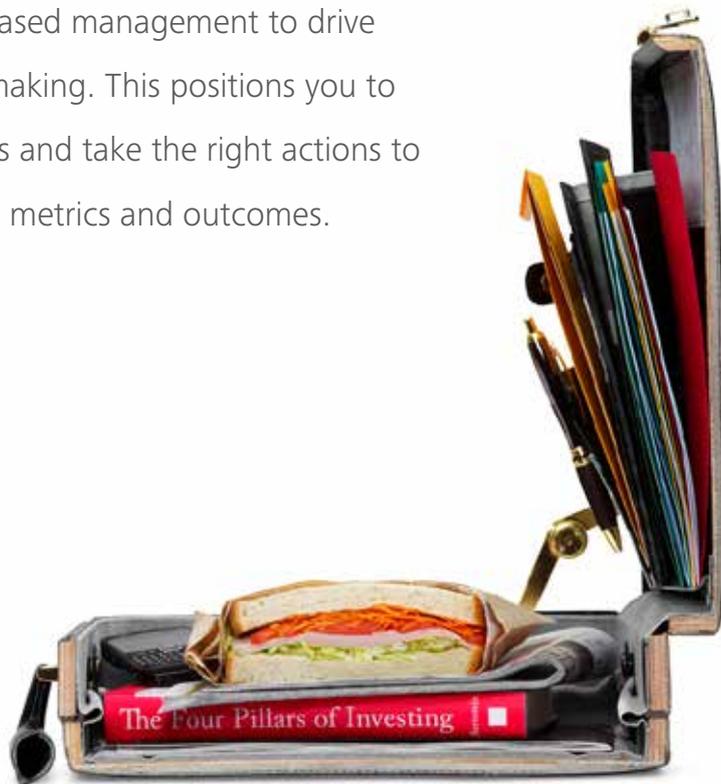


Deloitte.



Deloitte Analytics
Uncommon insights

To gain market insight and drive business strategy, organisations need the ability to continuously explore and investigate past business performance and anticipate change. Deloitte Analytics can help. Leveraging deep industry knowledge and proven skills, we extensively use data, statistical and quantitative analysis, explanatory and predictive modelling and fact-based management to drive integrated decision-making. This positions you to make better decisions and take the right actions to improve key business metrics and outcomes.



The dangers of data mismanagement

Although data analysis is not always considered a strategic priority, failing to derive key business insights from data can result in lost revenue, lost confidence, compliance problems, competitive pressures, customer dissatisfaction and more. In the face of these challenges, analytics is no longer a luxury – it's a necessity.

This is especially true when you consider that companies have more information than they can handle. Mountains of it. Turning that information into insight can seem impossible. That may explain why so many business decisions are based on intuition and gut feeling. Although experience plays a role, organisational decision-making is

compromised if companies cannot produce information that is relevant, timely, accurate and insightful. You need the ability to:

- **Use** information to drive innovation and competitive advantage
- **Access** information tools that can help you measure and improve enterprise-wide performance
- **Identify** insights from your data that can drive more value from business and IT investments
- **Leverage** information to manage risk, improve compliance, and drive business outcomes

Although analytics isn't a new concept, it is often applied only in targeted areas of the business. To enable your organisation to base decisions on fact-based analysis and scientific thinking, you need to push analytic capabilities deeper into the organisation – from the C-suite to the front lines. That takes a new level of focus and dexterity from organisations that are already grappling with plenty of other challenges.



Making the business case

Comprehensive analytic initiatives are hard work – so it’s a good idea to get clear about what kinds of improvements you can expect. With effective implementation, you can:

Enhance business performance and outcomes

You can’t manage your business effectively unless you know what’s really going on. Deloitte Analytics can help you identify performance improvement opportunities, and action them at the source.

Strengthen innovation and competitive advantage

Deloitte Analytics can deliver insights to help you better understand your customers and markets – and serve them more effectively.

Increase efficiency and lower costs

Deloitte Analytics can help companies pinpoint inefficiencies and opportunities for improvement. Identify business process changes that allow you to streamline operations and anticipate market shifts.

Discover hidden insights

Make sense of the complex global business environment to help managers uncover hidden patterns that may otherwise go undetected.

Lower costs

Deloitte Analytics can help companies pinpoint inefficiencies and opportunities for improvement.

Improve compliance

If your systems and data are suspect, your decisions and reports will likely be too. Executives bear higher levels of personal responsibility for the accuracy and reliability of their organisations’ financials. Financial restatements are becoming more costly, and compliance demands from external regulators and oversight organisations are on the rise. Deloitte Analytics can help improve the reliability of a company’s reporting by implementing a rigorous and well-tested set of standard tools and techniques for collecting and analysing data.

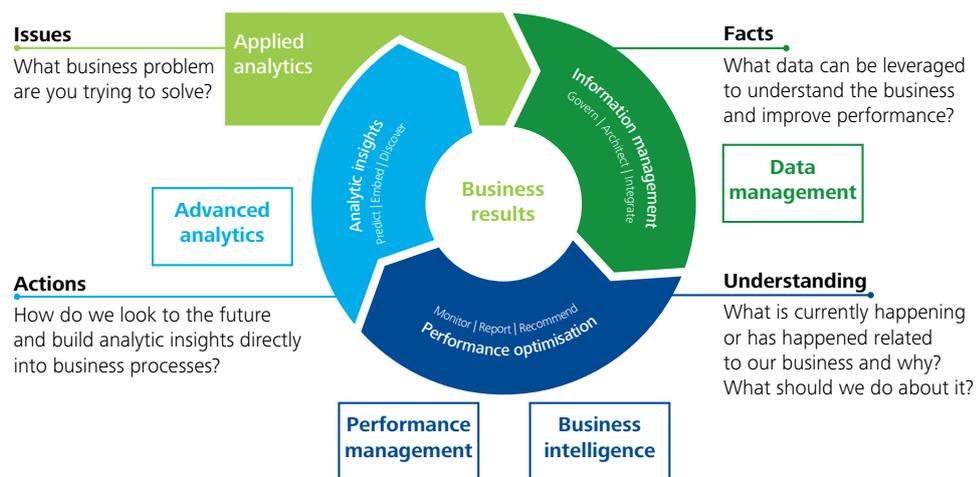
Case study

Meeting customer needs

A major bank wanted to develop strong capabilities in the area of marketing and customer analytics to better understand how to meet its customers’ needs. By introducing a range of sophisticated analytical techniques, the company identified which of its customers had a higher propensity to buy products based on the bank’s marketing effort.

How we can help: Deep industry business knowledge

Successful business analytics requires three powerful engines: deep sector knowledge, broad functional capabilities and a high degree of technical sophistication. Deloitte brings a big-picture approach, combining each of these strengths to provide unmatched services.



Enterprise data management empowers companies to develop and implement architectures, policies and practices to manage data as an enterprise asset, across the data lifecycle, from creation to deletion.

Business intelligence & data warehousing can help you implement the processes and applications required to convert high-quality data into high-quality insight.

Performance management technology helps companies define and implement streamlined enterprise-wide systems and processes for budgeting and planning, close and consolidation, monitoring KPIs, and management and statutory reporting.

Advanced analytics involves the use of modern data mining, pattern matching, data visualisation and predictive modelling tools to produce analyses and algorithms that help businesses make better decisions. With this foresight, analytics can help you determine which events may have the most impact on the enterprise as a whole.

By combining deep technology experience with practical business strategy, we can help you connect your analytic initiatives with your overall business goals.

The value derived from Deloitte Analytics will depend on your ability to build a strong foundation in corporate culture, technology and business processes. As organisations mature through the analytics lifecycle, they gain greater ability to leverage this foundation to gain insight to make more informed decisions. Depending on your current capabilities, you may benefit from focusing on one or more of these areas:

Traditional delivery models

Advisory analytics

Use of analytics to support business operations and strategy

Transformation analytics

Design and implement enterprise solutions

Hosting delivery models

Managed analytics

Outsourced analytics services and platform

Subscription analytics

Subscription based analytics that provide analytical scoring and results on periodic basis

Case studies

Manpower rationalisation

A large bank wanted to reduce costs through the effective allocation of staff and optimisation of its branch footprint in order to serve a dynamic and diverse market environment. From a micro market analysis of the branch network and a review of the staff and branch performance a reduced targeted footprint was identified. As a result of this analysis the bank was informed with recommendations to enable it to meet its short and long term goals.

Quantifying overbilling

To reduce potential losses, a public sector agency wanted to understand the risks related to partner overbilling. Through a data analytics risk review, rule-based and statistical threshold testing was used to identify billing anomalies. As a result, the agency was able to estimate the potential and actual losses incurred due to inappropriate billing.

Turning data into insight

With experienced industry specialists, Deloitte Analytics can help you identify which questions matter most and where to find the answers. Whether you need to look backward to evaluate past performance or look forward to engage in scenario planning or predictive modelling, you need proven strategies for turning your data into valuable insight. Deloitte Analytics can help. By delivering uncommon insights, we help you see beyond the data and provide you with what you need to know to improve your operation's performance and hone your competitive edge.



Contacts

For more details please contact:



Glenn Gillard
Insurance Partner
T: +353 1 417 2802
E: ggillard@deloitte.ie



Alan Flanagan
Consulting Partner
T: +353 1 417 2873
E: aflanagan@deloitte.ie



Richard Southern
Director of Analytics
Consulting
T: +353 1 417 3831
E: risouthern@deloitte.ie



Sinéad Kiernan
Director, Non-Life
Actuarial & Insurance Solutions
T: +353 1 417 2897
E: sikiernan@deloitte.ie



Richard Tulloch
Director, Non-Life
Actuarial & Insurance Solutions
T: +353 1 417 2576
E: ritulloch@deloitte.ie



Ciara Regan
Director, Life
Actuarial & Insurance Solutions
T : + 353 1 407 4856
E: cregan@deloitte.ie

Dublin
Deloitte & Touche
Deloitte & Touche House
Earlsfort Terrace
Dublin 2
T: +353 1 417 2200
F: +353 1 417 2300

Cork
Deloitte & Touche
No.6 Lapp's Quay
Cork
T: +353 21 490 7000
F: +353 21 490 7001

Limerick
Deloitte & Touche
Deloitte & Touche House
Charlotte Quay
Limerick
T: +353 61 435500
F: +353 61 418310

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