

# REACHING THE NEW HORIZON IN ANALYTICS

A four-stage plan for refreshing your analytics strategy

Now that many organizations have reached new levels of analytics maturity, how should they evolve to take advantage of newer advances in areas such as AI and machine learning? Existing infrastructures may not be up to the job—at least not without changes.

Here are four critical stages for moving ahead into the bold new horizon of analytics.



## GO FOR A WALK

Business-IT collaboration is vital to analytics success. Establish an analytics-focused blueprint for your company by driving that collaboration.

- Identify your top three business users of analytics.
- Make a list of their top three priorities for business insights, with a focus on how those insights impact the bottom line.
- Meet one-on-one with those users and compare your list with what they identify as their own priorities.
- Leave each meeting with a plan to address the gaps that you and those users have in terms of expectations, needs and commitments.

## MAP THE IMPACT ON PEOPLE

The most effective projects are the ones that have significant impact on people—employees, customers, patients, you name it. You need to make a formal case for the impact of analytics initiatives on people or else risk critical analytics projects being viewed as “just another IT thing.”

- Gather your top analytics leaders together, preferably in one room.
- Identify your most significant analytics projects, however many there are.
- Collaborate to determine how each of these projects affects customers, employees, and others. Document their specific impact...
- ...and consider altering or cutting those that have no significant impact.

## MOVE ANALYTICS TO WHERE DATA LIVES

Analytics is no longer a secondary consumer of data—it’s a primary driver. That means you need a plan that puts your analytics wherever your data lives and is generated—not the other way around.

- Identify the existing systems in your organization that touch your customers.
- Learn what types of analytics are used in every part of your technology ecosystem.
- Work with your counterparts in the business to determine their most common sources of data...
- ...and make a map that gives you the crucial insight you need to bring analytics closer to the data itself.

## PREP FOR PROCESSING POWER DEMAND

Today’s analytics are more compute-intensive than ever. The only way you’ll be able to deliver the desired value from your analytics capabilities is to throttle up your computing power now.

- Identify the relevant data you want to store—and the irrelevant data you can ignore.
- Learn how to integrate analytics tools, tech and solutions with processing and hardware assets by asking smart, specific questions...
- ...and make sure everyone involved is aware of this fundamental dynamic. Remember: Business users are making more purchasing decisions now. Keep them in the loop!

Start your analytic transformation today...  
...and take your predictive power to **new heights**

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