

# Winning Analytics



## Data Driven Decisions

Reporting and Analytics are present in some shape or form in most organizations. In most cases however, it is ad hoc, driven by a few people or departments. There is little understanding outside of these groups about the full potential of Business Intelligence. BI should be driven by strategy, accessible across departments, and have all of the data available to build a better business.

**“only 19%**  
*of companies say their employees  
have all the data they need to  
make informed decisions.*”  
— HP Business Objects Survey

## Challenge

In many organizations, BI is implemented on a one-time, or tactical basis in response to specific user demand. Often there is little attention paid to needs in other areas or to existing software. Implementation failed because the needs of the whole organization were not in focus. The initial problem may have been addressed, without consideration for challenges occurring in other areas which Business Intelligence can resolve.

In other cases, BI was acquired incidentally through a packaged application such as an ERP or CRM systems. The plan to deploy Business Intelligence was secondary, therefore was done without an optimization plan based on business drivers. This can create a patchwork of applications that are difficult to maintain and support.

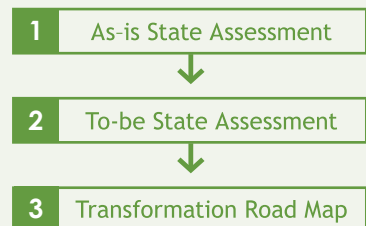
Finally, the complexity of BI technology and the variety of tools have contributed to the ineffective use of reporting and analytics in many organizations. Users do not know how or where to start.

## Solution

Winning Analytics is Amick Brown's unique approach to solving challenges for businesses of any size. Our approach focuses on the strategic importance of Reporting and Analytics, driven by business objectives of the company.

*Amick Brown's skilled strategy team uses a precise and dynamic methodology to lead clients through all 3 phases. The Amick Brown team develops a comprehensive framework connecting BI systems, business processes, collaborative applications and their underlying data stores.*

### PHASES OF WINNING ANALYTICS



### CONTACT INFORMATION

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## Key Benefits

- Deploys a long-term BI implementation plan consisting of manageable small and iterative cycles
- Iterative method creates ROI immediately and keeps success as a top priority
- Includes people, processes, data and technology aspects of the business organization
- Addresses inter-organizational information exchange and information delivery needs
- Focuses on overall business objectives of the company; goals are attained by data driven facts
- Driven by unique business needs
- Technology agnostic, therefore specifically fits the solution to the business needs

## Method

*Amick Brown's methodology builds a unique corporate reporting and analytics solution through gaining acute insight to what drives your business via your people, process, data, and ultimately, technology. Decisions are driven by data to achieve success.*

PEOPLE	PROCESS	DATA	TECHNOLOGY
<ul style="list-style-type: none"> <li>Evaluate personnel to ensure a successful BI process</li> <li>Secure and ready data – the right data to the right people at the right time</li> </ul>	<ul style="list-style-type: none"> <li>Cross Departmental</li> <li>Change Managed</li> <li>Training</li> <li>Strategically focused</li> </ul>	<ul style="list-style-type: none"> <li>Where does data flow from</li> <li>Is it relevant</li> <li>Is it clean</li> </ul>	<ul style="list-style-type: none"> <li>What is the right choice for your business</li> <li>What users need to do their jobs better and achieve their goals</li> </ul>

## About Amick Brown

Amick Brown is committed to the success of the customer through our efficiency, innovation and highly experienced technical and functional experts. Our clients trust us as a partner and recognize the value we bring to them with a 100% success rate.