

Latest information regarding the  
**B2E Data Strategy and Analytics**  
Service Offering



## **DATA STRATEGY AND ANALYTICS**

Data driven wisdom to improve business  
strategy and execution

**Lead Principal: Alex McCallum**

# DATA STRATEGY AND ANALYTICS OVERVIEW

Business Intelligence (BI) and Analytics are at the heart of understanding current Business Performance, determining future Business Strategy and shaping the Transformation to arrive there on forecast.

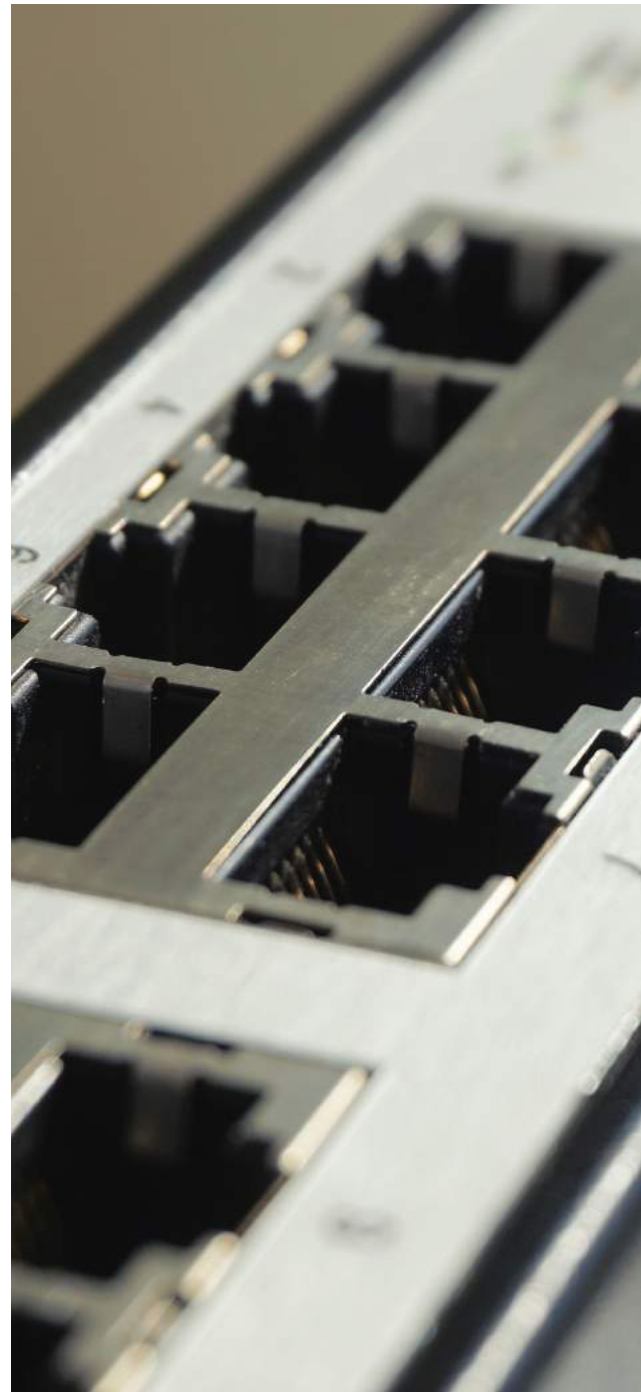
Data Science or Analytics explores trends, for instance in Customer Behaviour or Experience and Insight Exploitation ensures that Insight usage is automated across all functions.

**B2E Consulting's offering brings rich, practical experience putting insight at the heart of Business Strategy and emphasises the importance of Change Management to act on this.**

Bringing about organisational culture change through C-Level coaching in the value of Insight or finding out how to unleash the wisdom of crowds in your organisation through a distributed Analytical Centre of Excellence, rapid prototyping and cross-functional interaction. Our consultants will bring experience in small and big data architecture, analytical capabilities through Python, R or SAS and BI Story and Visualisation capabilities in the leading tools. Our passion is finding what your Executive don't know they don't know about their organisation's performance and Commercial or Marketing opportunities to create a step-change in Business Strategy.

## TYPICAL CHALLENGES

A rush to develop a Digital Strategy and support GDPR have led to significant investments in data architecture, data security and data integration. However despite these investments in joined-up secure data, are Businesses deriving valuable insight to influence their processes, product development, customer targeting or overall Business Strategy? Often not – and if not, what was the point? The result is an underutilised asset.



# UNIQUE SOLUTIONS

Without the analytics and visualisation skills, without the involvement of the wider Business, without real action on insight, the benefit of these data warehousing investments will not be realised. Cue coaching in analytical approaches, coaching senior leadership in asking the right type of questions and allowing statisticians time to spot the significant patterns. Cue planning operational systems to make use of derived insight and automation of processes using data pulled directly from the data warehouse. Insight requires more than just joined data. Insight demands the shaping of requirements, processes, an inquisitive culture, specialist pattern finding and commercial story telling skills - an enlightened Executive - in short - change management around insight and insight around transformation.

Whilst recruiters will hire developers, B2E will audit the current insight creation capability and readiness of the wider organisation to derive optimum value from the data asset. Once determined, we can provide a vision for insight creation and insight usage at your organisation, and develop a tailored strategy of how to get there fastest, at minimal cost. This will include advice on governance, roles, skills, tools, data architecture, insight exploitation as well as coaching for your senior executive on how the organisation should take advantage of it.

We usually expect to work together with our client to develop a truly tailored vision and strategy and assist with niche skills to bolster the client's team in the short-term. This unique business model ensures quality and value for money.



Alex McCallum is the B2E Consulting Principal leading the Business Intelligence (BI), Data Strategy and Analytics service offering. Alex has 15 years experience in

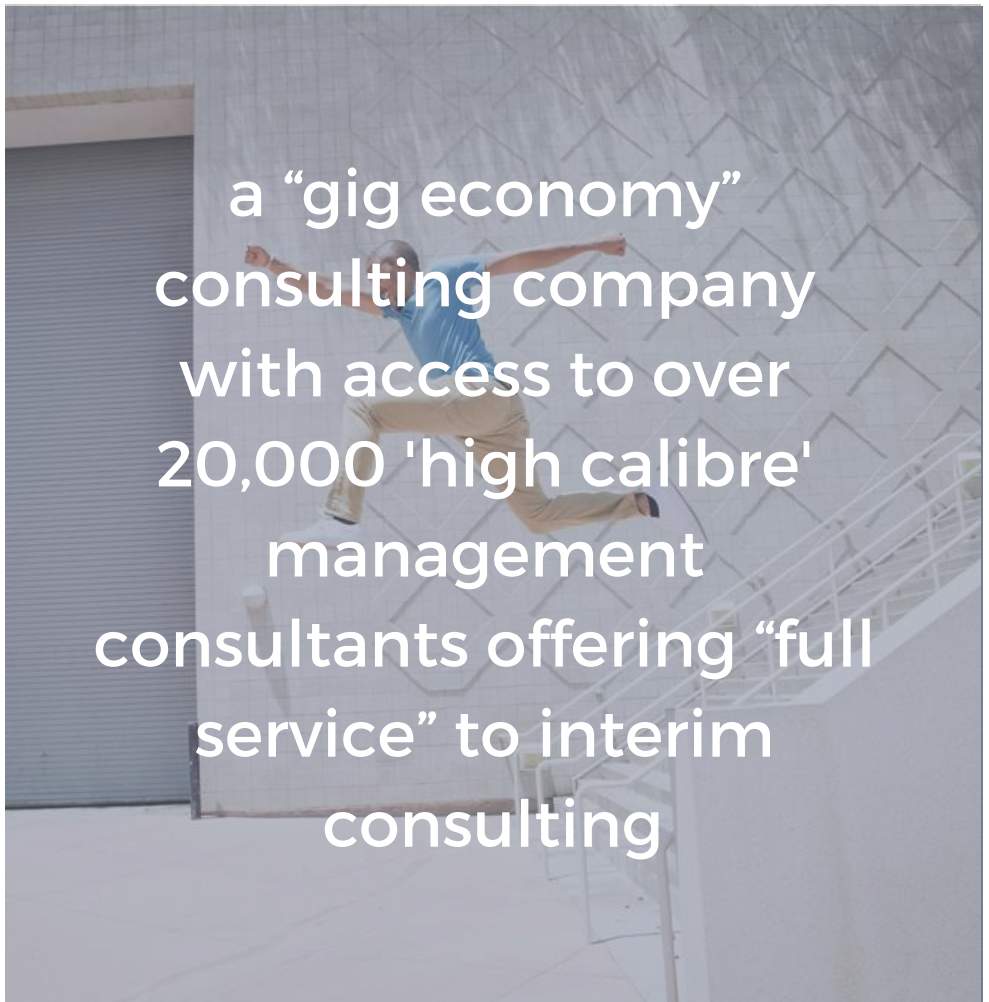
Omnichannel, Cross-Functional Business Intelligence, Data Strategy and Analytics transforming existing capabilities into Centres of Excellence as well as building new capabilities from scratch. Trained in Change Management at Andersen Consulting, Alex can not only produce your strategy, roadmap and deliver, he can also ensure an organisation reaps the benefit by instilling an insight driven culture and informing its business strategy. Experienced coach of CEOs and cross-functional leaders, he can quickly explain how an improve insight capability can shape your transformation or corporate vision for the future.

**Service Offerings at B2E Consulting are supported by our community of over 20,000 high calibre, expert consultants, many with transformational Data Strategy and Analytics experience.**

Our scale means that, despite the uniqueness of the transformational BI & Analytics consultant, one who has sufficient maturity to deliver insight and consequential action, we have identified true leaders in this field who can slot into you existing capabilities, coach your Executive and parachute in the necessary skills to develop prototypes to convince of the value of insight.



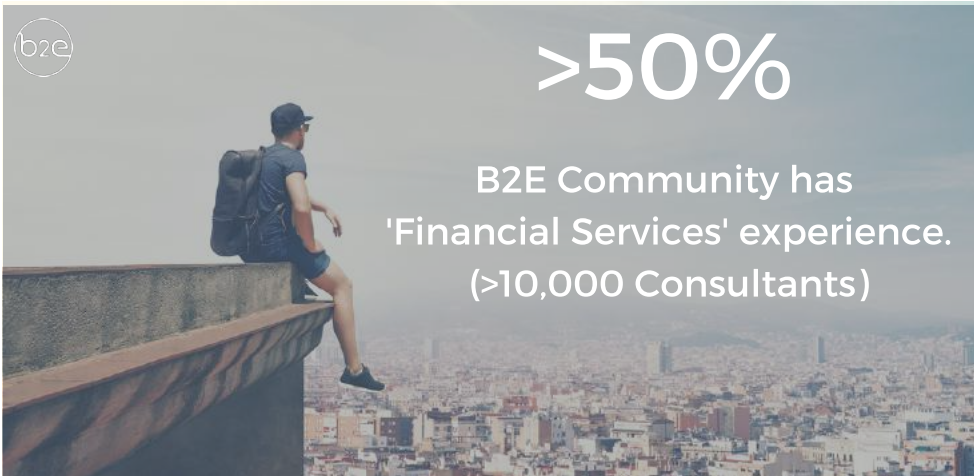
**CONSULTING**  
FUELLING TRANSFORMATION. POWERED BY EXPERTS



## Why B2E?

1. Immediate access to quality consultants at significantly lower cost
2. Specialist delivery through a consulting community of >20,000 experts
3. We understand transformation - our B2E team share >200 years top tier consultancy experience

The majority of our B2E Community have come from the top 10 global consultancy firms



Since 2002, our Consultants have worked on ~700 business transformation assignments across a range of areas, technologies and business challenges