

## Data & analytics

# The data-in-the-moment revolution

The ability to quickly produce value from data, whatever its form and wherever it resides, is redefining industries. And while it's critical to plan a technology architecture that will allow you to find and unlock the value of data in all of its forms faster than your competition, consider starting with the right business questions—and then augmenting your ability to solve for them. It just so happens that powerful cloud solutions are suited to overcome myriad infrastructure, platform, data, risk, and compliance challenges.



## Our perspective

### **Dynamic, personalized results in real time**

Many buyers no longer travel along a conveniently segmented purchasing funnel. Their loyalties are increasingly up for grabs and they are making buying decisions in real time up to the point of transaction. Whether it's targeting customers using location-based insights so a competitor can't undermine all your marketing efforts at the final hurdle, or pinpointing precise regulatory and risk metrics on demand, the ability to use data in the moment is what will likely separate leaders from laggards.

### **Better, smarter, faster decisions**

Beyond the real-time dynamic capabilities that cloud brings to big data and analytics, there's a strategic imperative as well. Data is sleeping somewhere within your own legacy systems, lurking in the deep web, or being generated in real time. Cloud can help unlock data-driven solutions to many of your most complex business, operational, and customer issues—all so that you can focus your time and energy on activities that will have the highest probability for success. But without a carefully architected approach leveraging cloud, it's unlikely that this potential can be truly unleashed.

### **What's beyond the hype surrounding mobility and IoT?**

Whether it's data generated and shared in real time by a sensor in a jet engine or in a person's pacemaker, data is on the move. The ability to capture it, make sense of it, and do something about it—right now—raises inspiring opportunities as well as significant risk, compliance, and operational challenges. Doing that means rethinking and re-architecting how you find, store, use, and process data at the speed of cloud and in your marketplace's unique ecosystem.



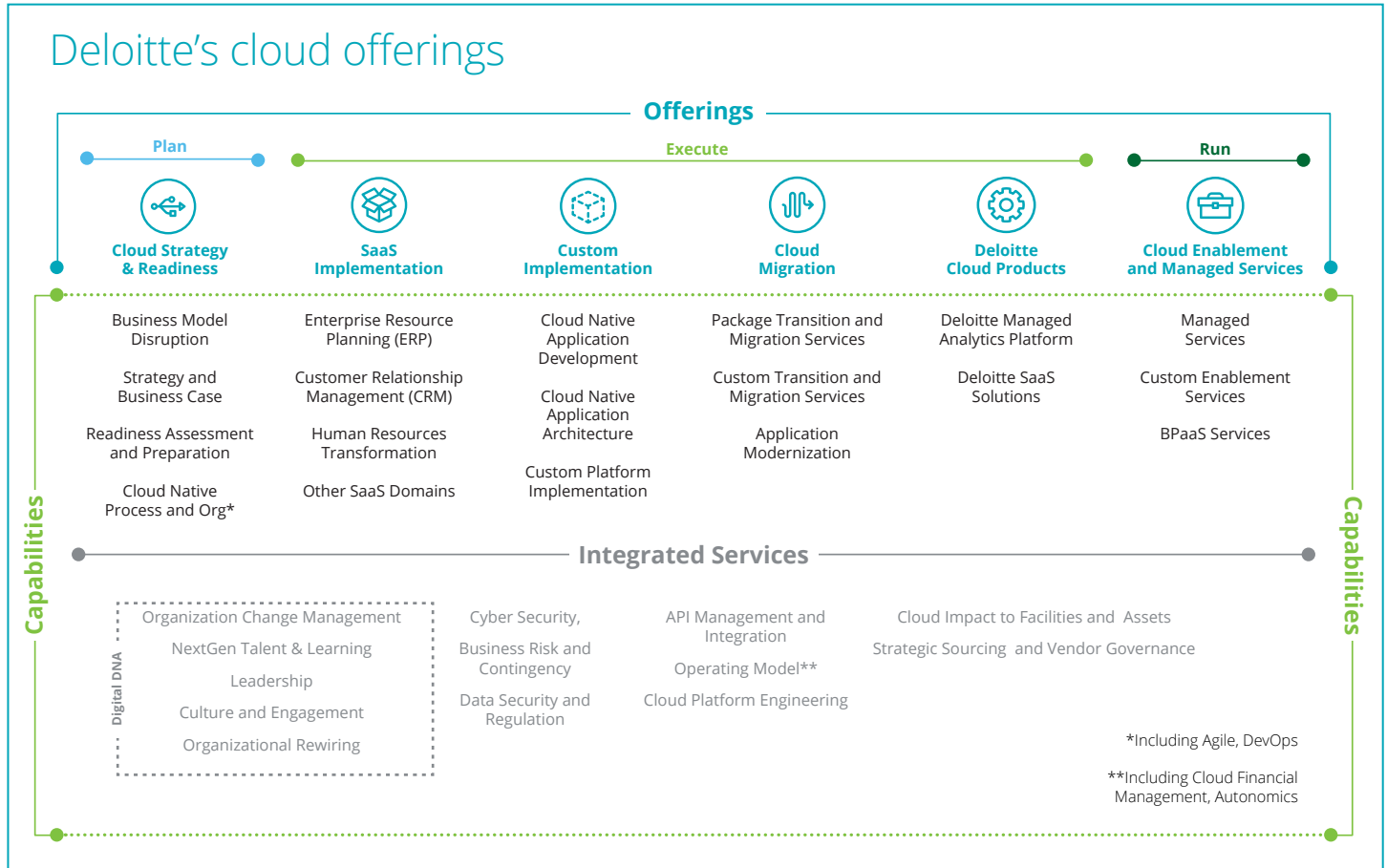
## Unveiling what's next

With ever-growing troves of data still unexplored, and with cloud tools powering new ways to find, assess, and act on that data in the moment, the allure of big data, analytics, and IoT is anything but misplaced. At the same time, it's important to stay grounded in specific business challenges, questions, and opportunities. Focus on establishing bounded scope and measurable, attributable value—without wandering into risk, compliance, and security minefields.

Every enterprise should map out how to blend business strategy with technology opportunity: innovate, or face inevitable disruption. What's the reward on the horizon for those who succeed? The more you can move to cloud securely and compliantly, the faster your speed to market, the greater your control of scalability and costs. And, the more you can reduce time spent on configuring and increase time spent on innovative new releases and enhanced customer experience.

# Advance your business, exponentially

Disrupt. Transform. Repeat. That’s the new normal. Done right, cloud not only drives that reality—it can turn it into your advantage. Deloitte’s end-to-end capabilities and deep understanding of you—your business, industry, and dynamics—help to amplify the transformative value of cloud, beyond cost-cutting. You can become agile and disrupting. You’re not just using cloud. It’s helping to advance your business in ways you never imagined.



## Get in touch

**Tom Galizia**

**Principal**, Deloitte Consulting LLP  
 tgalizia@deloitte.com, +1 415 783 5475

**Ashish Verma**

**Managing Director | Analytics + Information Management (AIM)**, Deloitte Consulting LLP  
 asverma@deloitte.com, +1 703 251 3952

**Jacques de Villiers**

**Managing Director | Cloud Services**, Deloitte Consulting LLP  
 jadevilliers@deloitte.com, +1 415 783 4014

**Anuj Mallick**

**Senior Manager**, Deloitte Consulting LLP  
 amallick@deloitte.com, +1 415 783 6051

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

This communication contains general information only, and none of Deloitte Touche Tohmatsu Limited, its member firms or their related entities (collectively, the “Deloitte Network”), is, by means of this communication, rendering professional advice or services. Before making any decisions or taking any action that may affect your finances, or your business, you should consult a qualified professional adviser. No entity in the Deloitte Network shall be responsible for any loss whatsoever sustained by any person who relies on this communication.