

Walk in the stakeholder's shoes

Design thinking **Usability**

Clear user goal oriented

It is ✓

Hypothesis based
User based

General Requirement based

It is not ✗

Functionality based
Standard approach

Takeaway

➡ Design concept

Rapid prototyping

Data silos
Commodity

It is not ✗

Functional design
Just technology

Fast delivery

It is ✓

Bring your own data

Usability testing

Takeaway

➡ Interactive prototype

Agile delivery

Adaptive planning

Evolutionary delivery

It is ✓

Flat hierarchies

Flexible

Incremental development

Quicker

Long development cycles

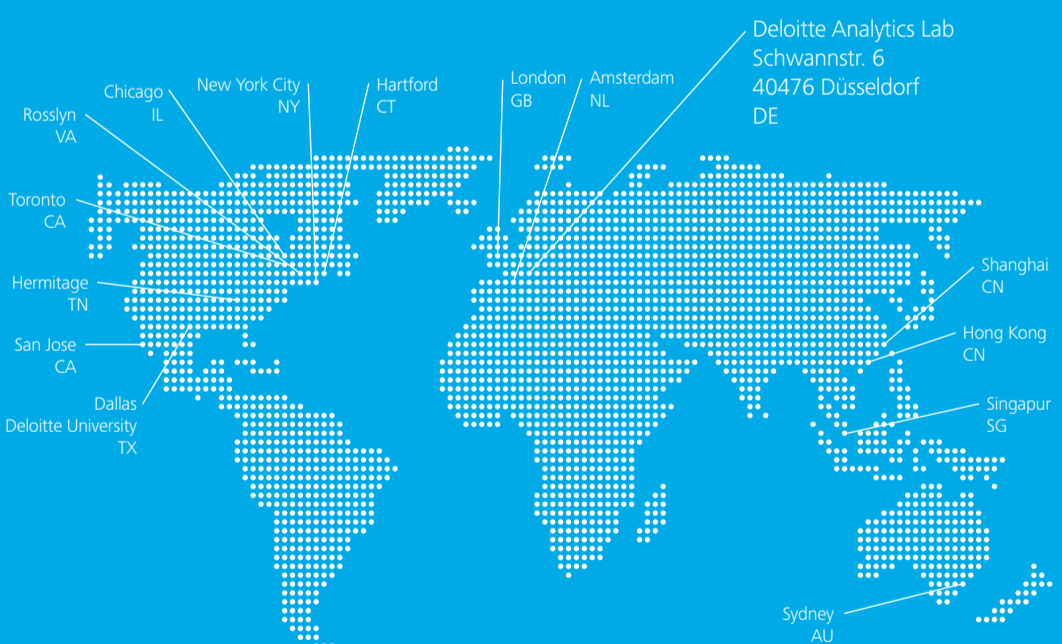
It is not ✗

Waterfall Sequential
Cheaper

Takeaway

➡ More flexible implementation with quick insights

Engage with your data worldwide



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Let's start your analytics journey

Your innovation playground

Walk in the stakeholder's shoes

Agile delivery

Define crunchy questions

Rapid prototyping



Your innovation playground

We invite you to visit our Analytics Lab, a laboratory of the Deloitte Analytics Institute, where state of the art hardware and software will give you an idea of the possibilities. Showcases and best practices will inspire you as you experience analytics in action and are able to interact and 'play' with data.



Define crunchy questions

What are your most critical questions? Working with your data will allow us to quickly identify areas of improvement. Together with our industry and account teams, we will work with you to identify, define and prioritize the issues.



Walk in the stakeholder's shoes

Analytic applications cannot resonate and have impact if they are not end user specific. We thus incorporate the stakeholder's perspective from the very beginning as part of the Design Thinking approach, allowing us to develop specific and relevant user personas and journey maps.



Rapid prototyping

Once scope and goals of the application have been established and agreed upon, we develop a prototype built by our Deloitte Analytics Institute team within a short period of time (2-3 weeks max). A successful prototype confirms the hypothesis and delivers quick, measurable value.



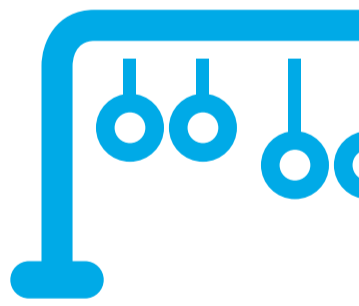
Agile delivery

Analytical insights need to be provided as fast as possible to increase the impact. By using agile methods, our lean analytics approach enables us to implement even large engagements rapidly and effectively.



Your innovation playground

Interact Discover Experience it **It is** Outside the box Innovate



Lecture Traditional

It is not

Powerpoint Sitting down Presentation

Takeaway

Fresh perspective



Define crunchy questions

Rigid Competitive **It is not**

Ideation Collaborative Flexible **It is**

Creative space Identify the core Team spirit

Superficial Repetitive Standard meeting One sided

Takeaway

Clearly defined challenges

