

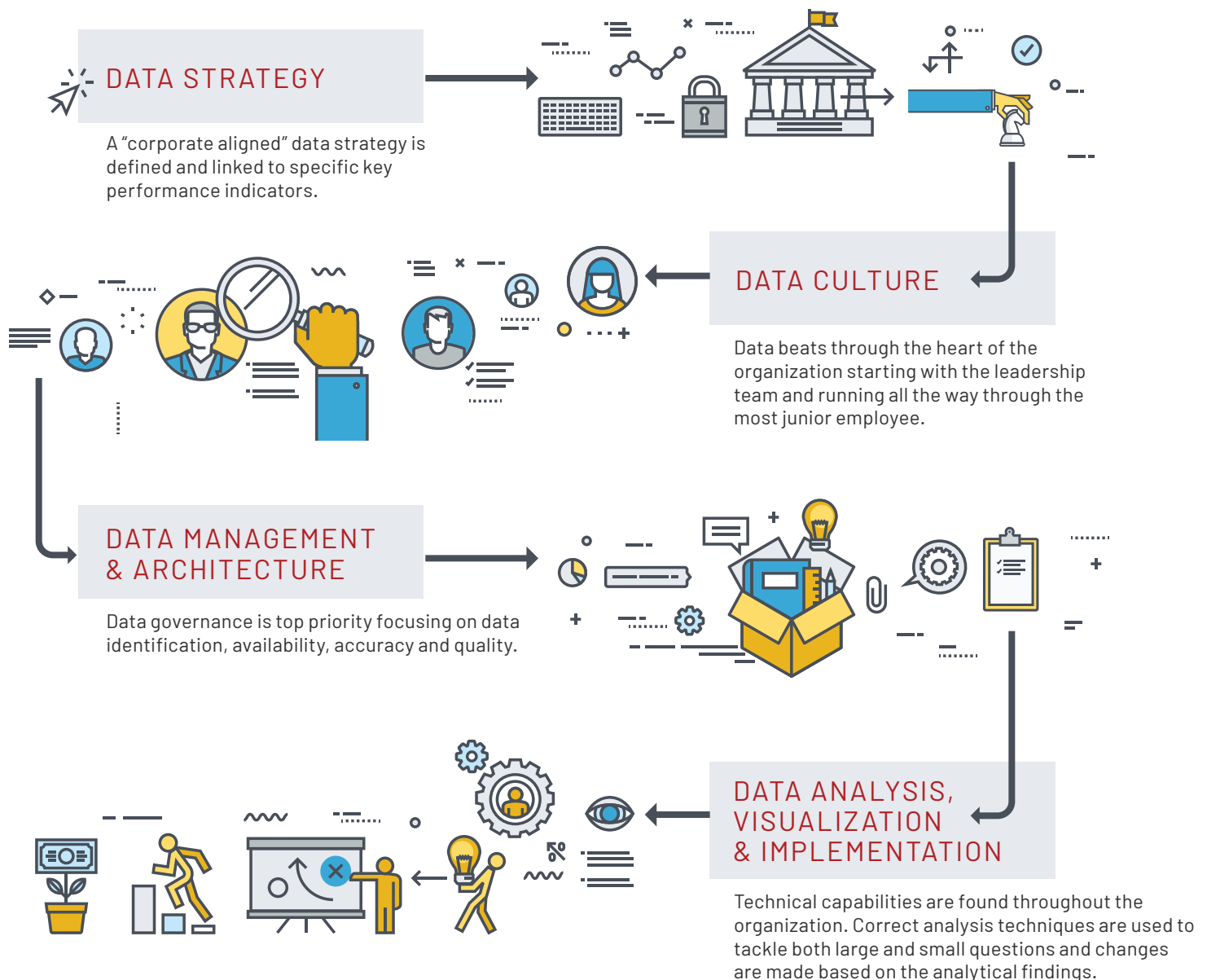
DATA-DRIVEN ORGANIZATION

How can you ensure you are capturing the value of data in your business? What insights are you missing because you are not utilizing data to its full extent? Leveraging your data is one of the most impactful ways to maximize value in your organization. The Data Driven-ness assessment by Cicero Group is a strategic report which measures how successfully your organization utilizes the power of data and data analytics across 4 key areas. It grades your data use against best practices, and reveals opportunities for you to leverage your data and take advantage of cutting edge analytics. It will surface multiple opportunities that will drive significant financial and business impact for your company.

A FEW OF THE MANY KEY BENEFITS...

- Identify key areas to increase profitability
- Identify opportunities for operational improvement
- Understand how you stack up against your competition
- Increase return on your data strategy investment

AVAILABLE AND CUSTOMIZED FOR ALL BUSINESS FUNCTIONS, INCLUDING MARKETING, FINANCE, SALES, AND MORE.



SAMPLE ASSESSMENT REPORT

KEY FINDINGS: Overall, company ABC does an exceptional job investing in and pushing analytics. Employees across the organization understand the importance and are pushing to make decisions that support the company’s main mission.



80%

DATA STRATEGY

Corporate Aligned Data Strategy



Key Performance Indicators



Strategy Communication



- Corporate strategy exists but does not convey the importance of decisions based on data
- Key Performance Indicators are generic and not tied to corporate strategy
- There are mixed understandings of the strategy. It needs to be communicated more clearly throughout the organization



60%

DATA CULTURE

Leadership Team



Analytics Organization



Individual Contributor



- The leadership team lacks analytical acumen. Decisions are being made based on “gut feeling” not analytical evidence
- Analytics team not integrated with rest of organization
- Employees have the analytical skills but feel they are not being listened to by senior management



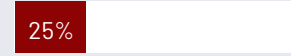
26%

DATA ANALYSIS, VISUALIZATION & IMPLEMENTATION

Data Identification and Collection



Data Availability



Data Quality



Data Security



- The company is utilizing only 40% of relevant data. This is caused by lack of data availability. Management should invest in data tools to help employees more readily access information
- Data quality is fair and needs extensive scrubbing before it can be utilized



65%

DATA MANAGEMENT & ARCHITECTURE

Technical Capabilities



Analysis



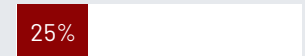
Presentation



Testing



Change Management



- The organization has invested heavily in tools but not training
- More specific analytical techniques would provide more detailed solutions to problems faced
- Once metrics are found, the implementation period is long and drawn out. This is a main source of frustration for employees and middle-management

DATA ASSESSMENT PROCESS

Cicero has developed an efficient and comprehensive process for evaluating “data-drivenness” and identifying tangible opportunities for an organization to start realizing the true value of its data.



Meet with project sponsors to identify
Goals and priorities
Key areas of concern
Functional areas to address
Cicero has developed tailored approaches for each functional area
Stakeholders
Who to interview

Develop and submit detailed project plan for client feedback
Interviews list and schedule
Initial list of dashboards, reports, KPIs, systems, and other items to be evaluated

Conduct interviews
Interview questions tailored to individual based on role, function and previous learnings

Review following based on functional assessment criteria:

Dashboards
Reports
KPIs

Data visualizations
Data communications
Data systems
Other items as appropriate

Optional: Send out survey to employee groups
Managers
Front-line employees
Technical / data experts

Consolidate findings from interviews, assessment, and surveys

Develop score for each assessment metric
Create preliminary opportunity list

Conduct opportunity identification and evaluation workshop with appropriate leadership and stakeholders
Workshop outcomes:

- Comprehensive list of opportunities
- Initial take at prioritizing opportunities

Calculate estimated financial impact for each opportunity identified

Rank opportunities based on prioritization criteria

Deliver detailed data assessment scorecard which assigns scores across 60 metrics to yield overall scores for the organization

Provide report that notes findings and observations across each assessment area

Deliver “Gameplan” that includes ranked opportunities along with projected impact and immediate next steps for each