

Business insights and analytics strategy

The exponential growth in available data and information are causing businesses to evaluate how they make sense from the volume and diversity of information to make informed decisions. This coupled with the convergence of digital and physical across the value chain, means faster and smarter is a new competitive necessity:

- Customer engagement and individualized in-the-moment offers
- Demand-driven supply chain optimization
- Consistent manufacturing process and product quality
- Continuous monitoring, preventive maintenance and industrial analytics
- Capital asset optimized utilization
- Fraud detection and loss mitigation
- Data-driven/influenced innovation and monetization

Effectively addressing these needs often requires a strategic and business transformation with Business Intelligence and Analytics (BI&A) seen as a key enabler. A clear, documented and communicated BI&A strategy is essential to ensure businesses are focused on delivering the right solutions that will transform performance and deliver business value.

In the digital age, information is increasingly recognized as an organization's most critical and differentiating (yet underutilized) asset. To help IT and business leaders

unlock the value, Hitachi Consulting's Information Management and Analytics (IM&A) practice has developed a proven Business Intelligence and Analytics strategy methodology.

Business intelligence is a key enabler for any business transformation program.

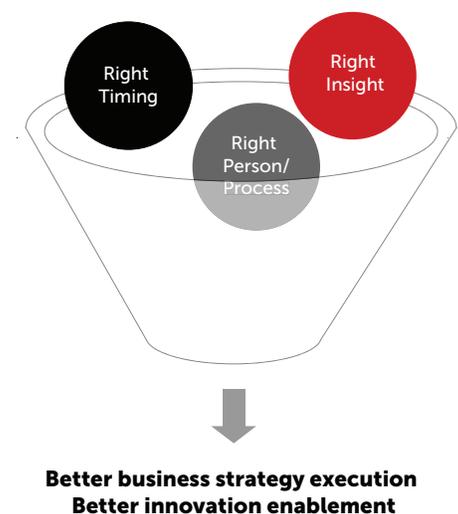
With an industry-tailored solution, we are realistic about the value opportunity and nature of transformation required to deliver the right insight to the right person/process at the right time, in support of business strategy execution and innovation enablement.

We have developed a diagnostic model that determines and accounts for the business value at stake, and overall competency model to realize this through advancements of people, process, architecture and data capabilities in operationalizing the intelligence.

Business insights and analytics strategy

Our approach has been developed specifically to deliver a business needs and opportunities-driven strategy.

From the onset, we determine a realistic business value rationale – identifying and evaluating strategic themes such as efficiency, effectiveness, needs and innovation opportunities across the

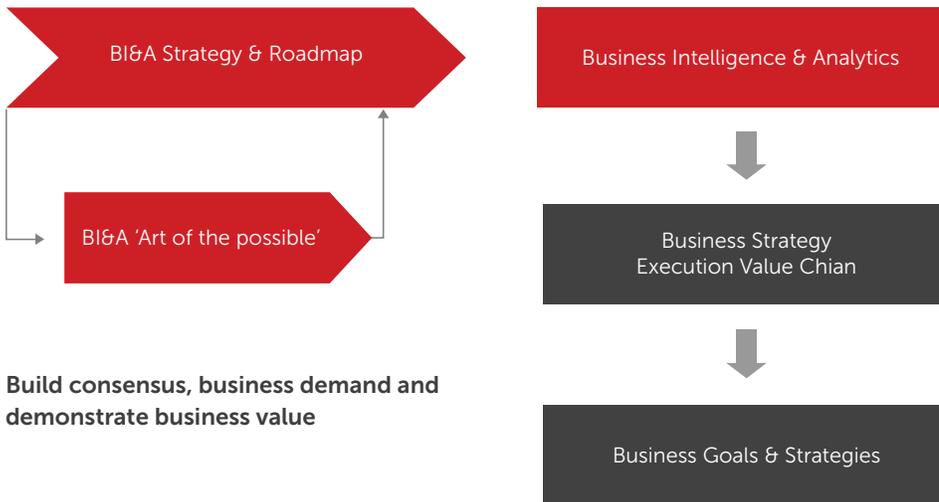


value chain. In fully understanding the business value rationale, we are able to make an informed assessment against a pragmatic and sustainable competency model. The model serves as a framework within which to ensure service objectives, funding and an operating model are accepted by business and IT stakeholders. It is critical that the right mix of people, process, insight and architecture capabilities are in place to effectively and sustainably realize value from data assets.

Our approach is focused on developing the BI&A strategy and roadmap. We recognize that in order to make this real and meaningful to the business it is vital to demonstrate the "Art of the Possible" in terms of what BI&A solutions can deliver to the business.

Companies need a BI&A strategy and roadmap.

Develop the business rationale, future vision, strategy and roadmap.



Build consensus, business demand and demonstrate business value

Therefore, in parallel to the strategy and roadmap development, we work with the key stakeholders and business users to develop some business-focused demonstrators to build consensus on the real requirements and demonstrate potential business value.

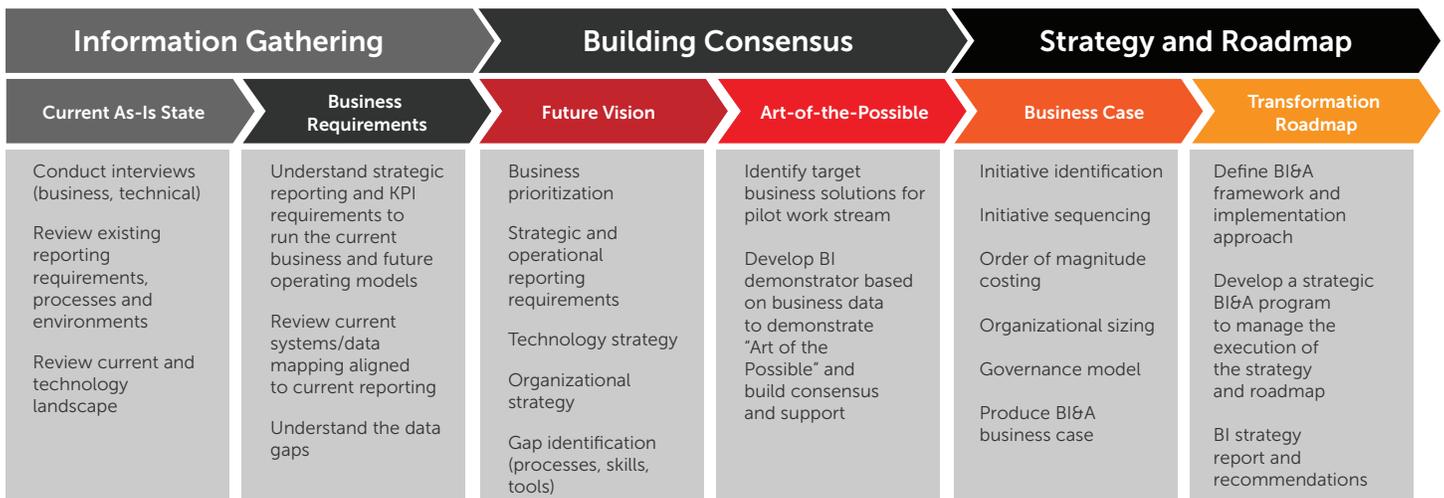
The Hitachi Consulting BI&A strategy framework provides a proven approach to help organizations define a clear strategy aligned to the business transformation goals and objectives.

The following describes the phased approach and key activities over a typical 6-8 week engagement:

With your key business and IT stakeholders, we will quickly develop an informed point of view, options and an actionable roadmap of recommendations that:

- Communicate business value and revitalize business sponsorship and funding
- Identify ways to monetize information assets
- Define an actionable and pragmatic plan to achieve "fit for business" data and insights
- Qualify marketplace advancements and rationalize technology landscape
- Realign the organizational model to realize greater operating efficiency
- Institute an operating model that drives effective engagement of business and IT
- Eliminate disconnects by clearly communicating strategy to all key stakeholders

Developing a BI strategy and platform for success.



A BI&A strategy is essentially a roadmap to help your business measure business performance, identify competitive advantages, and tune into your customers, products and suppliers. Ultimately, it gives your organization a goal and direction. While BI&A without a goal will certainly provide some insight into your business, it will not help you enable and influence transforming the business. BI&A Strategy will enable you to know how, what and when you will achieve your full BI&A Analytics potential:

- It outlines the best combination of BI&A techniques, technologies and initiatives to meet the strategic goals of the organization.
- It creates a clear strategy, understood and agreed by business and IT stakeholders, of what the future BI&A will look like once it is fully executed.
- It is a key step to creating an agile BI&A capability that provides the business with maximum empowerment, generating the right information at the right time.
- It agrees on an overall vision for BI&A and links it to strategic IT and business initiatives, setting the organization on the path to measurably increased BI&A maturity and capability.
- It agrees on a set of strategically aligned KPIs so that the organization can begin to increase trust in data, improve quality of information and improve insight and decision making.
- It identifies a series of strategic recommendations and a roadmap from which a benefit or ROI analysis and detailed project plans can be produced to deliver against the strategy.

Hitachi Consulting's Business Intelligence and Analytics practice is comprised of more than 350 consulting resources and delivers critical business solutions that have positively impacted the performance of some of the world's leading organizations.

About Hitachi Consulting

Hitachi Consulting is the global solutions and professional services organization within Hitachi Ltd., a global innovation leader in industrial and information technology solutions and an early pioneer of the Internet of Things. Hitachi Consulting is a business integrator for the IoT era and a catalyst for digital transformation. Using our deep domain knowledge, we strategically collaborate with our clients to help them innovate faster, maximize operational efficiency and realize measurable, sustainable business and societal value. As a consulting-led solutions company, we can help you leverage data as a strategic asset to drive competitive differentiation, customer loyalty and growth. To learn more, visit www.hitachiconsulting.com.