



**ORIENT**  
TECHNOLOGIES

- Analytics & Insights Practice

# Analytics COE Advisory

30+ Years of Service Excellence



## The Need:

Put in place a 3-year roadmap for analytics and decision sciences adoption for a large conglomerate

## The Solution:

Current State and Readiness | COE setup plan | 3 year roadmap

### Current State and Readiness

Brands within the conglomerate evaluated on current evolution and readiness



### COE structure & ecosystem

Team, tools, governance, milestones and targets recommended

TEAM	ROLE
Data Stewardship	ETL, Dedupe & Cleanup, Integration across sources, Feeds to campaign & production systems, Backup & archiving
Analytics & Campaign Ops	Business analytics, Queries and Reports, Campaign Management, Response tracking, Automation, Reporting
Modelers	Customer, Channel, Operations. Test & exploratory analysis, development of scorecards
Big Data	Unstructured data, Big Data tech, Semantics & Graph databases, Machine learning
Culture & Eminence	Writing & publishing, Internal communication, industry connect
Governance & Mgmt.	Goal setting & process control, stakeholder and expectation management, sponsorship and resourcing

### 3 year plan

3 year evolution recommended with budgets



## The Impact:

Establishment of the 3 year roadmap, buy-in of all businesses + senior leadership

# Objective

30<sup>+</sup> Years of  
Service  
Excellence



- ✓ Set appropriate Quality Process & Guidelines for Enterprise Data warehouse development
- ✓ Provide Tool specific best practices
- ✓ Proper handshake between Development team and Support team
- ✓ Focus on details of documentation so that there is no gap
- ✓ Set various templates & review processes that ideally should improve quality of deliverables
- ✓ Set UI standards and improve dashboard designing and various navigations
- ✓ Facilitate quick turn around of business requirement and remove personal dependence
- ✓ Make the provision so that knowledge base is archived in central repository for future usage

# Process Adopted

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- ✓ Understand Organization Quality Process & Guidelines
- ✓ Understand current Development Process
- ✓ Understand current Support Process & handover process from Development to Support Team
- ✓ Provide a Holistic Approach for the overall Initiative around Data warehouse applications
- ✓ Fine tune Quality process to inculcate SDLC culture with necessary check points
- ✓ Implement best practices around BI, ETL & Database tools
- ✓ Implement proper naming standards, role-based access etc.
- ✓ Make the provision so that knowledge base is archived in central repository for future usage

# Benefits



- ✓ Appropriate governance structure for Enterprise Data Warehouse application
  - Business Process Overview
  - Reporting Requirements, Analytical Needs & related Challenges
  - Functional Requirement for BI Tool Selection
  - SWOT Analysis of Operational Systems and related Data Adequacy Challenges
  
- ✓ Bringing BI, ETL & Database teams on the same page
  
- ✓ Leverage best practices and knowledge base with other team members

# Our Quality Expertise

30<sup>+</sup> Years of  
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- ✓ Incremental & Iterative Development Methodology (IIDM)
- ✓ ITIL Framework
- ✓ Agile Methodology
- ✓ Six Sigma
- ✓ Rational Unified Process

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**Intelligence – Truly Delivered**

**THANK YOU**

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