



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.



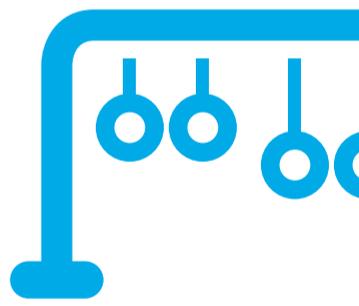
Agile delivery

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 **It is not** Traditional

Powerpoint Presentation Sitting down

Takeaway

Fresh perspective



Define crunchy questions

Rigid Competitive **It is not** Superficial Repetitive Standard meeting One sided

Ideation Collaborative Flexible **It is**

Creative space Identify the core Team spirit

Takeaway

Clearly defined challenges



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

Professional analytics team

Solution focused

Takeaway

➡ Interactive prototype

Agile delivery

Adaptive planning

Evolutionary delivery

It is ✓

Flat hierarchies

Flexible

Incremental development

Quick conversions

Quicker

Long development cycles

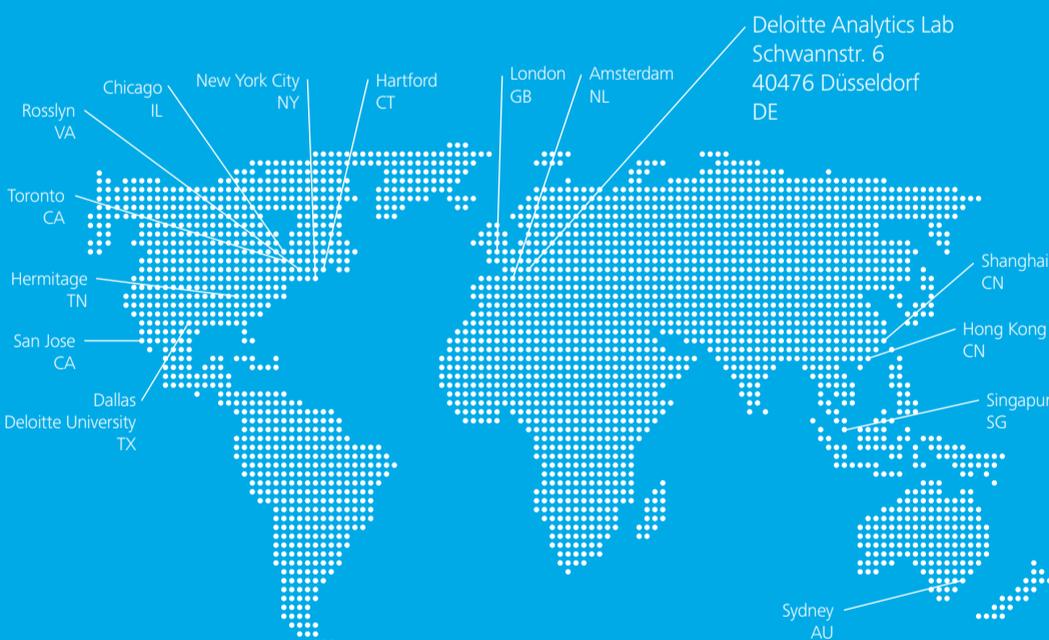
It is not ✗

Waterfall Sequential
Cheaper

Takeaway

➡ More flexible implementation with quick insights

Engage with your data worldwide



Contacts

Nicolai Andersen

Lead Deloitte Innovation & Analytics
Tel: +49(0) 40 32080 4837
nicandersen@deloitte.de

Olaf-Peter Schleichert

Lead Deloitte Analytics Institute
Tel: +49(0) 30 2546 8410
oschleichert@deloitte.de

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee ("DTTL"), its network of member firms, and their related entities. DTTL and each of its member firms are legally separate and independent entities. DTTL (also referred to as "Deloitte Global") does not provide services to clients. Please see www.deloitte.com/de/UeberUns for a more detailed description of DTTL and its member firms.

Deloitte provides audit, tax, consulting and financial advisory services to public and private clients spanning multiple industries; legal advisory services in Germany are provided by Deloitte Legal. With a globally connected network of member firms in more than 150 countries and territories, Deloitte brings world-class capabilities and high-quality service to clients, delivering the insights they need to address their most complex business challenges. Deloitte's more than 200,000 professionals are committed to becoming the standard of excellence.

This communication contains general information only not suitable for addressing the particular circumstances of any individual case and is not intended to be used as a basis for commercial decisions or decisions of any other kind. None of Deloitte & Touche GmbH Wirtschaftsprüfungsgesellschaft or Deloitte Touche Tohmatsu Limited, its member firms, or their related entities (collectively, the "Deloitte network") is, by means of this communication, rendering professional advice or services. No entity in the Deloitte network shall be responsible for any loss whatsoever sustained by any person who relies on this communication.