

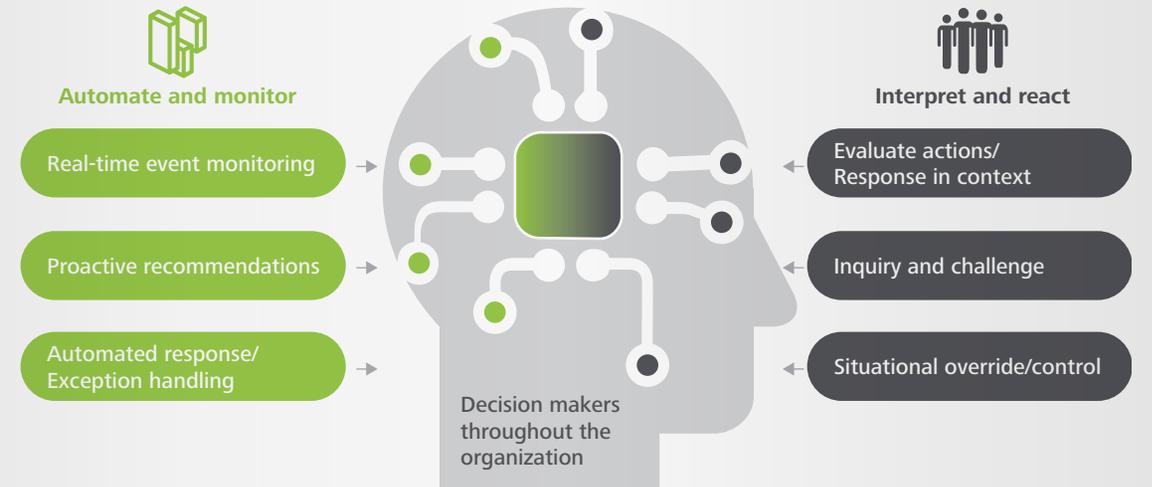
## Deloitte Analytics Inside the Insight-Driven Organization (IDO)

Is your organization able to put data-driven insights to work everywhere in the business, every day? That's the mark of an insight-driven organization—where insights are constantly shaping large and small decisions throughout.

At Deloitte, we're helping clients reach their goals for becoming truly insight-driven every day, using a science-led approach that targets business value. It's a practical, grounded approach to realizing the potential in new developments in the areas of digital, customer insights, analytics, automation, and more.

### The IDO helps humans do what they do best

The IDO fuses automated, analytics-driven insights with human decision making for an exponential impact.



Data-based insights feed human decision making.

### What is an IDO?

An insight-driven organization embeds analysis, data, and reasoning into the decision making process, every day. Analytics projects often start small, in pockets of the business. Becoming an IDO means figuring out how to scale these projects across the organization to drive greater business impact.

### Potential bottom-line benefits

- Transform growing volume of data into measurable business value.
- Gain lasting competitive advantage from existing data assets.
- Improve speed and quality of decisions, while reducing the costs of decision making.
- Shift insight-driven decision making from an executive-level pursuit into an all-employee pursuit.
- Deliver forward-looking insights rather than historical insights.
- Embed analytics capabilities across the organization, building insight delivery into everything from workflows and system integration to other core business processes.
- Evolve the culture of the organization to become more data-driven and insight-based.
- Harness digital capabilities to bring insights to everyone.
- Make the organization more agile in order to address rapid technology disruption.

## Everywhere Analytics

## The IDO Framework

It takes a lot more than technology to become truly insight-driven. In our experience, IDOs require a combination of all these components—not just a few of them. For those that have analytics programs underway but aren't considering them as part of a holistic strategy, the IDO approach can provide a path forward.

Strategy	People	Process	Data	Technology
Analytics vision	Leadership	Ideation and prioritization	Information model data sources	Tech disruptors and vendor strategy
Value drivers and business case	Organization design	Agility and scalability	Data quality and management	Reference architecture
Stakeholder management	Talent	Process re-engineering and automation	Ethics and sharing	Discovery zone
Operating model	Change journey and decision process	Governance	Regulation and compliance	Cloud vs. on premises
Innovation	Knowledge management	Benefits realization	Third party data	Security, reliability, and continuity

## To become an IDO, you must answer these questions:

- What are our key objectives and how can analytics help achieve them?
- How can we use insights to innovate on the services we provide?
- What operating model will best support our goals?
- Do we have the right mix of technical, analytics, communication and business acumen skills?
- Do we have a well-defined governance structure to mitigate risk and facilitate decision making?
- Do we have an end-to-end process for identifying, prioritizing, and controlling the delivery of actionable insights to the business?
- Do we have a clear line of sight from business decisions to data sources?
- Are data management capabilities in place to support and inform this process?
- How should our technology infrastructure and architecture be structured to pave the way to becoming an IDO?

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## The IDO at work

Although a global insurer had been pursuing analytics at the business unit level for years, it knew that to gain the competitive edge, it needed to combine its strengths across the organization. After establishing an enterprise-wide data and analytics strategy, drawing from the best of its existing analytics capabilities, the global insurer accelerated insights through new approaches such as launching a "Big Data Lake" and establishing a Global Chief Data Officer role.

Today some of its biggest business units have started to draw from the same deep well of information—and cross-enterprise insights are being pushed out to a broader subset of stakeholders, making for optimized performance, reduced costs, and product growth. The uptake continues globally and across business units.

## Let's talk

If you'd like to discuss how best to get started, we should talk.

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