

## Data strategy

Value realization from big data

# BIG DATA



### Introduction

The increasing demand for business insights requires a strategic transformation. Faster and smarter is a new competitive necessity. From low cost structure and profitable growth to cross-value chain organizational performance management with competitive optimization, businesses are expected to do more than ever before. The need for product lifecycle excellence and customer engagement with individualized in-the-moment offers requires focused attention. Process and product quality, as well as continuous monitoring and preventive maintenance with fraud detection and loss prevention, raises the standard expectation. Data-driven innovation and monetization is top of mind. How can a business address all of these forces?

To help a business start the strategic transformation to realize value from Big Data, the Business Insights and Analytics practice at Hitachi Consulting provides two key solutions.

### Innovation workshop and analytics strategy

- Explore strategic needs, opportunities and value impacts across business value chain to achieve business buy-in
- Be informed on marketplace advancements and leading ideas to derive greater value from data assets
- Strategy, competency model (people, process, technology) and pragmatic roadmap to achieve "fit for business" insights



- Establish actionable use cases with clear ROI potential for Proof-of-Value

### Proof-of-value and solution implementation

- Accelerate Proof-of-Value assessments based on well defined blueprints for popular use cases that drive favorable ROI
- Leverage Hitachi Consulting's proven implementation methodology, intellectual capital, well defined readiness and operationalization factors to win with analytics:
- Low time, risk and investment to value
- End -to-end implementation and competency build acceleration
- As-a-service enablement

Being realistic about the value opportunity and nature of transformation is required to deliver the right insight to right person/ process at the right time in support of business strategy execution and innovation enablement. As such, the Hitachi Consulting team produces an informed point of view, along with options and

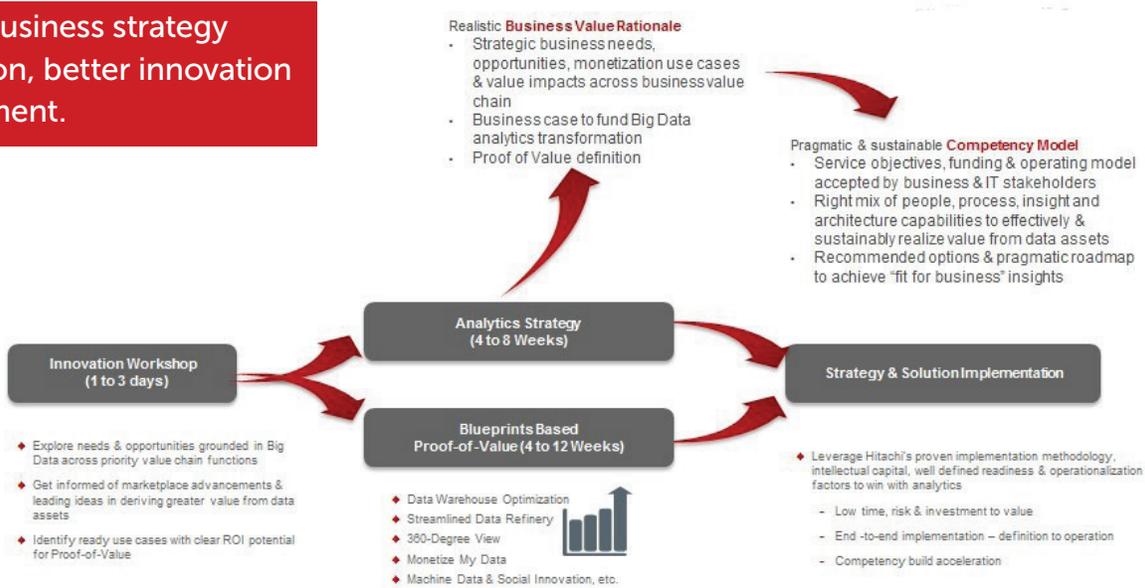
recommendations that will revitalize business sponsorship and funding.

The team works to define an actionable and pragmatic plan to achieve "fit for business" data and insights, qualify marketplace advancements and rationalize technology landscape. If needed, options to realign the organizational model to realize greater operating efficiency are provided for instituting an approach that drives effective engagement of business and eliminate disconnects. Through all these steps, success is ensured by clearly communicating strategy to all stakeholders.

To win with analytics, the following process takes place. The framework model behind this roadmap accounts for the Business Value at stake and the overall Competency Model needed to realize the value. It advances across People, Process, Architecture and Data capabilities to help operationalize the Insight.

**Value realization from Big Data often requires a strategic transformation.**

**Better business strategy execution, better innovation enablement.**



The engagement model is designed to suit your needs, be it enterprise wide or select value stream functions, using topical use cases or specific areas of emphasis. The engagement can last from 4 to 8 weeks with 2 to 4 strategy consultants. A structured and consensus building approach is deployed, following similar key stages across both solution offerings:

- Benefits Case: Realistic benefits case based on clear understanding of strategic needs and opportunities across value chain
- Assess fitness of Current State in meeting emerging business needs, opportunities and against leading practices
- Actionable Gap Closing Plan to achieve "fit for business" data and insights—prioritized based on value and readiness factors
- Right mix of Future State capabilities and capacity to sustainably realize value

Where to start? Consider identifying business and IT leaders for a 1 to 2 hour exploratory conversation on the issues and opportunities presented so that you can start the strategic transformation to realize value from Big Data.

**Why Hitachi Consulting ?**

The Business Insights and Analytics practice at Hitachi Consulting utilizes a pragmatic strategy and sustainable solutions to provide companies with greater economic yield from data assets. The team has unique industry and skills breadth and global delivery scale, along with significant investments in advancing intellectual property and deep partnerships with leading vendors.

Additional offerings include:

- Cloud, Mobile, and Digital BI Transformation
- Strategy Roadmap and Competency Center
  - Business Rationale and Data Monetization Use Cases
  - BIA Strategy and Center of Excellence (BIA, EIM, MDM-DG)
- Business and Operational Intelligence Solutions
  - Big Data "Data Lake", In-Memory and MPP Data Warehouse
  - Big Data Analytics
  - Internet of Things (IoT) and Streaming Data Insights
  - 360° Views and Cross-Value Chain Integrated Insights

- Data Management Solutions
  - Master Data and Data Quality Management
  - Data Governance and Information Life Cycle Management
- Enterprise Performance Management Solutions
  - Strategy linked Dashboards and Scorecards
  - Budgeting, Planning and Forecasting, etc.
- BIA Managed Services and BIA as a Service Models

**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](http://www.hitachiconsulting.com).