



An Introduction to RevGen Partners

Data and Analytics Strategy Assessment



Empowering People with Data and Technology

More than 130 experienced consultants

Expertise spanning technology, data, people and process

Serving Fortune 1000 and midmarket alike

Over 90% of clients re-engage us

Our Commitment

We promise to empower our clients and our team so that they may reach beyond their goals. We do this by living our values every day.

Our Values



RESPECT

We nurture relationships by balancing mutual respect and a willingness to thoughtfully challenge each other.



INTEGRITY

We operate honestly and ethically. We are committed to doing what's right.



STEWARDSHIP

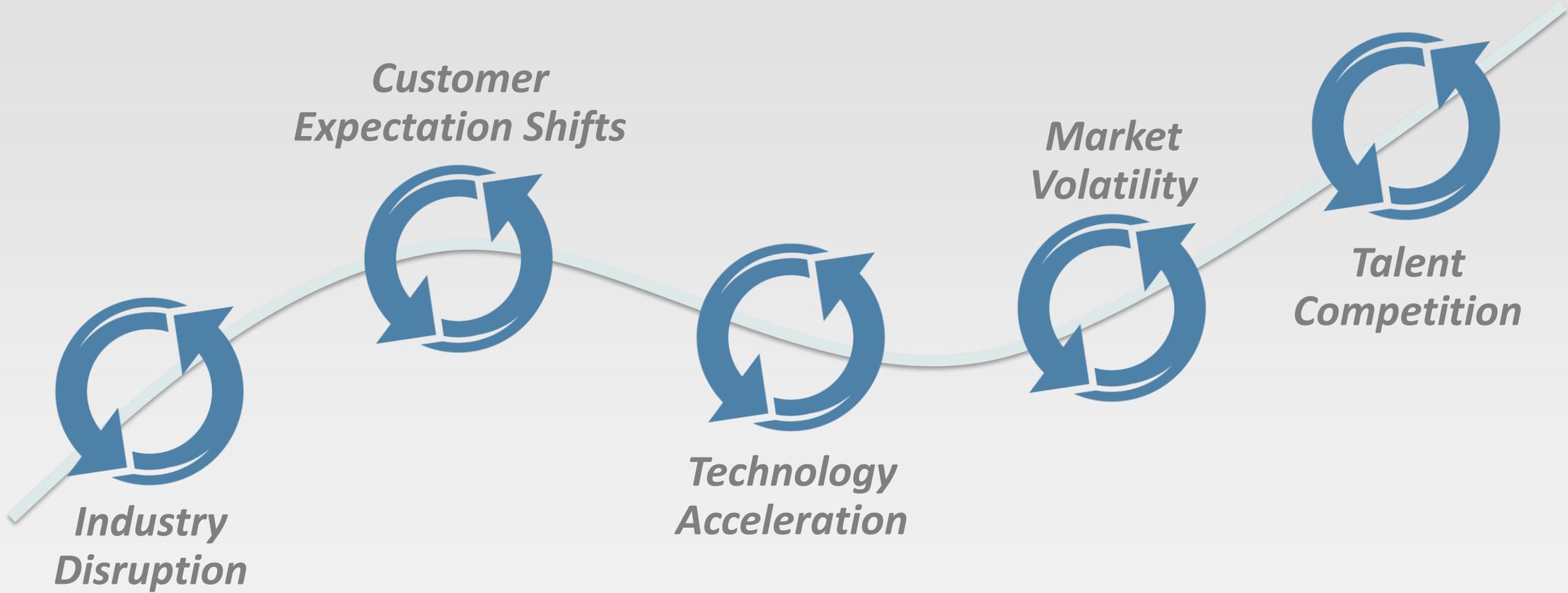
We think beyond ourselves so that the actions we take will have a lasting positive impact on our clients, our community, our business and one another.



ENJOYMENT

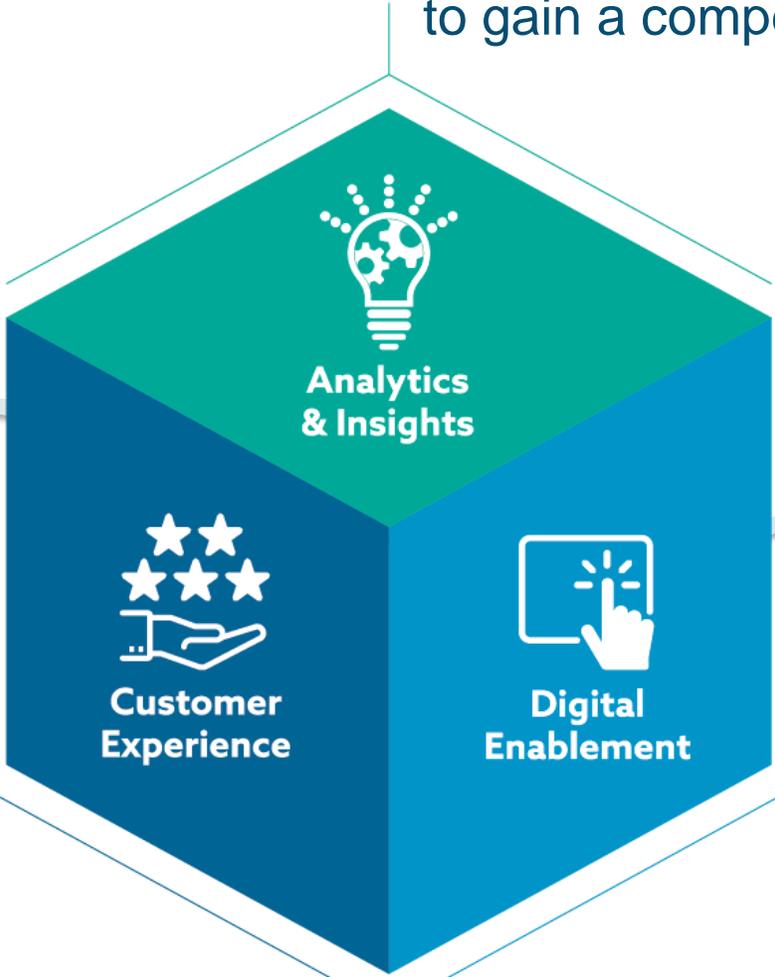
Our passion and optimism show in everything we do. We embrace the opportunity to be a part of a positive, supportive culture.

Digital Disruption is Both an Opportunity and a Threat



Helping You Navigate Your Digital Disruption to Thrive

Maximize the value of data assets to gain a competitive advantage



Make it easy for your customers to do business with you

Leverage the power of technology to create unforgettable experiences for your customers and employees

RevGen's Service Offerings



Analytics & Insights

Maximize the value of data assets to gain a competitive advantage

- **Data & Analytics Strategy**
- Accelerated Insights
- BI as a Service
- Big Data Engineering Services
- Data Governance



Customer Experience

Make it easy for your customers to do business with you

- Customer Understanding
- Design for Customer Experience
- CX Maturity Management



Digital Enablement

Leverage the power of technology to create unforgettable experiences for your customers and employees

- Technical Strategy
- Digital Solutions
- Organization Enablement

Business Opportunity



Data proliferation



Privacy concerns



Customer expectations



Digital disruption



New revenue streams



Speed of competition



Skill gaps & war for talent



Data security



In order to stay competitive in today's business environment, data needs to be leveraged as an asset.

Analytics & Insights: RevGen's Approach to Sustainable Success



RevGen's holistic framework and approach to Analytics & Insights addresses the most common pitfalls to achieving true business value from data and analytics efforts. Our approach is focused on achieving sustainable success for our clients.



Data & Analytics Strategic Assessment Approach

Gather & Assess

- ❖ Interview key stakeholders to understand strategy, services portfolio, key initiatives, data needs, and current challenges
- ❖ Review and evaluate documentation, processes and tools
- ❖ Gather technical, budget, and other considerations / constraints
- ❖ Rationalize current state architecture diagram and generic tool inventory
- ❖ Create current state assessment across people, process, data and technology

Current State Summary and Socialization

- ❖ Socialize findings with key stakeholders, refine as needed

Strategy Development

- ❖ Collaborate with client team to identify key strategic objectives and long-term vision
- ❖ Draft high-level strategy statement for data and analytics, and tool portfolio

Gap Analysis, Roadmap, and Architecture

- ❖ Complete gap analysis to identify critical voids and dependencies for implementing desired future state
- ❖ Develop roadmap for establishing future state architecture and tools portfolio
- ❖ Develop recommendations to support long-term success
- ❖ Understand Azure consumption capabilities
- ❖ Create future state architecture diagram

Future State Summary and Socialization

- ❖ Socialize findings with key stakeholders, refine as needed

Assessment Deliverables

- ➔ Process Inventory & Documentation
- ➔ Current State Findings for People, Process, and Technology
- ➔ Future State Recommendations
- ➔ Future State Roadmap
- ➔ Microsoft Azure Cloud Data Strategy
- ➔ Data and Analytics Strategy Articulation

Value of a Data & Analytics Strategic Assessment

An unbiased evaluation of the current environment focusing on people, process, data and technology and creating a strategy for the future.

Benefits

- **Diversity of opinion and needs** by interviewing stakeholders from **across the organization**
- **Tangible vision and plan** for the future that **stakeholders can rally around**
- **Stakeholders** feel more **engaged and connected** to plan for the future
- **Heightened awareness** of strengths and areas of opportunities
- Provides a **lens to rationalize investment** and development requests from business stakeholders
- Improved **efficiency and alignment of investment** for technology and data initiatives

Risks: deterioration of investment, inability of being able to service business requests in a sustainable manner, lack of quality data, misaligned tools and cloud architecture to deliver business results.

“Insight-driven organizations are growing 8X faster than the global GDP.”

Insights-Driven Businesses Set The Pace For Global Growth, Forrester 2017

International Road Construction Company Data & Analytics Strategy Workshop



Gaining alignment across business siloes to drive successful data architectures: A large construction company needed to integrate its departments and affiliates with a better way to understand its projects and bidding outcomes, profitability and product inventories.

BUSINESS CHALLENGE

Breaking Out of Siloed Visions

Organization change brings groups closer, sometimes unwillingly. Changing the status-quo and thinking across silos for the overall betterment was not originally valued.

Agreement on Scope & Timeliness

Unmanaged stakeholder expectations led to disjointed solutions and poor delivery, resulting in less IT involvement and a “go it alone” mentality.

Fragmented Enterprise Solution Architecture

Usage of data varied greatly by each group and was inconsistently leveraged across the enterprise. Manual work-arounds and spreadsheets were developed to cover gaps in functionality and data, and analytics needs were an afterthought.

SOLUTION OVERVIEW

Focus on the Business Value Use Cases

Started with educating each stakeholder on the importance of defining business use-cases including aspects of people, process, data, and technology. Combining use-cases across stakeholders led to uniform vision and agreement on scope.

Develop Plan to Mature

Matching expectations with priorities led to multi-phased approach, aligned to an organizational maturity path for BI and Analytics.

Unified Data Architecture

Designed Azure architecture to combine data from all stakeholders created a shared responsibility to maintain its integrity and evolved into a robust process that could be fully utilized.

BUSINESS BENEFITS

Informed and Aligned Stakeholders

Executives, Sales, IT and Operations aligned on vision, priorities and next steps, which was paramount to success.

Making Quick Wins Work For You

Prioritized top actions to improve the data’s quality, trust and timeliness. Continued focus on improvements gained which ultimately led to a higher-valued solution with a shared enterprise vision.

Confident Business Decisions

Demonstrated how data-driven decision making within an organization can improve business outcomes for continued success and efficiency gains.

RESULTS

- ✓ Stakeholder Alignment & Buy In
- ✓ Defined Success

- ✓ Quick Wins to Get to Value Faster
- ✓ Strategic Roadmap