



# Managed analytics

## The three-minute guide





# Why it matters now

## Dive in without drowning

Chances are your organization is already moving along on its analytics journey.

But if yours is like many, there are plenty of unanswered questions remaining. *Where will we find the talent we need to drive and sustain our analytics investments? How will our processes and systems need to change? How should we structure our analytics organization?* And that's just the start.

Managed analytics offers a smart alternative to many of the options facing companies today, including doing it yourself. By outsourcing the analytics technology—and insourcing an analytics mindset—you can gain the capabilities and insights offered by leading in-house solutions faster and more efficiently.

# Why managed analytics?

## Measure time to value in weeks, not years

As the field of analytics matures, many business leaders are beginning to reap the benefits without making large upfront investments in time and resources.

Managed analytics is an approach that warehouses and integrates key internal and external data and feeds it back to your people through easy-to-grasp custom dashboards, reports, scorecards, and more.

As a result, you can gain tailored insights into your most pressing problems—from product profitability and customer experience to supply chain and inventory to tax and beyond.

Plus, you can be up and running fast. Many companies report that their investment begins paying off within 10 to 12 weeks of deployment.

# The benefits

## **Quick start**

With no systems to build or people to hire, managed analytics is quick to launch—typically within 10 to 12 weeks.

## **Knowledgeable support**

We'll work with you to determine which questions will help provide the answers to your biggest challenges—and identify the data that will get you there.

## **Short time to value**

Many companies see a return on investment within 90 days. Some even find that their projects are self-funding thanks to the insights gained into longstanding problems.

# What to do now

## **Ask tougher, more focused questions**

Engage functional leaders in crafting highly specific questions about critical business issues. Select three to five questions that could drive actions this year—or better yet, this quarter.

## **Inventory the data you have**

Dig deep across your organization to locate all the places where valuable information may hide.

## **Identify what's missing**

What new information would be helpful in answering your questions? Think broadly—from demographics to weather patterns, from social media posts to competitive product pricing.

## **Pick the low-hanging fruit**

Identify a few quick wins that could turn skeptics into believers and move your organization up the analytics maturity curve.

# Time's up



## Share the heavy lifting

If you think analytics insights could help you tackle your biggest business problems, we can help you get up and running—fast.

To learn more about how managed analytics can spark business insights, please contact us.

### Contributor

#### Bill Lloyd

Specialist Leader, Deloitte Consulting LLP

### Contacts

#### Forrest Danson

Principal

US Leader, Deloitte Analytics

Deloitte Consulting LLP

fdanson@deloitte.com

#### Vivek Katyal

Principal

Deloitte & Touche LLP

vkatyal@deloitte.com

#### Greg Swinehart

Partner

Deloitte Financial Advisory Services LLP

gswinehart@deloitte.com

#### Nick Gonnella

Partner

Deloitte Tax LLP

ngonnella@deloitte.com



This document contains general information only, and Deloitte is not, by means of this document, rendering accounting, business, financial, investment, legal, tax, or other professional advice or services. This document is not a substitute for such professional advice or services, nor should it be used as a basis for any decision or action that may affect your business. Before making any decision or taking any action that may affect your business, you should consult a qualified professional advisor. Deloitte shall not be responsible for any loss sustained by any person who relies on this document.

As used in this document, "Deloitte" means Deloitte LLP and its subsidiaries. Please see [www.deloitte.com/us/about](http://www.deloitte.com/us/about) for a detailed description of the legal structure of Deloitte LLP and its subsidiaries. Certain services may not be available to attest clients under the rules and regulations of public accounting.