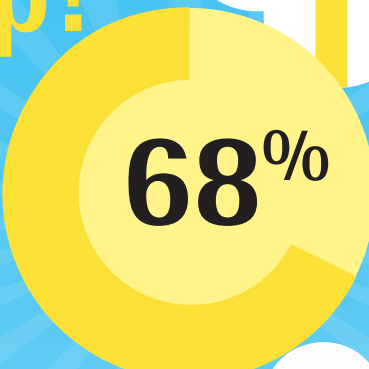


Journey Toward Analytics ROI

New study of analytics leaders finds increasing adoption across all industries, yet the path to ROI and actionable business intelligence remains elusive for many.

Analytics adoption is up!

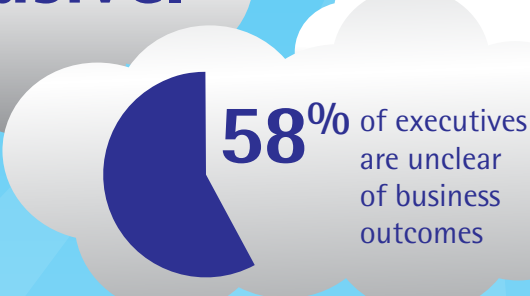
2 out of 3 companies have hired senior talent in analytics



Usage of analytics as primarily a predictive tool is up nearly **threefold** since 2009¹

However, ROI remains elusive.

Only **1 out of 5** companies are very satisfied with the business outcomes from existing analytics programs



50% say integration is a key challenge
47% struggle to find the right internal talent

Three Milestones to Analytics Success in 2013

1. Performance Processes

Organizations must move from piecemeal, tactical use of analytics to strategic, integrated adoption



29% use retrospectively



Uses vary and lack alignment to business processes: Companies are split on primary use of data

2. Technology

Harness technology to maximize business value of data



3. Skills

Partner and source for success.

Changing technology and market competition requires balancing the right internal structure and external resources for success.

6 out of 10 will partner with external resources to leverage analytics ROI



Learn more about the Journey to Analytics ROI
bit.ly/JourneyToROI

City officials in Rio de Janeiro use analytics to track municipal maintenance, cutting citizen complaints by **up to 46%**

Lawson's, a retailer, instituted a loyalty program using analytics to maximize shelf space and **generate \$12.5M in profits**