation, the world’s leading developer and provider of information infrastructure technology and solutions, EMC Consulting provides strategic guidance and technology expertise to help organizations exploit information to its maximum potential. With worldwide expertise across organizations’ businesses, applications, and infrastructures, as well as deep industry understanding, EMC Consulting guides and delivers revolutionary thinking to help clients realize their ambitions in an information economy. EMC Consulting drives execution for its clients, including more than half of the Global Fortune 500 companies, to transform information into actionable strategies and tangible business results.

CONTACT US

For more information, visit www.EMC.com/consulting, or contact your local EMC Consulting representative.

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