



## Becoming an Insight Driven Organization

More than a half of the top drivers of analytic maturity are related to strategy, people, or process.

Call us to learn more

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# IDO Maturity

## How you do stack up?

We surveyed executives and senior managers from 200 organizations across the US and Canada. We used our IDO framework as the basis of the research, which defines five levels of maturity:

### Ad-hoc analytics

Aware of analytics, but little to no infrastructure and poorly defined analytics strategy

### Localized analytics

Adopting analytics, building capability, and articulating an analytic strategy in silos

### Analytic aspirations

Expanding ad-hoc analytical capabilities beyond silos and into mainstream business functions

### Analytical companies

Industrializing analytics to combine data from broad sources into meaningful content and new ideas

### Insight Driven Organizations

Transforming analytics to streamline decision-making across all business functions

Using their responses, we developed the IDO Maturity Index, an industry-level benchmark of how well companies are adopting an analytics mindset. We use a dynamic visual index to present the results, which allows us to benchmark results across jurisdictions and industries.

We've built a dynamic reporting dashboard that allows for efficient comparison of results. We can compare your organization to our national benchmark and identify where gaps and strengths lie.

## You're not alone

Our research shows that the companies that are furthest along in the IDO maturity spectrum are those that look well beyond the numbers. Although data and technology are important, mature IDOs put just as much emphasis on people, process, and strategy as they grow into this new way of operating.



**85% of analytically mature organizations exceeded their corporate goals in the past 12 months, compared to 67% of less mature organizations.**

If you're struggling to figure out how to make it work, you're not alone. Canadian companies are behind their US counterparts when it comes to IDO maturity. This means there's a huge opportunity to harness the power of insight to gain advantage over your competition.



**Only 1 in 20 Canadian organizations consider themselves Insight Driven Organizations—well below the US (17%).**

Insight Driven Organizations (IDOs) embed analysis, data, and reasoning into their decision-making processes. Analytics is not a one-off project for them; it's how they work—every day. This is the new normal for many of your industry peers.



**Our survey found that business analytics is the most important business priority over the next few years for organizations in Canada.**

It's not easy to know how to make your organization more insight-driven—this is still relatively new for a lot of companies. Deloitte can help. We use our targeted methodology, tools, and accelerators to support you through a successful IDO transformation.



**Retailers and FSIs lead the way in terms of analytic maturity among Canadian organizations.**

## Harnessing analytics goes well beyond technology

There is no one-size-fits-all solution to becoming an analytical, insight-driven organization.

Our survey clearly shows that successfully embedding an insight-driven mindset into a business takes collaboration, consensus, education, and change management.

## IDO Pillars



Strategy



Process



Technology



Data



People