

TOMORROW READY CIO

**ENABLING YOUR ORGANISATION TO
TURN INFORMATION INTO A
BUSINESS ASSET**

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AGENDA

- **The Dawn of something new or a new spin on “Business Statistics”?**
- **The rise and (limited) rise of Business Analytics: What is limiting ROI and sustainable practice?**
- **The Business Analytics Value Chain and associated skill set**
- **What Deakin is doing to develop Business Analytics knowledge and skills**



DATA ANALYSIS TO BUSINESS ANALYTICS

- *Competing on Analytics: the New Science of Winning by Thomas Davenport (2007)* - The watershed moment?
- The rise and rise of Business Analytics (and the need for more skills and more investment):
 - *McKinsey Global Institute Report (2011)*
 - *Bloomberg Businessweek (2011)*
 - *IBM Tech Trends Report (2011)*
 - *Gartner Business Intelligence (BI) Summit (2011)*
 - *IBM/IBISWorld A Snapshot of Australia's Digital Future to 2050 (2012)*
 - *HBR(2012) Data Scientist: The Sexiest Job of the 21st Century*
 - *CIO (2012) CIO's overcome Shortage of Business Analytics Talent*

THE DISCIPLINE OF THE INFORMATION AGE

Technological advances combined with the mass adoption of social media and digital devices have changed the role of information in our Economy.

Organisations that have the skills and tools to capture and use information strategically are gaining a competitive advantage.



EMERGING CONCERNS

- HBR (2013) – *Why IT Fumbles Analytics*
 - Big spending on Analytics tools and Data Scientists doesn't achieve a worthwhile ROI
- BizEd (2013) – *Firms Still Baffled by Big Data*
 - Most analytics projects limited to use of internal data (IBM & Said Business School report)
- *Accenture (2013) - Analytics in Action: Breakthroughs and Barriers on the Journey to ROI*
 - **Majority of organisations are only using Analytics in specific functional areas rather than at an enterprise wide scale**
 - Need better strategy on what is being measured and the metrics used to measure the ROI on analytics investments

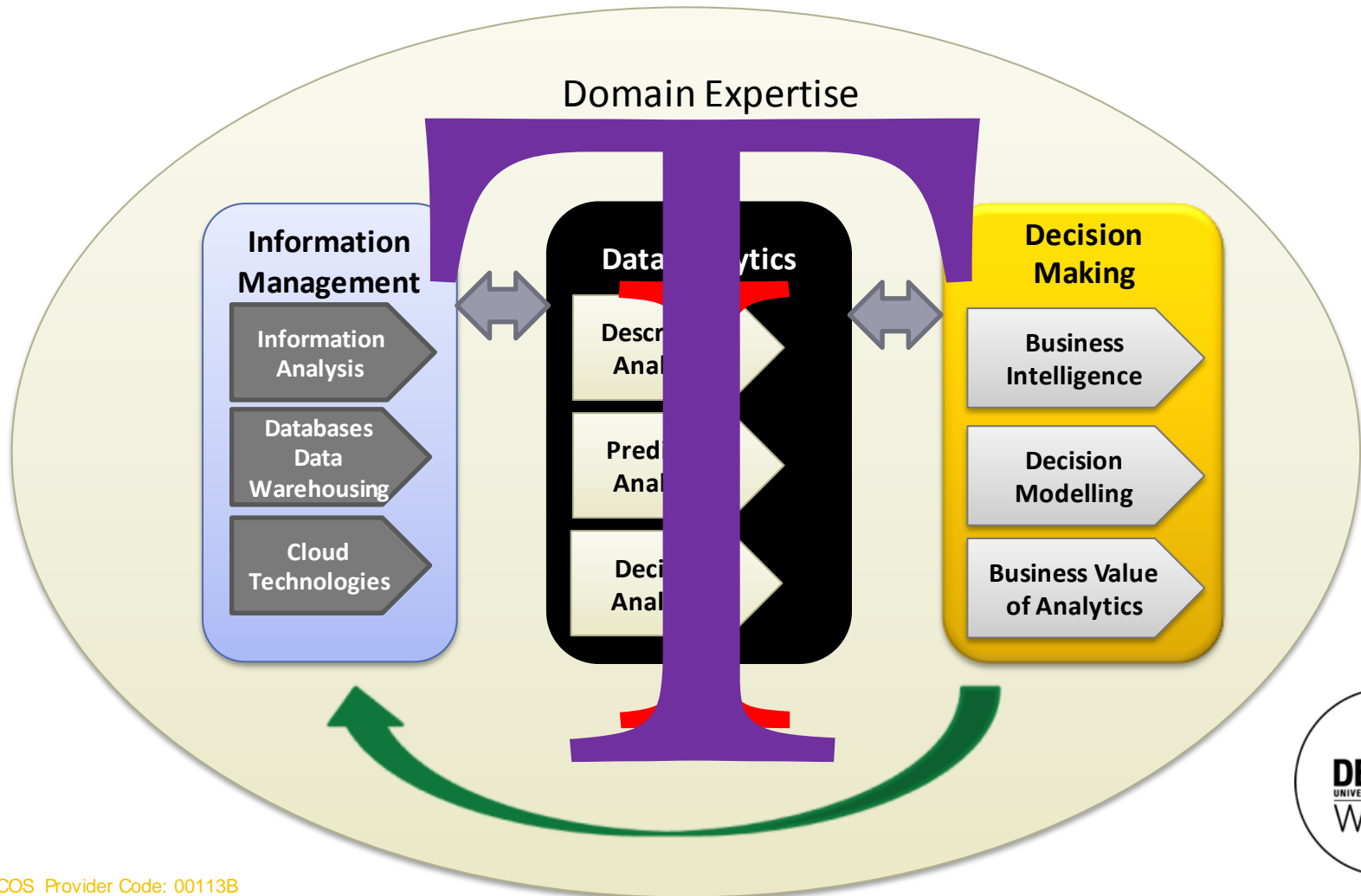


ENTERPRISE LEVEL ENABLING OF ANALYTICS

- Not about Data scientists alone
- Not about discrete “analytics projects” with an end date
- Not about tactical use in selected functional areas
- Not just internal data
- Not about implementation of IT systems
- Not about the information collected: It’s the use of information by Decision makers that makes information valuable



THE ANALYTICS SKILL SET

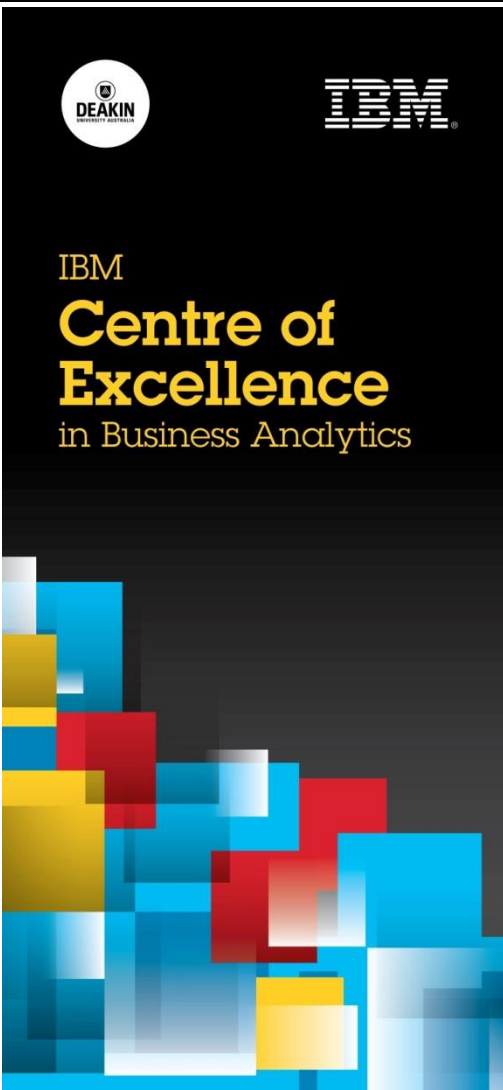


SOME KEY DIFFERENCES

- Information Analysts (*rather than Business Analysts*)
- Analytics project management (*rather than ICT project management*)
- Iterative and repeatable (*rather than done and dusted!*)
- Information driven decision makers (*rather than gut-feel decision makers*)



DEAKIN BUSINESS ANALYTICS



- New academic programs
- Research Programs
 - Text Mining and social media analysis
 - Visualisation and BI
 - Business Value of Analytics
 - Risk/decision Modelling
- Showcasing Business Analytics in Action
 - Business seminars
 - Symposia/conferences
- Analytics certification programs
(IBM, SAS, MS)



More Information:

<http://www.deakin.edu.au/buslaw/infosys/>

Deakin Business Analytics on LinkedIn

THANK YOU!