

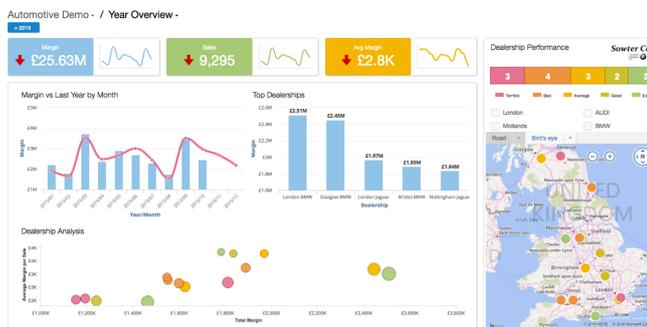
Value Based Design

A framework for Analytics to deliver value by enabling better decisions.

Why embark on an Analytics journey?

There is no point simply collating information and providing access to it. Analytics must drive action. A value based design approach focuses on helping business users make better, more valuable decisions.

By adopting this framework we have proven that you can systematically increase analytics success.



Why is it different?

Traditional management information is the equivalent of looking over your shoulder. Often presented to the user in a huge spreadsheet and expecting them to filter out correct information to make the decision. It takes many months to produce the information – at which point the decision has already been made.

Analytics is all about looking ahead. A value based design approach is the repeatable and fast process that lets you look forward.

By concentrating on the most important indicators and the drivers behind them we can drive the actions that can improve what is most important.

There are 2 significant benefits. By focusing on the decisions that drive business value we also reduce scope, a smaller scope reduces delivery and adoption risk. A virtuous circle of quicker and far better decisions based on data not gut feel.

Established in 2008, Peak Indicators has grown to be one of the UK's leading professional services firms dedicated to helping organisations improve business performance through the application of business analytics. We are recognized experts in several Analytics technologies including Oracle Business Analytics suite and the Birst Analytics platform (Champion Partner)

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How is this done?

This is a business driven approach it is critical that we work very closely with the business users. A quick, structured, face-to-face workshop will focus on the key outcomes. We then use a sprint-based delivery to rapidly produce working dashboards that we can continue to enhance with the assistance of the users.

Keys to success?

We believe that there are 6 Keys to success:

- 1. Clear use case**
what key indicators really matter to each role
- 2. Outcome focuses**
we focus on the positive outcomes
- 3. Agile Approach**
this is fast, repeatable, iterative process
- 4. Right team**
small teams with the right skills
- 5. Right resources**
commit to delivery from day 1
- 6. Executive sponsor**
that is engaged and supportive

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