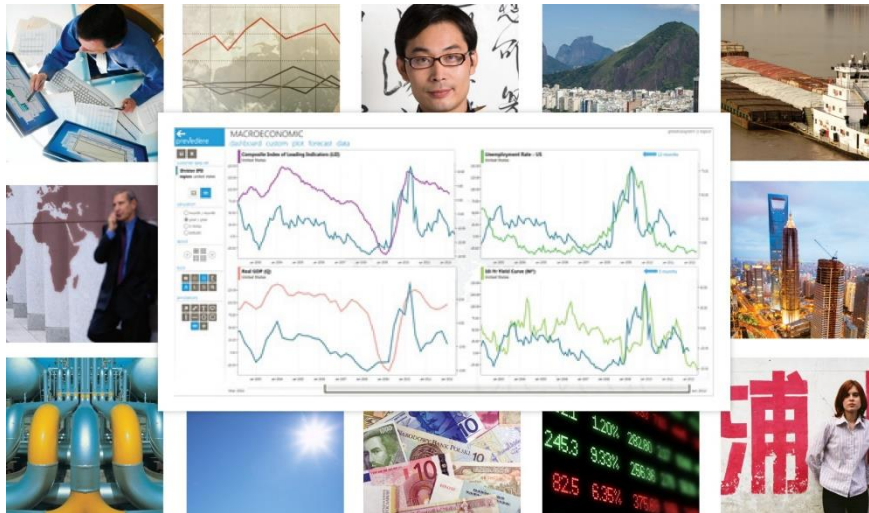


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Software that makes **sense** 



## Big Data is No Small Decision

*How to ensure success in adding  
Big Data Analytics to your organization*



## The most important data for your company

When it comes to Big Data, it is easy to get overwhelmed and hard to identify where to start. To gain support of key leaders and ensure a successful Big Data project you need to identify the most important information decision makers will want to analyze.

So where to begin? To answer this question we refer to Joseph Ellis, author of “Ahead of the Curve” and 18 year Managing Partner and Leading Retail Analyst from Goldman Sachs. Mr. Ellis developed a technique that ensured he knew what was coming next in the global economy and leveraged the information to successfully predict retail sales for 25 years. His methods go back to the basics of economic trending and simplify the cause and effect relationship of the macro-economy to demonstrate the value every company can gain from analyzing external data correctly.

In addition, according to studies by the Harvard Business Review, 85% of a company’s performance is the result of external factors and according to Wharton Research, companies that truly identify and verify leading external drivers earn greater than 5% higher return on equity over competitors.

These experts agree that:

**Leading External Drivers are the most important predictor of a company’s financial results.**

## External Leading Drivers – Easy to demonstrate ROI

To demonstrate the value of Big Data Analytics on External Leading Drivers calculate what a 5.14% higher return on equity means to your company's bottom line results:

Return on Equity = Net Income/New shareholder equity for the year

### Example Global Manufacturing Organization

Current Situation	After Identifying and Verifying Leading Indicators
Net Income = \$22.61 million/\$212.70 Shareholder's Equity	Net Income = \$33.54 million/\$212.70 Shareholder's Equity
10.63% Return on Equity	15.77% Return on Equity

Adding 5.14% Return on Equity =  
**INCREASE of \$10.93 million in annual Net Income**

## How to ensure Big Data project success

Once you have communicated the tangible benefits to the bottom line that companies are achieving by leveraging External Leading Drivers it is now your job to ensure the project succeeds as planned. The next decision is whether to buy or build the expertise and system(s). As most companies are still trying to maximize the benefits from past systems and BI projects, this could be a timely additional internal project to the organization and may not be supported if it requires an increase in head count.

Another important point to remember is, as systems are maturing they are getting more complex and the underlying data in Big Data applications require the ability to convert the data into actionable information, which is not an inherent skill in most technical people.

Partnering with a company that can quickly get you up and running and that has true expertise in the information provided will ensure success and the information will be presented in a manner decision makers can easily understand.



## Key Steps for Success in Big Data Analysis of External Leading Drivers

Additional key steps for project success are summarized below:

1. Assign a key champion in the organization that can work with IT and Finance as needed
2. As stated above, partner with a company that provides a solution not just a system, don't count on a "boil the ocean" software provider for your first attempt at Big Data.
  - If you are analyzing economic drivers, the solution provider must have a background in economics
3. Select an application that quickly adds value without disrupting your current BI foundation
  - SaaS offering, or someone who can interface with a variety of internal systems not a rip and replace
4. Provide data on the most valuable information to your organization- your external drivers and market opportunity
5. Provide timely data that doesn't just report on historical results that can't be changed, but actually shows executives what is going to happen next
6. Ensure the solution has easy to use reports so users do not have to learn a difficult new system or spend time collecting their own data and creating their own charts

## About Prevedére

Our software makes external driver identification and analysis an automated and repeatable process.

Prevedére combines external economic data expertise with years of software development experience to create a true breakthrough in analytics and reporting. At Prevedére we have learned what kind of information decision makers expect and need to make the right fact-based decisions to maximize their shareholder's value. Our software application is designed to quickly provide answers in a clear and easy manner for all your C-Level Executives and Board Members.

Prevedére's external data expertise ensures your company has the right information and our software is designed to automatically collect, identify and report on your external drivers. The key to our software is our ability to identify what impacts your bottom line then leverage it to forecast your upcoming results and long term growth opportunities.

Just assuming external drivers are affecting your results and simply copying and pasting them into presentations for executives is not enough in today's fast changing global economy. Prevedére partners with you to provide the upfront services and software to get your company up and running with Big Data Analysis on the most important external drivers affecting company results.



Prevedére, helping ensure your Big Data success

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