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## STRATEGIC PLANNING

In today's tough economy and competitive market, organizations need to extract the maximum value from their strategic data/information resources. Building the skills and knowledge in-house to do this is time-consuming, inefficient and a distraction from focusing on your core business. We have the expertise to cost-effectively assist you in that effort.

Our team offers the following services:

1. Assessing your current systems, technologies and practices for business analytics and data mining.
2. Benchmarking your practices against those similar organizations.
3. Developing of a 1-5 year roadmap for improving your organization's use of fact-based decision-making.

Our **planning process** starts with a focused assessment of an organization's current practices and resources for **fact-based decision-making**. We assign a team of one to five experts that bring the right mix of expertise in **computer and software systems, business processes, management** and **statistics** into your organization to develop a 1-5 year strategic plan for improving your current use of analytics in decision making.

## ASSESSMENT

The scope, focus and structure of our assessment approach are customized for each organization. We recommend an organization select an internal team of managers and supervisors to work with our experienced professionals. With the help of our experts, your team identifies a pilot project that explores applying analytics to their selected class of business decisions. Using this grass-roots approach, an organization realizes residual benefits from team



building as it gains an improved understanding of the benefits of using data and analytics for developing priorities and decisions.

## **BENCHMARKING**

It is important to understand how your industry currently uses business analytics and where they are likely to be in one to five years. Our team researches this question and then prepares an analysis based upon their assessment of your current use of analytics in managing your business.

This provides your company with a general indication of where your future investments in data collection and analytics are best applied.

## **THE ROADMAP**

Your assessment and benchmark analysis results in a list of ***projects***, ***investments*** and ***activities*** ranked by your business priorities. This information is included in our final report.

We offer to facilitate one or more working meetings at appropriate management levels to turn this information into an active plan.

## **PRICING**

The cost of our assessment and planning services varies depending upon the scope and approach. The scope defines the boundaries of the assessment. The preferred approach is to conduct an assessment by facilitating an internal pilot project, conducting benchmark research, and afterwards draft a one to five-year plan to improve the use of data and analytics across the organization. Some organizations will decide to use all three services, others may choose to use one or two of these services. To obtain a quote for your organization, please contact Texas A&M Statistical Services.



### **Contact Information:**

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