



# Cloud Data & Analytics Services

June 2020



# Summary

- 1. Cloud, the next step for Data & Analytics**
- 2. Enimbos as Cloud D&A Services Provider**
- 3. Value Proposition**



# Cloud, the next step for D&A

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# Data driven decision making is key for business success

*By 2022, 90% of corporate strategies will explicitly mention information as a critical enterprise asset and analytics as an essential competency.*

Gartner, 2020

## Data driven decision making

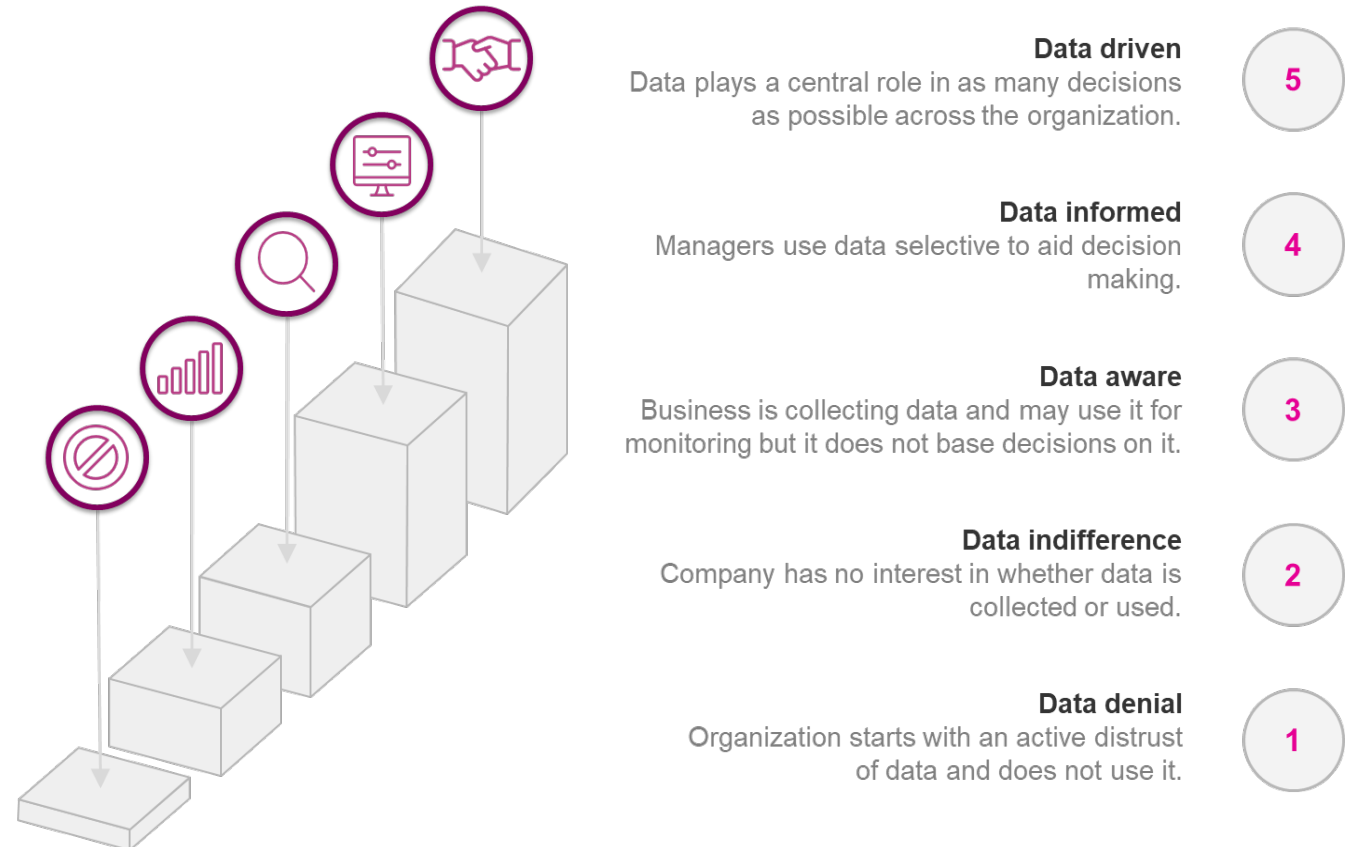
The practice of collecting data to make decisions based on **insights** derived from the informational assets.

Enabler to:

- ✓ Create new business opportunities
- ✓ Increase revenue
- ✓ Predict future trends
- ✓ Optimize current operational efforts
- ✓ Produce actionable insights

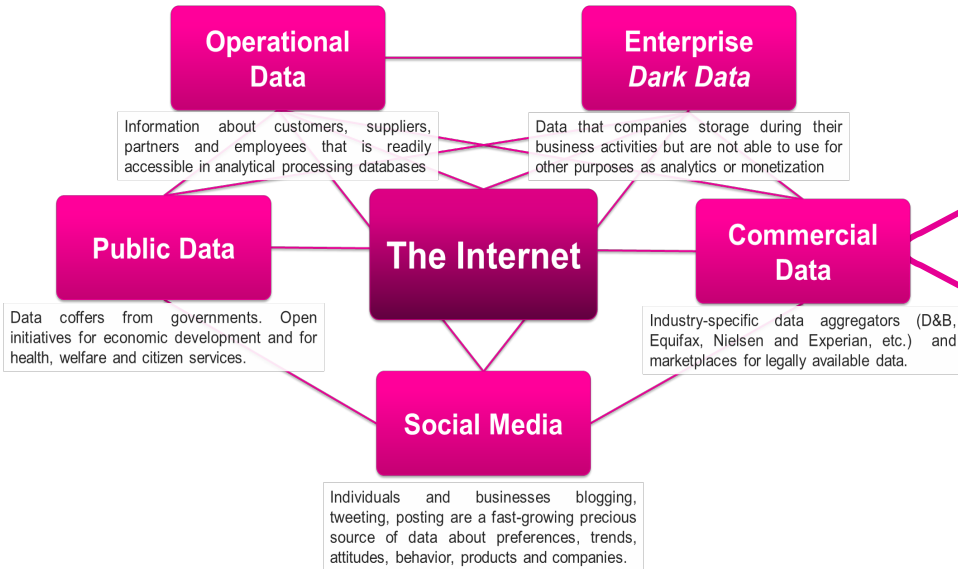
The success of data-driven decision making depends on the **quality of data collected** and the **methods** used to **sift** through it.

## Five stages toward data driven culture



# D&A adds business value by monetizing information assets

## Available Information Assets



## Data Analytics

### Operational Excellence



Cost Optimization



Business Continuity

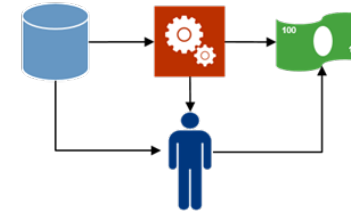


Business Process Automation



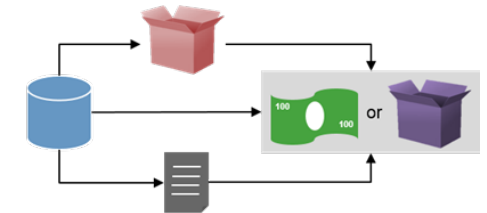
Workforce Management

### Data Monetization



#### Indirect Data Monetization:

- Improve efficiencies
- Measurably reduce risks
- Develop new products and markets
- Build and solidify partner relationships



#### Direct Data Monetization

- Bartering or trading with information
- Information-enhanced products or services
- Selling raw data through established data brokers or other third parties
- Developing and offering data/report subscriptions
- Selling analytics solutions using data as a component of the overall solution



**Data is growing rapidly, organizations are managing almost 40% more data than they were a year ago.**

*On average 52% of all data stored by organizations worldwide is 'dark' as those responsible for managing it do not have any idea about its content or value.*

Intelligent CIO, 2020

# Augmented analytics: the next wave of analytics disruption

Augmented analytics leverages machine learning and AI techniques to transform how analytics content is developed, consumed and shared.

By 2021, augmented analytics will be a dominant driver of new purchases of analytics and business intelligence, *as well as data science and machine learning platforms, and of embedded analytics.*

Gartner, 2020

## Data Analytics is “augmented and powered” by Artificial Intelligence techniques

### Data Preparation:

- Uses ML/AI automation to augment and accelerate data profiling and data quality, harmonization, modeling, manipulation, enrichment/inference, metadata development, and data cataloging.

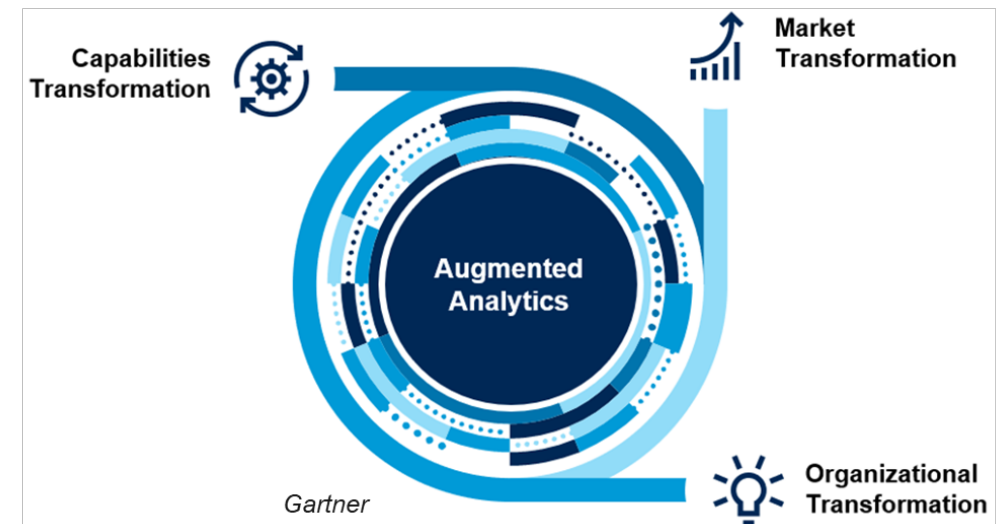
### BI Platforms:

- Uses ML to automatically find, visualize and narrate relevant findings (such as correlations, exceptions, clusters, links and predictions), without having to build models or write algorithms.

### Data Science:

- Uses ML/AI to automate key aspects of data science and ML/AI modeling, such as feature engineering and model selection (autoML), as well as model operationalization, model explanation and, ultimately, model tuning and management.

### The three dimensions of augmented analytics transformation



Augmented Analytics is transforming the way companies do business, by adapting three core dimensions: **capabilities**, **market** and **organization**.

# Cloud Analytics, the new Data & Analytics facilitator

Cloud service providers are becoming the new default platform for D&A...

*By 2023, 25% of organizations will embrace a data and analytics platform from a single cloud provider for reduced overall costs.*

”

Gartner, 2020

... to get additional benefits

## **Breaks down silos**

Achieve cross-organizational integration of data. Leveraging data from different parts of your organization through a cloud analytics solution can deliver daily insights.

## **Find answers and draw insights quicker**

A cloud analytics platform allows businesses to better integrate data and quickly identify intelligent insights for actionable decisions at the moment of relevance.

## **Unified approach to data**

Provide a unified approach to data, allowing fast access to necessary business data by your organization's decision-makers.

## **Scalability & agility**

Cloud computing can enable the abilities to add data storage and data analysis capacity as needed.

## **Increase data security**

A single and secure access point to data. Also, improves data management by giving you more granular access controls for who has access to the data.

## **Encourage more collaboration**

Gain a central place to access data and connect to shared information whenever necessary or proactively delivered. This enhance collaboration throughout the enterprise.



# Managed services for D&A, a simple but strategic choice

*Engaging with the right external service provider can help to accelerate initiatives to realize the business value of data and analytics assets.*

Gartner, 2020

## High data volume

Data is **growing faster** what leads to **large infrastructure costs** and organizations could need help and innovation to breach the gap between data generated and data analyzed.

## Data value

There is **value in data that companies may not aware it is useful for them**. A transition into a data-driven business may required additional support.

## Shortage of skilled IT professionals

Augmented analytics are complex technologies, having the proper technical knowledge to get their full potential is a challenge faced by various companies due the **lack of internal capabilities**.

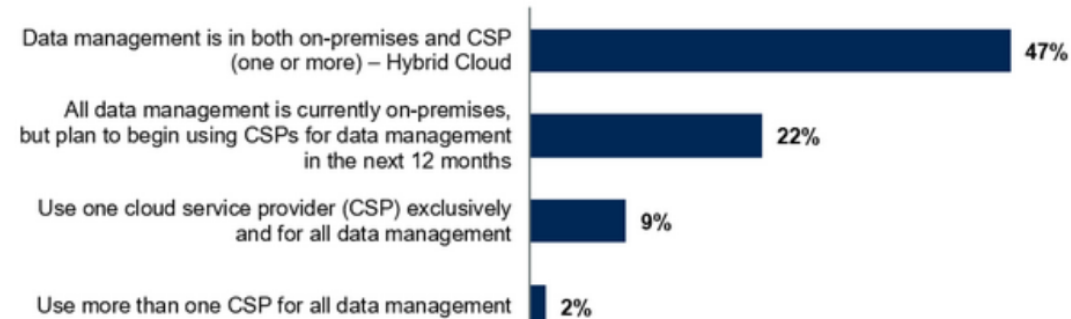
## Data security and compliance

Data coming from different sources will require an understanding and application of the most up to date data security measures and a strong alignment **to data regulations (GDPR)**.

## Benefits of leverage D&A with services providers

- Access to a large pool of IT talents when the requirements are beyond the internal capabilities.
- Leverage the value of data for profitable business decision making
- Enhanced industry knowledge for domain-specific solutions
- Scalability and a fast-track when a rapid response is required
- Compliance of regulations on data security and protection

### Cloud Services and Data Management Percentage of Respondents





# Enimbos as D&A Managed Services Provider

# Enimbos brings proven experience in Cloud D&A solutions

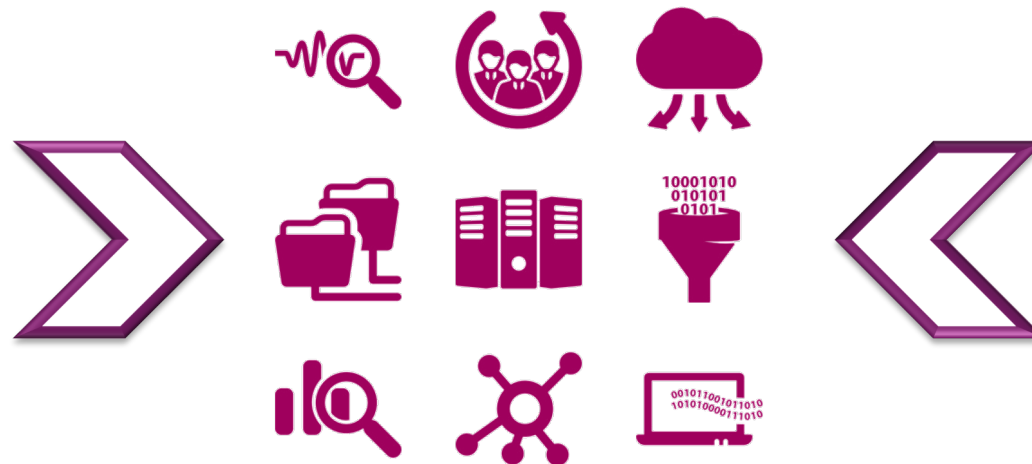
Due to our Azure environment approach, we provide our customers with a tailormade and agnostic cloud-based solution for their data driven transformation projects.





## Industry Knowledge



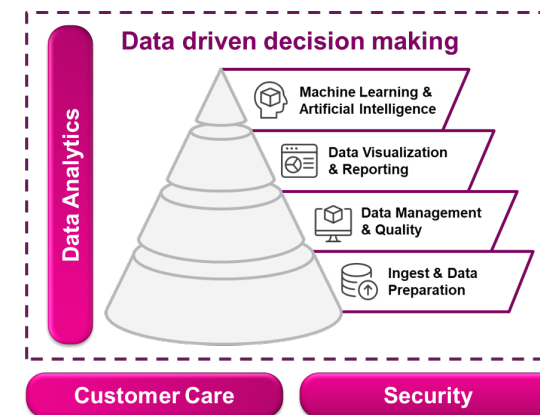
Cloud, On-Prem and Hybrid environments  
Business requirements  
Data Analytics solutions

## Enimbos Proven Experience



-  High skilled and certified teams
-  Strong partnership with cloud providers
-  Continuous improvement methodologies
-  Customer references and feedback

## Owned Proprietary Service model



Transform data into high value business insights  
Operational Optimisation  
Additional Focus on:  
**Data Security & Customer Experience**

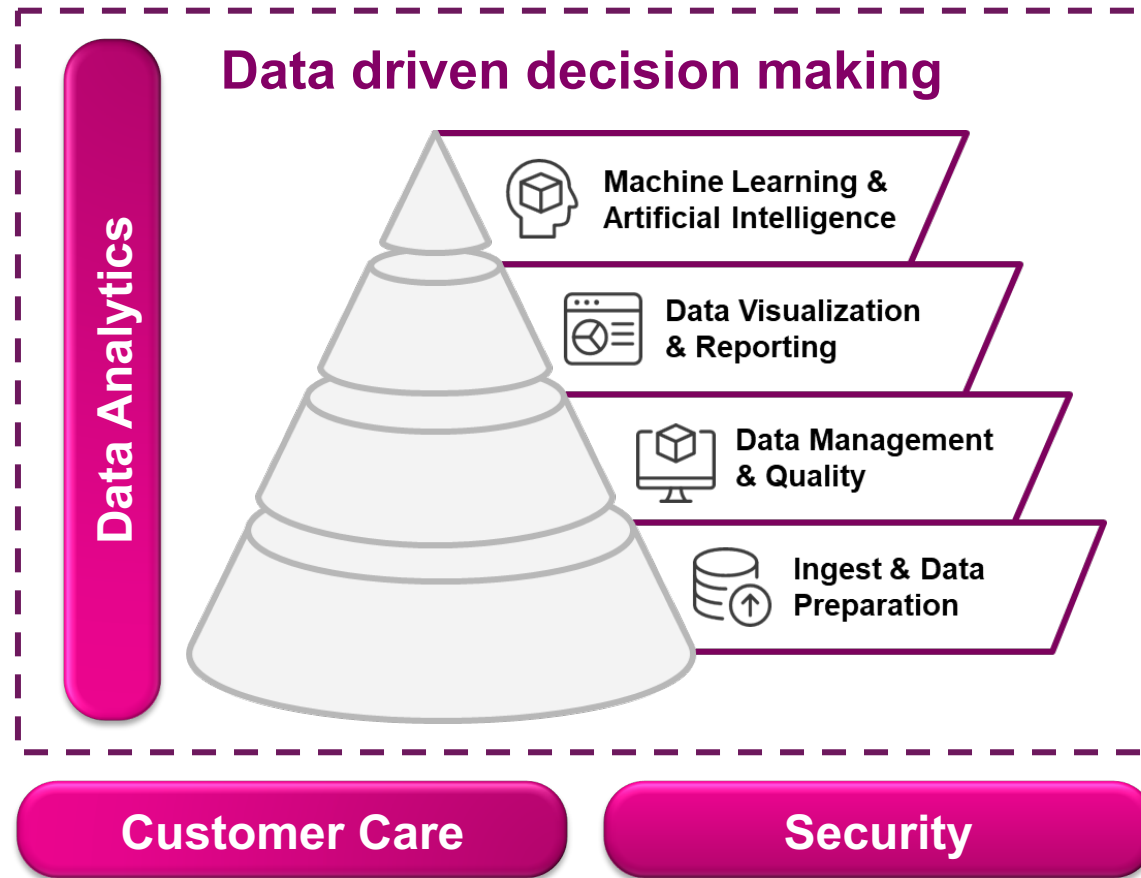


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# Value Proposition

# A service model to transform data into high-value insight

Enimbos D&A Service Model covers the entire data flow, offering three services to get maximum benefits from the optimization of your data assets management



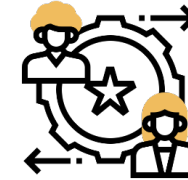
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## Data Analytics

Manage and control of your data assets, covering any required task at any layer

2



## Customer Care

24x7 technical support to give response to any data problem

3



## Security

Assure protection, integrity and privacy of your data assets

# Managed Services D&A cloud partner to maximize benefits

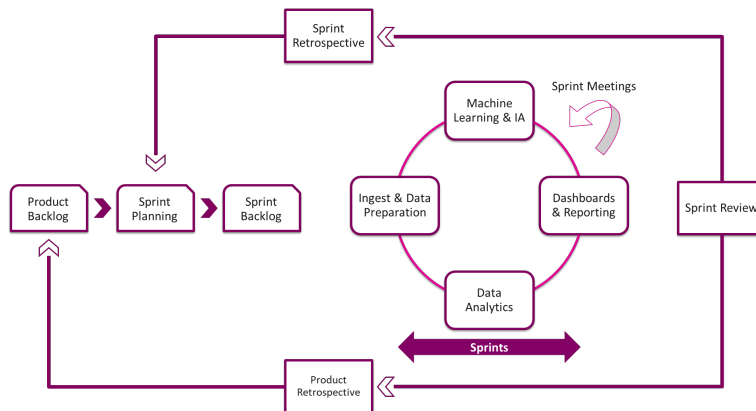
Enimbos provides D&A cloud based solutions, thriving expertise and agile methodology in order to help you achieving data full potential and benefits



**Enabling benefits from  
cloud D&A services  
adoption**

## Certified expertise and knowledge

Not only D&A professionals, but also a mature and experienced team in the Azure cloud services management and deployment



## Agile methodology

To accelerate solution delivery, better align IT and the business, deliver better business value and enhance ability to manage changing priorities.

- Cost savings, and increased efficiency
- Higher scalability and flexibility
- Improved security and business continuity



# Ensuring a tailormade value proposition for our clients

After only four preparatory steps Enimbos will be in a position to start assisting your company towards its cloud D&A enhancement journey

1

## **Preliminary meeting**

At the beginning we are presenting our value D&A value proposition and references, and proposing the key stakeholders to be involved.

2

## **High level D&A workshop**

Enimbos team will meet with the client stakeholders to analyze:

- Business context, client expectations and potential initiatives of interest
- Business needs to be solved using D&A platforms and services
- Data assets and information sources

3

## **Presentation of workshop results**

Potential solutions to D&A business needs are presented, as well as an economic appraisal for the services to be provided, based in sprints with a flexible cost model.

4

## **Agreement and kick-off of D&A transformation services**

Once accepted, we will start developing and deploying the solution agreed, prioritizing key business requirements and keeping budget and deadlines



