

# EVOLUTION18

Business Analytics to  
Address the Changing  
Marketplace



# Today's Speaker

**Tom Mescall**  
**Partner-in-Charge, Consulting**  
**Tom.Mescall@armaninoLLP.com**

Tom has more than 30 years of experience in management consulting, software development and public accounting. He is a member of Armanino's Executive Committee and has grown the firm's Consulting team to an award-winning, high-growth practice area today. Tom is a frequent speaker on topics such as strategic leadership for the finance organization, analytics, system selection and business process automation.



# Today's Speaker

**John Horner**  
**Partner, Business Intelligence**  
**John.Horner@armaninoLLP.com**

John has more than 15 years of experience in data warehouse and business intelligence implementations for a variety of industries including Retail & Distribution, Consumer Product Goods, Hi-Tech, Manufacturing, Professional Services and Utilities. He has expert knowledge of the business intelligence marketplace, having implemented solutions incorporating QlikView, SAP BusinessObjects, Cognos and Microsoft SQL Server BI.



# Agenda

- The Evolution of Data & Analytics
  - Market Perspective
  - Characteristics
- Big Trends we are seeing in 2018+
- What does our latest Evolution survey tell us
- Panel Q & A
- Closing Thoughts

# The Evolution of Data & Analytics

## Market Perspective

### The Beginning

### 1<sup>st</sup> Generation

### 2<sup>nd</sup> Generation

### 3<sup>rd</sup> Generation

1997

The use of the term Business Intelligence becomes widespread

2008

BI, Analytics & Performance Management reaches \$8.8bn industry

2018

Cloud BI adoption doubles from 2016 levels to 49%

1960

1970's

The first BI vendors appear with tools designed to help access and organize data

1980

1989

Howard Dresner defines BI as "concepts and methods to improve business decision making by using fact-based support systems"

2000

2005

Social media platforms like Facebook and Twitter help sky-rocket data volumes

2010

2010

35% of companies use pervasive BI. 67% of "best-in-class" companies using some self-service BI

2020

2017

Augmented Analytics (automated insights from ML / AI) predicted as the future of data & analytics by Gartner

# The Evolution of Data & Analytics

## Characteristics

1<sup>st</sup> Generation

2<sup>nd</sup> Generation

3<sup>rd</sup> Generation

1980

1980s

Historic transactional data,  
slow, report-centric and  
poor performance

2000

2000s

CRM, Marketing, Social  
Media, Customer  
Sentiment Data,  
Forecasting, Leading  
Indicators

2010

2016

IOT and Unstructured  
Data, Self-Service,  
Mobile, Machine Learning,  
Artificial Intelligence

2020+

# Big Trends for 2018+

1. Continued Exponential Growth of Data
  - Continuously increasing volumes of data, stemming from the proliferation of IOT
2. More Cloud Data & Analytics solutions
  - Increasing number of cloud deployments
3. More Machine Learning / Artificial Intelligence
  - Fully Automated, Unsupervised from Input to Output



# CFO Evolution Survey Results

- Artificial Intelligence – 100% believe AI will be key to achieving faster decision making and digital transformation
- Analytics for Insights – All Best in Class companies have budgeted, implemented or evaluated data & analytics initiatives
- Process – 85% of CFOs plan to invest in process automation





# Our Panelists



**Margo Allen**

**Fiscal Services Officer  
Alameda County Employees'  
Retirement Association**



**SK Mohanty**

**Senior Director of  
Corporate IT  
Nagra**



**Jennifer Grace**

**Director of IT  
Vionic**

# Closing Thoughts

- Ongoing Journey, Importance of Investment
- Importance of Immediate Action
- Fast-Changing Technology Landscape
- You are not alone – value of partnering for success

