



Analytics for
high-tech companies
The three-minute guide





Why it matters now

New outlook, new questions

“Why do we need analytics to compete? We’ve been doing just fine without it.” That’s a fair question for many technology companies to ask about analytics. But as leaders in other industries know, any sustained period of frenzied growth typically brings a new set of challenges.

Where will the next wave of growth come from?

How will we enhance the value of our current business?

What do current customers want, and how will we give it to them?

What risks are we facing that we haven’t even considered?

How will we sustain our success?

How should we allocate limited resources?

As they move their companies from a growth orientation to a value footing, tech companies are finding that the growing mountain of data they’ve been building holds the clues to sustained innovation and sound management.

And analytics is the tool they’re using to make sense of it all.

Why analytics for high-tech companies?

The analytics roadmap

Say you have a growing pile of data, most of which is going unused.

Maybe you also have the internal momentum to do something with all that information—driven by a desire from the executive team to make smarter, more informed decisions. Plus, you have access to powerful new technologies that can help you make quick work of massive amounts of data.

Sounds great. But you still need a clear business goal and a plan for achieving it—for transforming data into actionable insights. Analytics offers a path—not just the technology, but a business-first approach that draws from the worlds of process, technology, and talent to generate results beyond what today's business intelligence tools can deliver.

The benefits

Real dollars

Advanced analytics isn't some academic exercise to make a smarter organization. It can be a way to generate bottom-line revenue. New revenue, cost savings, more working capital—that's what is at stake here.

Business innovation

We've seen many tech companies enter new markets and compete for different customers based on the hidden insights uncovered from their data. This isn't just about making your existing business better. It could result in new businesses.

Better allocation of scarce resources

From talent to investment dollars, analytics has the potential to deliver the facts executives need to make smarter decisions about resources.

What to do now

Identify the desired outcome

There should be real dollar benefits from your analytics initiative. Otherwise, why take on this challenge? Know what level of benefits you need from the start.

Start at the top

Without the support of someone in the organization who has the authority to implement change, new analytics initiatives are usually dead on arrival. The effort must be owned by an executive with some clout.

Be ready to act differently

Adopting an analytics approach? Get ready to uncover new information—and to do things your organization has never done before as a result. You will learn new things—and you'll be responsible for acting on them.

Prepare for the talent war

These days, it seems like nearly every industry is on the hunt for talent. And there's not enough to go around.

Time's up



Gear up

If you're ready to get beyond the theory of analytics and start putting it to practice in your organization today, we can help. Your bottom line could show the benefits sooner than you think.

Here's where to get started.

Scott Sognefest

Principal
Deloitte Consulting LLP
ssognefest@deloitte.com

Bart Hughes

Director
Deloitte Consulting LLP
bahughes@deloitte.com

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 publication contains general information only and is based on the experiences and research of Deloitte practitioners. Deloitte is not, by means of this publication, rendering business, financial, investment, or other professional advice or services. This publication 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 publication.

About Deloitte

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee, and its network of member firms, each of which is a legally separate and independent entity. Please see www.deloitte.com/about for a detailed description of the legal structure of Deloitte Touche Tohmatsu Limited and its member firms. Please see 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.