

# Unlocking the power of data:

The critical need for Advanced Analytics

## The situation

Advanced Analytics can unlock data insights to reduce risk and boost growth. But the capabilities gap is getting wider and organisations are under pressure:



## The approach



## Strategies for success

The key to success is leveraging the power of Advanced Analytics to become an insights-driven business:

**1**

**Use third-party expertise to boost analytics and capabilities with lower cost and greater control**

77% are investing in partners that can build, run and manage analytics

Blend analytical expertise, industry tactics and best practice to maximise the value of data and offer the flexibility and agility to scale analytics operations as the business demands



**2**

**Invest in robust analytics and decision automation tools to deploy real-time strategies**

Combine analytics expertise with fit-for-purpose tools to boost revenue, reduce credit risk and ensure compliance

Make more accurate predictions about customers' propensity to buy, churn or engage

42% are leveraging automation to support decision making



**3**

**Maximise data sources and quality to improve results and customer experience**

Harness internal and external data for a richer customer picture, a better experience for customers and improved results

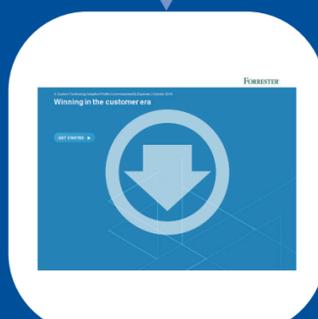
Close the gap and become a customer insights-driven business

78% are increasing investment in advanced analytics to deliver real business value



### Download the study:

Get your FREE copy of our latest Forrester report: **"The New Frontier: Unlocking the power of data"** to discover the analytics capabilities needed to win and what it takes to become a true insights-driven business.



### Who we surveyed:

590 C-Level (26%) and functional leaders (74%) responsible for risk, IT, fraud and operations

#### Region

Europe: **66%**  
Middle East: **14%**  
Russia: **11%**  
Africa: **10%**

#### Industry

Financial Services and Insurance: **43%**  
Telecoms: **32%**  
Retail: **25%**

#### Revenue

\$50-\$499m: **56%**  
\$500-\$1b: **24%**  
\$1b or more: **20%**