

# Designing Analytic Strategies to Empower a Data-Centric Culture

Defining, designing and developing strategies to harness the power of data, creating an embedded analytic culture that helps turn insights in to action.

## Proven Methodology And Results-Driven Approach

AIM Consulting has a proven methodology for assessing critical data management and analytic needs that drive organizational value and insights, as well as implementation pace and priority. In addition to business focused solutions, a data strategy effort highlights data quality, analytic processes, and technical elements that are necessary to attain business goals, aligned to an overall organizational structure needed maintain these capabilities.

## Data & Analytics Strategy

- ✔ Structured and proven approach to provide a vision that aligns the organization
- ✔ Ability to see across your organization, identifying gaps and priorities
- ✔ Aligns to critical digital transformation strategies to leverage data as an asset
- ✔ Key insights to drive increase ROI and business value

## Assessment

AIM Consulting conducts assessments across the data management spectrum. This includes processes, technologies, and roles within an organization. By creating a complete current state picture, we are able to offer a recommended future state that aligns with best practices unique for each organization.

## Roadmap

The primary deliverable for an assessment is a full Roadmap outlining how to get to a desired maturity level. AIM Consulting offers a visual plan that communicates an organization's data management strategy, along with estimated costs, and where to get the most value for your organization.

## Maturity Model

Digging deeper into an assessment, AIM Consulting takes specific areas within data management to determine an organization's maturity level internally, and compared to others within a specific industry. The maturity levels focus on people, processes, and technologies.

## Business Value Model / ROI

AIM Consulting has had the pleasure to work with numerous organizations to help quantify the value data management capabilities bring to an organization, as they work to improve operational metrics. We offer a well-practiced set of tools to rapidly assess and prioritize value across multiple critical dimensions.

## Knowledgeable Data & Analytics Experts to Turn Strategy in to Action

AIM has skills and capabilities to define, design and develop modern and scalable data and analytic strategies that can align your organization to a common vision while executing these strategies with a unified approach. AIM has successfully delivered solutions to partner with organizations along their digital transformation journey, playing a key role in driving more embedded and data driven cultures.

## CLIENT

## CHALLENGE

## SOLUTION

## KEY RESULTS

### Multinational Manufacturing & Engineering Conglomerate

A multinational mechanical and industrial engineering conglomerate needed to update and redefine its sales and marketing analytics vision after several previous unsuccessful attempts.

To modernize and get on the right track in analytics, the company needed a trusted advisor to deliver and help lead this vision and found this expertise in AIM Consulting's Data and Analytics practice.

AIM delivered an operational plan and assessment, organization model, comprehensive technical roadmap, and general roadmap and value proposition to build sales and marketing analytics assets across the company's divisions.

Deliverables included a comprehensive 5-year plan and more aggressive and tactically focused 1- and 3-year roadmaps.

The company has built a foundation and matured its analytics, data science and AI capabilities according to short- and long-term roadmaps. Sales and marketing across the five business lines are united with the enterprise architecture team to a single vision. Elements of the roadmap are already producing immediate value, including the production of sales and marketing reports spanning all five business lines.

### Energy Infrastructure Company

An energy infrastructure company had accumulated a substantial amount of SCADA data, but unsure the process of data usability across the teams and had seven different BI/Visualization tools that were not centralized together.

Their goal was to build a proof of concept leveraging the data collected to understand current state of data management maturity and ultimately build a self-service reporting system with limited support from the IT Team.

Despite their size, the organizations data management practices didn't meet expectations, leaving data governance, tool standardization, and enterprise platforms under-developed. Thus, a new system needed to be constructed from ground up.

To address these needs, AIM built an operation model for data governance, including data management capability assessment and a maturity model.

AIM delivered a roadmap for unstructured, semi-structured, and structured data to the company, supporting their need for load forecasting for predictive analytics (trends, forecasting, etc.).

The team also streamlined BI reporting tools, consolidating data visualization tools based on business needs and reporting usage, making utilization more efficient. All of this was on top of a rebuilt AWS enterprise data architecture concept.

### Large Pacific Northwest City

A large American city's department of transportation was collecting and storing transportation-related data in silos across its organization for more than a decade, leveraging little value from the data.

It needed a comprehensive data and analytics (D&A) platform to better leverage the data and enhance elements such as reducing emergency vehicle response time, selling the data to organizations for consumption (Uber and Lyft), enhancing communication with autonomous vehicles, and enhancing its internal data efficiency.

AIM deployed a D&A team to conduct a thorough analysis of the department's data architecture and delivered comprehensive strategic roadmaps and targeted reports to align the organization toward common goals.

A technical roadmap established a plan for a data governance program, creating a cloud-based big data lake and data warehouse, developing robust business intelligence and analytics procedures, building a downstream data access layer and predictive models, and constructing the right team to deliver on this vision.

The engagement planted the proper seeds in the organization to mature its D&A competency and attain its goals, with department leads leveraging the report as the standard that the department should follow in the future.

At the end of the engagement, AIM's Data & Analytics team began engaging on the delivery of initiatives identified as quick wins in the one-year tactical roadmap, including standing up cloud-based data and analytics services.