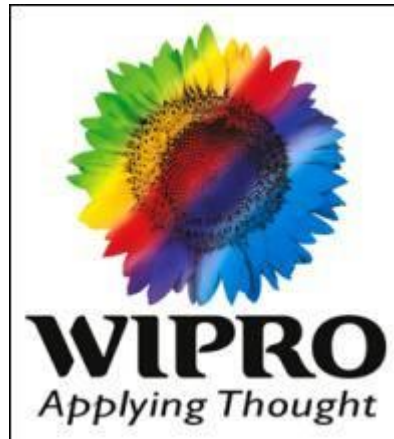


Information Excellence Summit,
February 25, 2012 Bangalore

<http://Informationexcellence.wordpress.com>



Challenges & Key Success Factors for Adoption of Analytics

Anindya Ghosh

Practice Head – Advanced Analytics
(Healthcare, Life Sciences, Insurance)



Anindya Ghosh



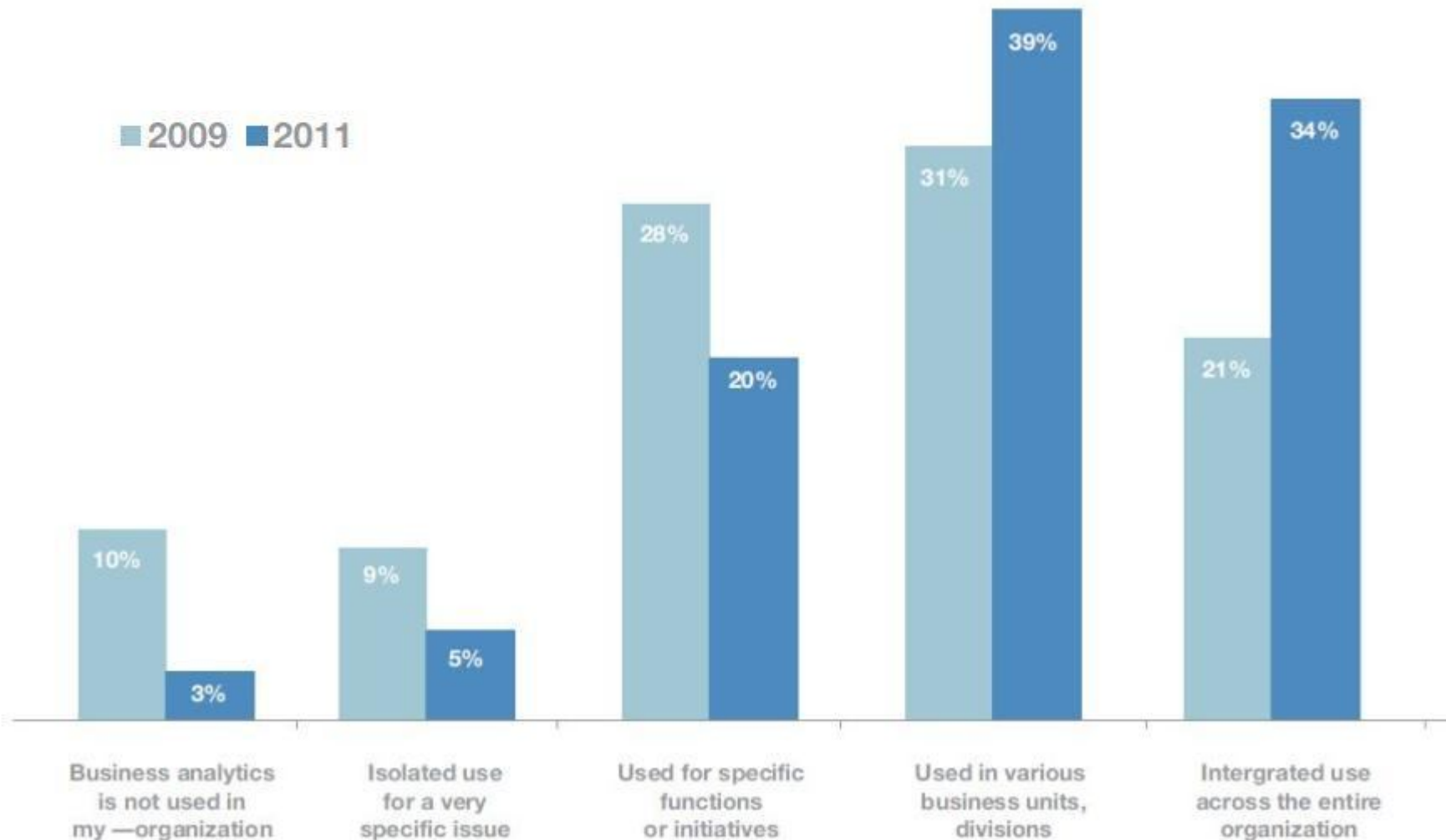
- Anindya Ghosh is Practice head, Analytics at Wipro technologies
- Anindya comes with over 15 years of experience spanning Analytics, Primary Research (Quantitative & Qualitative), Quality and Process Excellence.
- He is a certified Six Sigma Black Belt. He has dealt extensively with business partners/clients across multiple locations and global teams in their endeavours towards Analytical Excellence.
- His domain impacts include Healthcare, Pharmaceuticals, Insurance, FMCG, Automotive, Industrial and IT. Prior to Wipro, Anindya has worked with IBM (GM, IBM global process services), Grill research and American Express, among others. He is an Alumni of IT BHU and IIM Calcutta
- Engineer-MBA with 15+ years of overall experience across the areas of Analytics / Quantitative Research and Quality (Process Excellence)
- Worked for companies like IBM, American Express, Monitor Consulting group, IMRB, Research International, TNS in the past
- Worked for clients across the industry landscape in the areas of Healthcare, Pharmaceuticals, Insurance, FMCG, Automotive, Industrial, IT, etc. like GSK, Highmark, Boston Scientific, Hero Honda, Nestle, etc.
- Certified Six Sigma Black Belt working for American Express payments / treasury operations in the US

How should we look at Analytics?

- Is it a statistical tool?
- Is it a way to mine data?
- Is it a platform?

- Analytics is a mindset
- Culture pervading paradigm of an organization
- Treating data as an asset
- Culmination of people, process, tools, technologies and data to create an environment of decision making based on insights generated from data

Organizations are at varied stages of Analytics adoption



Bloomberg Business Week Survey 2011
Survey of 930 participants

Have we reached our full potential?

Does this sound all too familiar?

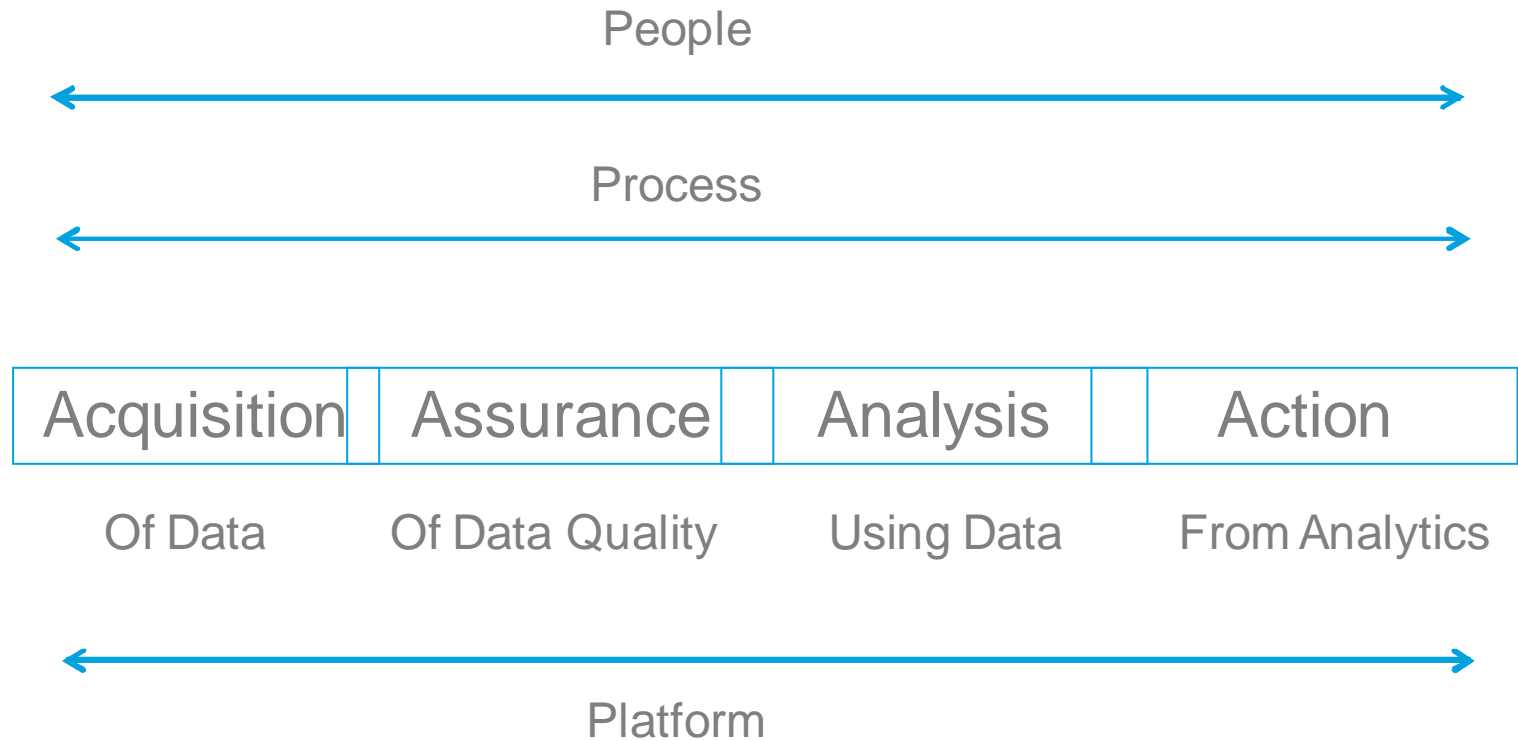
The Value Conundrum

The Data Puzzle



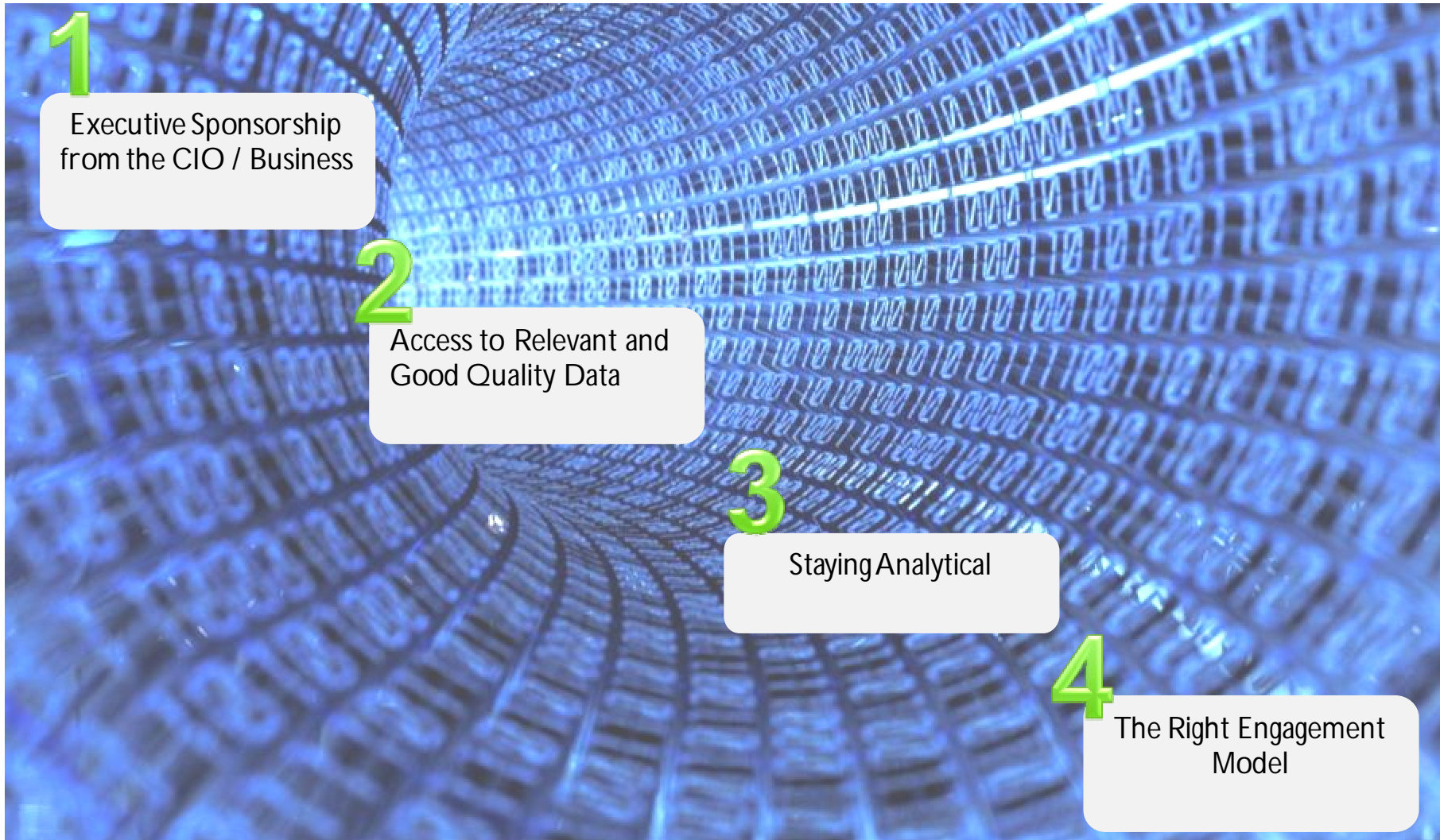
The How and What

The 4 A's in the Information Value Chain



Have we been able to overcome the challenges along this continuum?

Critical Success Factors for Adoption of Analytics



Critical Success Factors for Adoption of Analytics

1

Executive Sponsorship
from the CIO / Business



1

Executive Sponsorship from the CIO / Business

Culture of Analytics

Fostering Enterprise-wide Analytical Competency

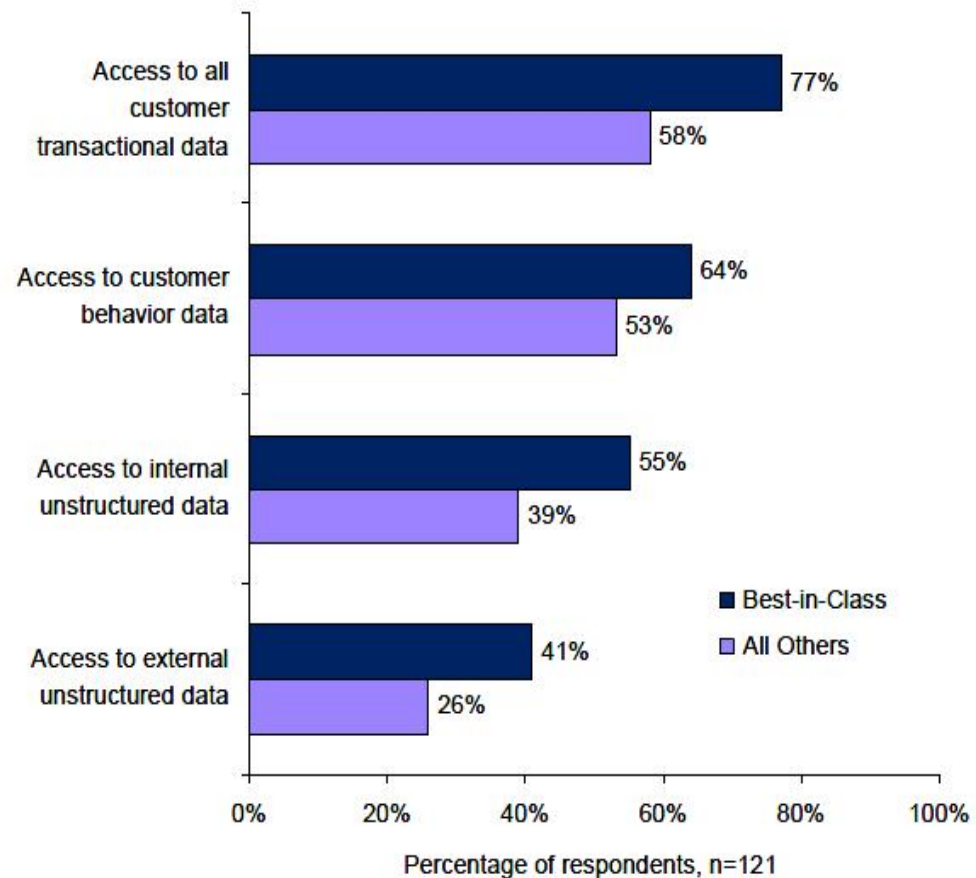
Making the Right Data Available

Critical Success Factors for Adoption of Analytics



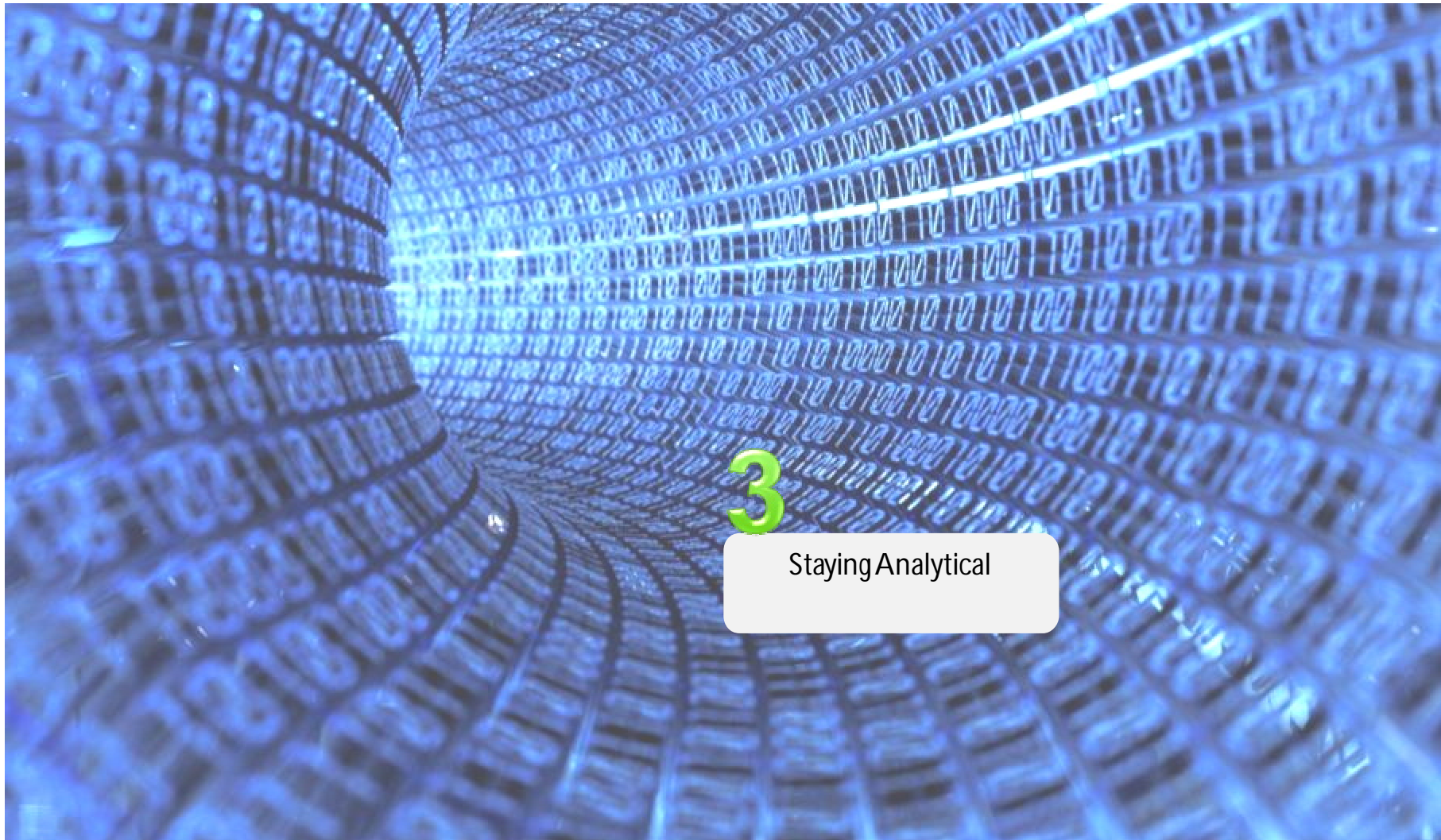
2 Access to Relevant and “Good” Quality Data

- Having access to the right data types – integrated, cleansed and made trust worthy
- More and more companies are bringing together internal and external data as a complement to the traditional structured sources



Source: Aberdeen Group, September 2010

Critical Success Factors for Adoption of Analytics



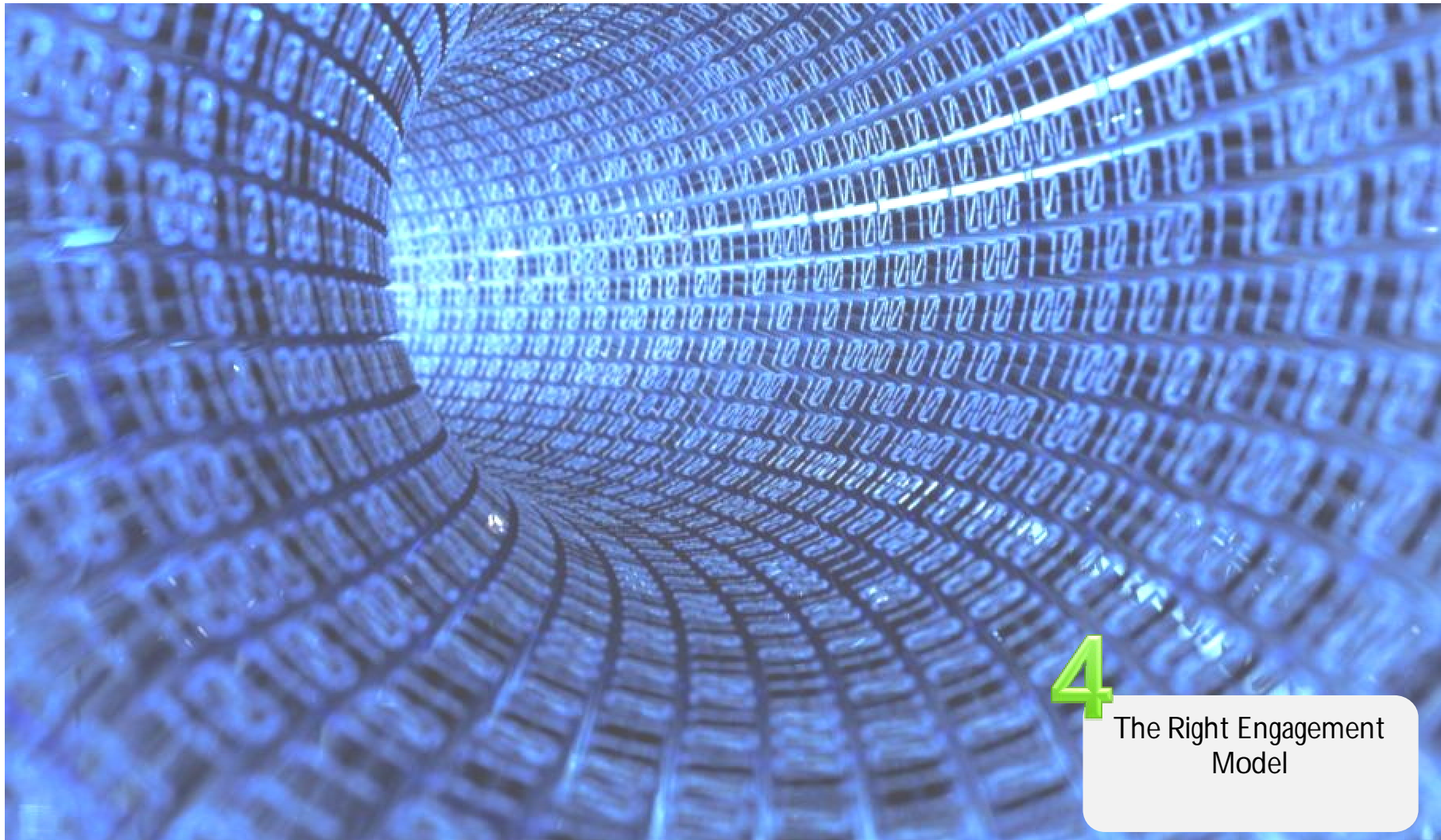
3 Staying Analytical

Analytics embedded in major business processes

Investment for the long term

Adaptive Analytics Approach

Critical Success Factors for Adoption of Analytics



4

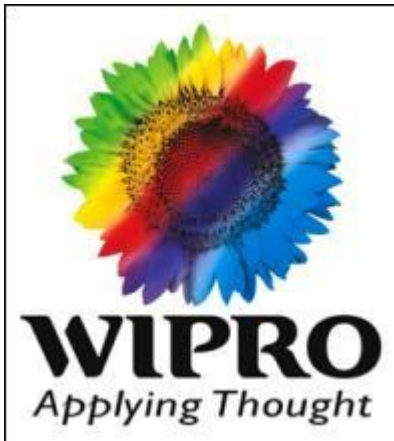
The Right Engagement Model

4 The Right Engagement Model

Enable Culture of Innovation

Bring relevant people together

Strong Governance



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Challenges & Key Success Factors for Adoption of Analytics

