



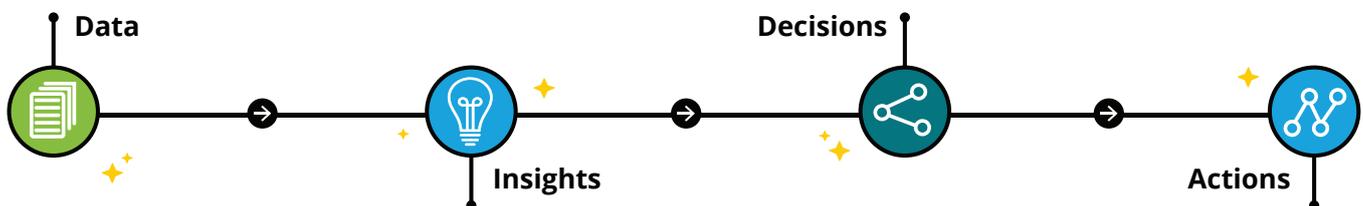
Stay Ahead Of The Competition With **Insights Democratisation**

The disruption of the past year has increased the urgency for organisations to turn their data into insights, and data-driven insights into action. Organisations also need to become more agile and dynamic, to uncover insights and actions that their competitors cannot.

Insights open new opportunities to win over customers and map your organisation's future. Organisations can leverage insights to provide better customer service, reduce risks and increase employee collaboration. Cloud-based analytics tools allow telecommunications companies to tailor recommendations to customers, whether they're new products or custom promotions. And businesses can use optimised insights to manage workflow within the company and strive to retain high-value employees.

CREATING AN INSIGHT-DRIVEN ORGANISATION

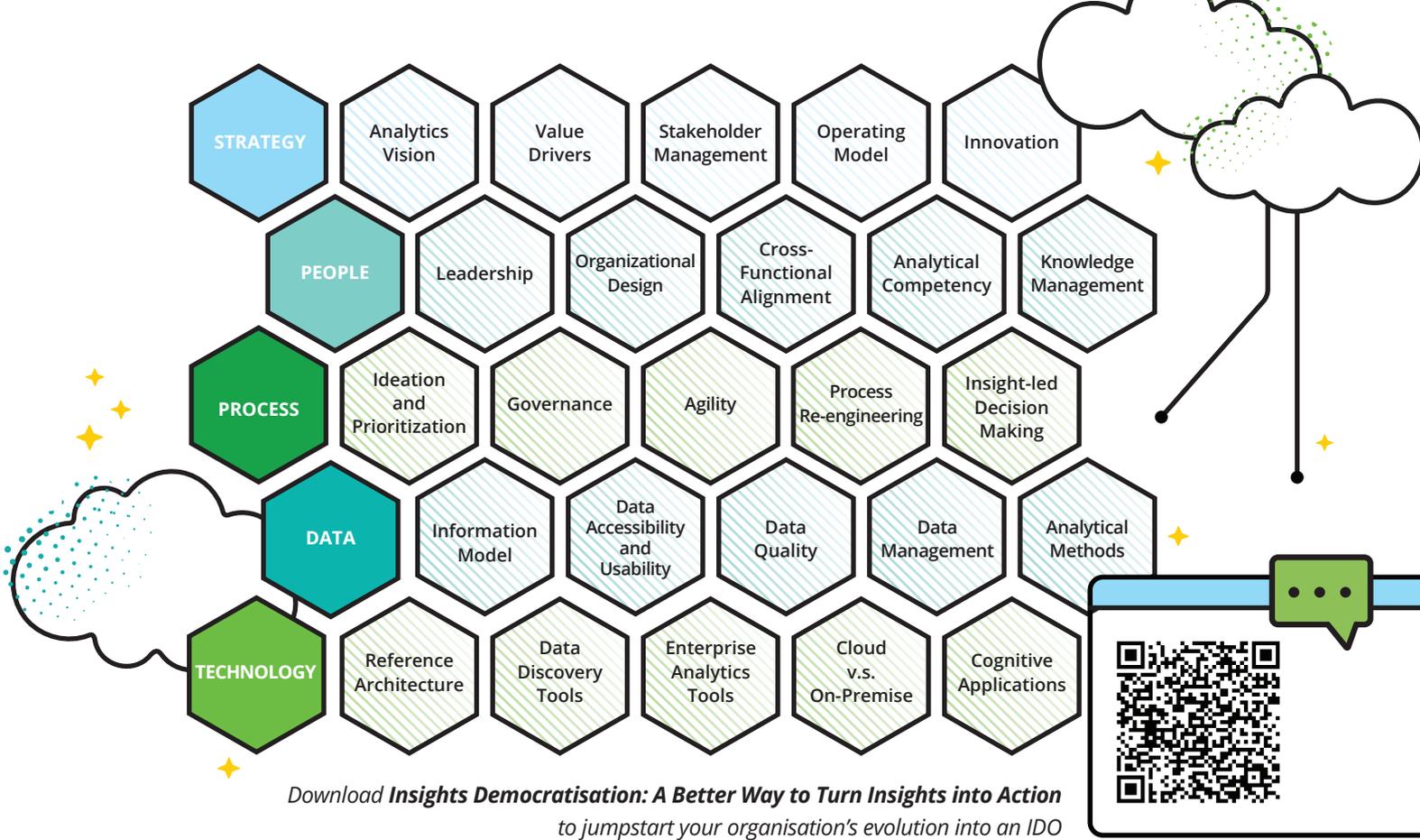
What if we could create a culture where everyone lives and breathes insights, a workplace where data-driven insights shape decisions? This is an Insight-Driven Organisation (IDO).



- An IDO takes a multi-dimensional approach consisting of data and tools, talent and culture.
- In an IDO, insights democratisation is a key principle. Its empowered workforce operates on shared, flexible data sets.
- An IDO incorporates its strategy, people and processes with the right data and technology.

5 KEY BUILDING BLOCKS OF AN IDO

- **Data:** IDOs focus their analytics on internal, external and unstructured data to enhance decision-making, risk analysis and scenario planning. But they know they don't need to work with all their data; just relevant data.
- **Technology:** IDOs need a robust and secure technology infrastructure to be successful, but they start small. In addition to hiring people with the requisite technical skills, IDOs also have the right delivery model to disseminate insights across the organisation.
- **Strategy:** IDOs set out a strategy and use AI to help them get there.
- **People:** IDOs build teams of people with the right skills, giving them the right mix of technical, analytics, communication and business acumen.
- **Process:** IDOs have a solid governance framework and operating model, embedded measurement frameworks, and a feedback mechanism, to establish the process that turns data into insight and helps them act upon that insight.



DELOITTE & GOOGLE CLOUD - FULFIL YOUR FUTURE OF POSSIBLE

Deloitte helps clients design, build and run IDOs. Our services aim to help our clients reveal important insights about their business and put those insights into action.

Our strengths in data and analytics bolster our capability to help organisations through their respective business transformation journeys. We help accelerate our clients' transformation aspirations and deliver sustainable outcomes.

Deloitte has made an impact across numerous industries such as helping hospitals save more lives by improving monitoring and proactive alerting, thus reducing the cost per visit. We've connected retailers to their customers better, by improving their product personalisation and supply chains. And our advanced analytics brings efficiency and transparency into the banking, mortgage and tax markets.

Whatever your vision, we can help you turn insights into action – and achieve it.

THE GOOGLE CLOUD ADVANTAGE

Data is in Google Cloud's DNA, and business transformation is what Deloitte does best. Our strengths dovetail seamlessly to offer customers the best in data services and market-leading analytics, with information management services and solutions.

Google Cloud Data QnA empowers business users to get answers to their analytical queries through natural language questions. Users simply ask a question on their company's dataset, and the results are provided via the same tool. Data QnA can be embedded easily in chatbots, spreadsheets, BI platforms and custom-built UIs.

Are you ready to take the first step? We're ready to listen, and help you begin your journey.

LET'S TALK

Chris Lewin

AI & Data APAC Lead
Deloitte Consulting Southeast Asia
chrislewin@deloitte.com

Leonard Jayamohan

Director
Deloitte Consulting Southeast Asia
ljayamohan@deloitte.com

Jean-Philippe Issaly

Partner Development Manager
Google Cloud
jpissaly@google.com