



*High performance. Delivered.*

## Achieving High Performance with Accenture Analytics

An illustrated introduction to a  
data-driven business discipline

• Consulting • Technology • Outsourcing

This is an illustrative introduction to analytics... ..a data-driven business discipline that is top of mind for industry and public service leaders and trend watchers around the globe. But what does it have to do with you, and how can Accenture Analytics help your enterprise become a high-performance business or government? Well, according to Accenture research, high-performance businesses are five times more likely to use analytics as a key element of their strategy than low performers. You want your enterprise to be a high performer, don't you?

No matter where you start your analytics journey, data will play a critical role along the way. According to a recent article in the Economist, Wal-Mart, a retail giant, handles more than 1m customer transactions every hour, feeding databases estimated at more than 2.5 petabytes. What's a petabyte you ask? It's one thousand terabytes, or 10 to the power of 15 bytes. For reference, Google processes around 1 petabyte every hour. According to IDC, digital data stored worldwide now totals 487 billion gigabytes and will double in a mere 18 months, and every 18 months thereafter. While there is a lot more data around than there used to be, data creation and collection are not new. And business and public service leaders have been using data to understand and analyze business performance for years: from simple spread sheets to complex business intelligence software suites, accessing and reporting on data is what we call "descriptive analytics."

"Descriptive analytics" is also known as business intelligence and is really all about enabling fact-based decisions in a reactive or historic way. You want to see a report every Monday on how many of your mobile customers churned? You want to see how many kilowatt hours you sold during the cold snap? You want to know how many false claims you had on your homeowner insurance policies? You want to be flagged when your spare parts inventory is low? Want to know the number of claims being filed for a specific medical procedure? Descriptive analytics can do that. But, while it will certainly help you to optimize your bottom line, it won't really help you drive top line growth.

Wait, you say. "My enterprise has made a significant investment into the IT systems and software that generate descriptive analytics. How can I get the best ROI from that investment and still jump on the analytics band wagon?" The answer is predictive analytics. Predictive analytics is business-led and technology-enabled

and is laser focused on helping leaders derive actionable insights from their data. Those insights can help you make better business decisions that can generate better business outcomes and improved business performance. Now can you begin to see that top line growth? Descriptive analytics told you what you needed to know. Predictive analytics helps you understand what the data means and what you could or should do to achieve high performance. The combination of a sophisticated set of statistical, forecasting and modeling capabilities and Accenture's industry and functional experience embeds analytics in the decision making process and offers an integral and strategic competitive advantage.

Analytics targets vary by industry and function...but there are lots of areas where analytics can help improve business outcomes. Insights from predictive analytics can help you develop and launch churn management programs before those customers churn....develop a pricing strategy

for your utility customers ...that keeps them warm and saves them money... red flag potential fraudulent claims... provide real-time supply and demand synchronization...determine the efficiency of various treatment options t drive better patient outcomes at lower costs. In short, predictive analytics offers you data-driven insights that can influence not only what business strategies you execute when but how those strategies can improve your business outcomes and ultimately your business results. So, if we want to get better business results, we need to make better informed decisions.

A recent Accenture survey found that 40% of major business decisions ultimately were not based on data and facts at all, but rather on the manager's gut. How can we be so sure, you might ask? Well, we literally co-wrote the book on analytics... two of them actually. We've also developed lots of points of view and white papers on analytics across business functions and industries.

Accenture has been in the data and technology business for decades – as far back as the 1970s with batch and static reporting. We also have proven experience in management consulting and deep industry knowledge across more than 30 industries. We have the IT and business process outsourcing leadership to deliver analytics to our clients under managed services arrangements. We have a global network of innovation centers, hundreds of patents and patents pending, and over 20,000 analytics-skilled people.

We also recently announced the Accenture SAS Analytics Group and our plan to expand our strategic relationship by jointly developing, implementing and managing next-generation predictive analytics solutions. Analytics is rapidly emerging as the next management discipline. So, rather than relying on intuition when pricing products, maintaining inventory, developing marketing campaigns or hiring talent for example, just use predictive analytics from

Accenture Analytics to deliver the improved insights and outcomes that drive high performance.

To learn more, visit [www.accenture.com/analytics](http://www.accenture.com/analytics).

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## About Accenture Analytics

Accenture Analytics delivers the insights that organizations need to make better business decisions, faster. Our extensive capabilities range from accessing and reporting on data to predictive modeling, forecasting and sophisticated statistical analysis. We have more than 20,000 analytics-skilled people with deep functional, industry, business process and technology experience. At the intersection of business and technology, Accenture Analytics enables organizations to achieve the business outcomes that drive high performance. For more information about Accenture Analytics, visit [www.accenture.com/analytics](http://www.accenture.com/analytics).

## About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with more than 181,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$21.58 billion for the fiscal year ended Aug. 31, 2009. Its home page is [www.accenture.com](http://www.accenture.com).