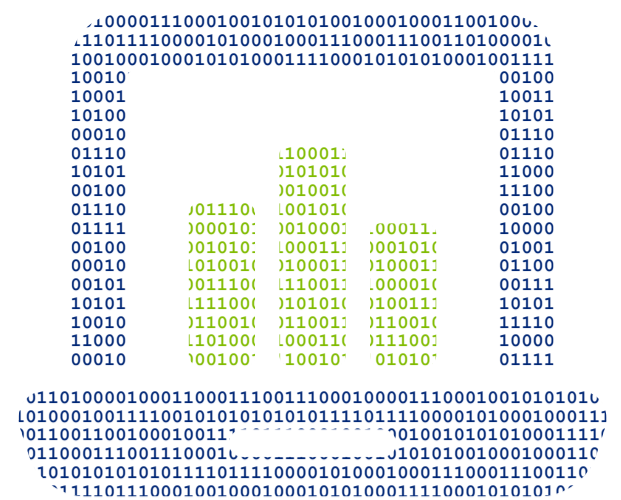


## Data Analytics Talking points



”

**O**ptimise today,  
competitive tomorrow

”

★ ★ ★ ★ ★

Getting the most out of analytics can have **impact** on every aspect of an organisation

- ▶ Complex Processes
  - ↳ Process Analytics, Visual Discovery
- ▶ Multitude of Sources
  - ↳ Enterprise Data Management
- ▶ Aging Public Infrastructures
  - ↳ Predictive Asset Management
- ▶ Frequent Mergers & Acquisitions
  - ↳ Financial Consolidation & Disclosure Management
- ▶ Growing Governance & Compliance
  - ↳ Managed Reporting, Tax & VAT Analytics
- ▶ Abundance of Excel driven Processes
  - ↳ Planning & Budgeting Tools, Visual Dashboards
- ▶ 101-versions-of-the-truth
  - ↳ Data Warehousing



”

**R**edefine today,  
relevant tomorrow

”

★ ★ ★ ★ ★

By changing the way the processes are executed, organisations keep themselves **relevant**

- ▶ Looking for better Communication
  - ↳ Social Media Analytics, Sentiment Analysis
- ▶ In need of better Client Service
  - ↳ Client DNA profiling, 360 degree view on the client
- ▶ Finding the optimal Product Mix or Pricing
  - ↳ Big Data and Data Mining, Analytics Lab
- ▶ Eager to understand Risk and Uncertainty
  - ↳ Monte-Carlo Simulation, HR Analytics
- ▶ Staying ahead of Competition
  - ↳ Pricing and Profitability Analytics
- ▶ Looking for Flexible OPEX Infrastructure
  - ↳ Deloitte Analytics Platform
- ▶ Lost-in-Softwarevendors
  - ↳ Alliances with SAP, SAS, Oracle, IBM, Qlik, NGData



”

**D**isrupt today,  
create tomorrow

”

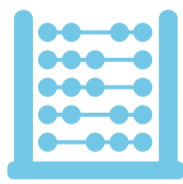
★ ★ ★ ★ ★

Some organisations aren't just responding to the game, they use analytics to change the game

- ▶ Knowledge-driven Businesses
  - ↳ Cognitive Knowledge Apps, Knowledge Discovery Consultants-in-a-Box
- ▶ Specialist-dependent Businesses
  - ↳ Artificial Intelligence as your Customer Engagement Agent The Analytical Accountant
- ▶ Document-processing Businesses
  - ↳ Text and Context Analytics
- ▶ I-have-been-around-forever Businesses
  - ↳ All of the above



## What you need to remember



Get the O.R.D. **balance** right



Analytics comes in many forms, make sure you get the **right form**



Start from the business value



Think of the analytics of **tomorrow**



Pick the right tools for the right purpose



Analytics is a **long-term** investment.

## Links to your Deloitte analytics board

Jo Coutuer (IMO Analytics)  
[jcoutuer@deloitte.com](mailto:jcoutuer@deloitte.com)

Cedric Poppa (FAS)  
[cepopa@deloitte.com](mailto:cepopa@deloitte.com)

Aart Joppe (CONS)  
[ajoppe@deloitte.com](mailto:ajoppe@deloitte.com)

Sylvia Vereecken (ACC)  
[svereecken@deloitte.com](mailto:svereecken@deloitte.com)

Guido Vandervorst (AERS)  
[gvandervorst@deloitte.com](mailto:gvandervorst@deloitte.com)

Liesbet Nevelsteen (TAX)  
[lnevelsteen@deloitte.com](mailto:lnevelsteen@deloitte.com)

Jaco Boshoff (AERS)  
[jaboshoff@deloitte.com](mailto:jaboshoff@deloitte.com)

Johan Vlamincx (ACC)  
[jovlamincx@deloitte.com](mailto:jovlamincx@deloitte.com)

Geert Hallemeesch (CONS)  
[ghallemeesch@deloitte.com](mailto:ghallemeesch@deloitte.com)

Fernand Rutten (TAX)  
[frutten@deloitte.com](mailto:frutten@deloitte.com)

Jeroen Vergauwe (AERS)  
[jvergauwe@deloitte.com](mailto:jvergauwe@deloitte.com)

Laurent Vandendooren (AERS)  
[lvandendooren@deloitte.com](mailto:lvandendooren@deloitte.com)

