DATAOPS AND ANALYTICS

How can we harness data for our business? What are data and analytics and what are the benefits they offer for companies? How can we create a functional analytics environment? How can we make our business more data-driven? How do we get started?

We will explain the benefits offered by a state-of-the-art analytics solution to the professionals in charge of the company's digital development and its business managers. Getting started is easy and fast. The first step is to get together with an expert to map out your current situation and needs. You can get started without any analytics expertise of your own!

"From a problem worth solving to business worth doing."
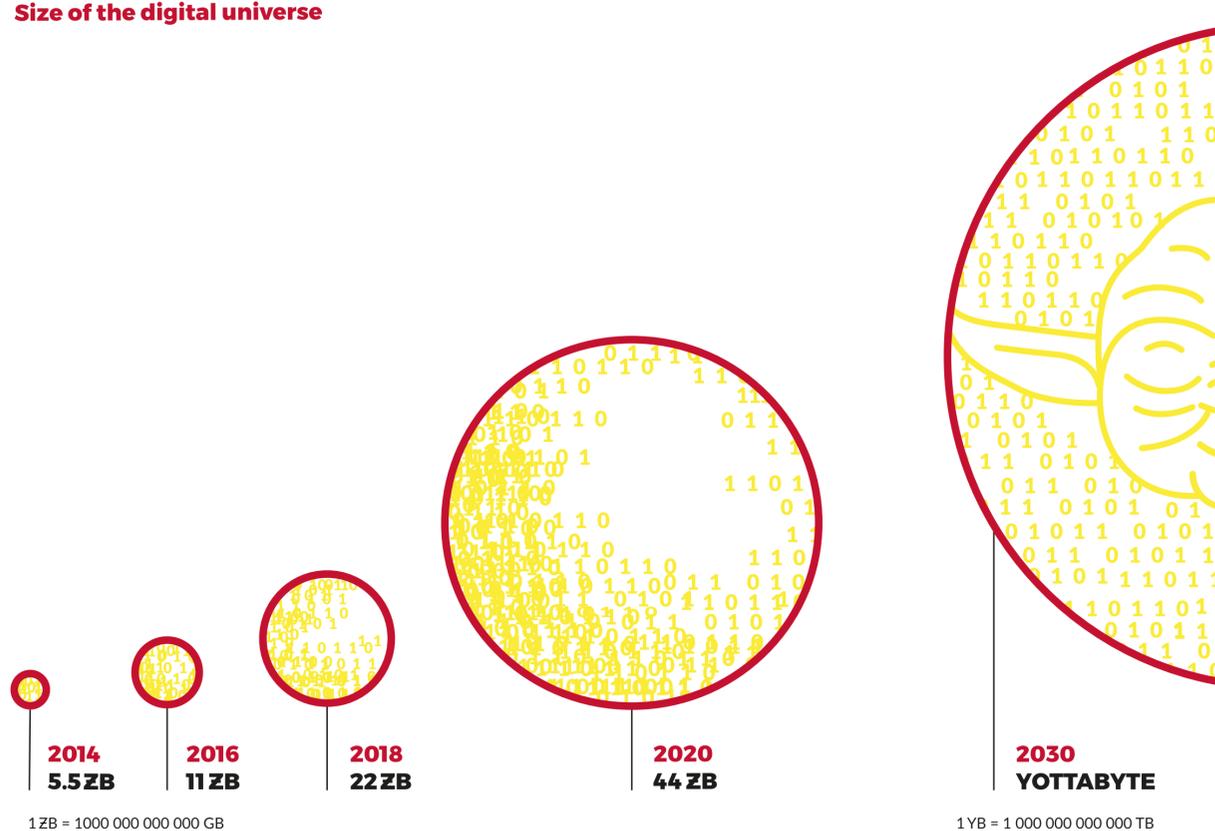
eficode

Data analytics in a nutshell

Digitalization, Big Data, IoT and automatization are transforming the market at an accelerating speed. Business managers need better insight for decision-making, and customers are constantly demanding improvements to the customer experience. Processes must be enhanced and services must be redesigned. Analytics take data and process it to benefit business, creating real value for your operations. This can be achieved through efficient analytics, i.e. the ability to utilize and process data. Analytics offers advantages to both external and internal users.

- External benefits – better understanding of customer needs and more efficient development of services.
- Internal benefits – the optimization and efficient metering of the company's processes.

IDC: The volume of data will become 50-fold by 2020

Size of the digital universe

2014	2016	2018	2020	2030
5.5 ZB	11 ZB	22 ZB	44 ZB	YOTTABYTE

1 ZB = 1000 000 000 000 GB   1 YB = 1 000 000 000 000 TB

What kinds of organization and culture are required?

The greatest challenge to taking advantage of data and analytics is the organizational culture. According to Gartner's estimate, a very large portion of data and analytics projects (60%) is spent on tackling problems of various levels. This is largely due to the fact that the organizational structure and the skills available are not in line with the company's business strategy.

The efficient utilization of data and analytics requires constant development and a more data-oriented corporate culture. Companies need support to implement the digital transformation and digital culture. Eficode's experts help companies with the implementation of the digital transformation by offering top-quality services, including customized training and workshops.

Eficode's previous experience includes supporting operators in logistics, the telecommunications sector and the financial sector in their digital and business-critical transformations.

What are the benefits of analytics and who can take advantage of them?

Analytics is best suited for companies that desire fast growth and exceptional success. Analytics solutions that are designed by skilled professionals and tailored to the needs of your company offer significant benefits. Simply put, we want to help you keep your current customers happy, increase your market share and do things more successfully than your competitors. This requires using data and analytics to develop your services and the customer experience you provide as well as to optimize your internal organization. In an economy undergoing rapid digitalization in the era of data, analytics is key.

Who doesn't want to gain a competitive edge and find out more about their customers?

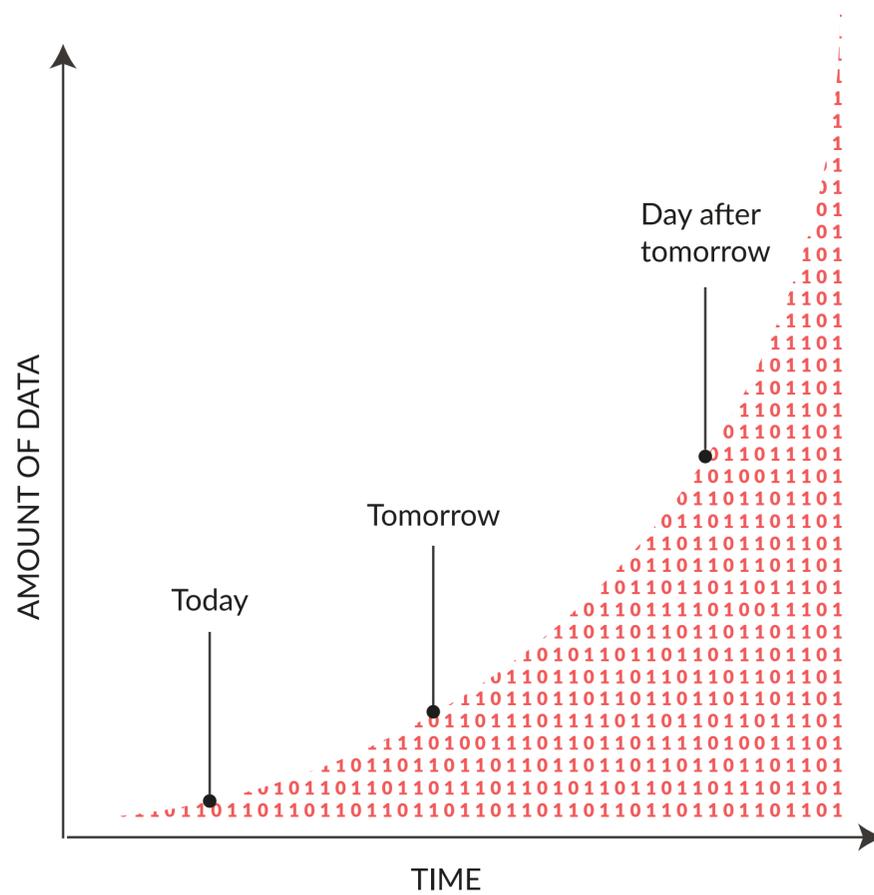**What do high-quality analytics solutions offer?**

- Analyses, reports and forecasts to support business management and business units decision making and the agile development of business activities.
- Data on customer behavior and needs collected from the company's own environment and processed to be utilized in the development of services.
- Opportunities to utilize and process data gathered by devices and objects to, for instance, ensure equipment functionality and allow proactive maintenance as well as service improvement.
- Tools to enhance the efficiency of business processes and production lines.

Growth of organizational data

Day after tomorrow

Tomorrow

Today

AMOUNT OF DATA

TIME

Where to start?

There are various different paths that you can take to chart the possibilities offered by data and analytics.

One of them is to take the five day *Service Jam*™ workshop arranged by Eficode's experts. The workshop covers the benefits analytics can offer the customer, illustrated by real-life examples. The approach is agile and based on close collaboration with Eficode and the customer's professionals. Data is charted and the possibilities of analytics are assessed. Analytics is tested and the application of models noted as suitable can also be continued after the workshop. We are looking for answers to the following questions: *Is this idea actually functional? Can we find solutions in the data? Can the data be refined?*

Over the next five years 89% of companies expect to be competing on the basis of customer experience.

Source: KPMG - 2017

What skills are needed? Data analysts and data mining experts, business experts, programmers for implementation and deployment, as well as service design professionals.
We have five (5) important, tested tips for you:

1) **Don't hesitate** to try out the possibilities offered by analytics: *Could we learn to understand our customers better and use the insight to optimize our services? Could we enhance our own processes or the maintenance of our equipment?*

2) **Pick a competent partner** that has both experience in analytics and human resources with the required know-how. References and certificates say a lot. *Can your partner handle the whole package, including the planning, implementation, maintenance and development of analytics solutions? Does your partner have expertise in predictive analytics and information-based leadership? Do they offer continuous service and development of analytics models?*

3) **Ensure that the solution is high-quality and can be developed** to make sure that it also meets the analytics needs of your company in the future. *Is the platform sufficiently scalable and is its capacity high enough? Is it constantly developed? Does it come with any particularly useful tools?* Analytics offers the greatest benefits when it is advanced through constant development. This is what your partner's expertise is for.

4) **Test the functionality of analytics models before you deploy them**. *Is the continuous development of the models ensured?* Constant learning and an iterative nature are essential.

5) **Choose your team with care**. Analytics is always a team effort that requires good cooperation and diverse competencies to ensure a wide perspective. In addition to a data analyst, you need skills and knowledge in data architecture, processes, business operations and project management. A team put together of skilled professionals is a prerequisite for success.

How do you find suitable tools and solutions?

You will need agile, scalable technology and the ability to efficiently process and combine data from different interfaces. Analytics requires advanced tools, such as artificial intelligence. *Can large volumes of data be processed? Can they be uploaded to the cloud?*

Here are some concrete examples of solutions implemented by Eficode in the past!

- Telecommunications company **Telia** received an analytics solution with a focus on customer information, allowing them to enhance their customer service and increase customer insight.

- For sports equipment producer **Suunt**o, we provided analyses of the metering data collected from devices used by their customers and improved their customer insight.

- For game company **Supercell**, we designed and implemented data mass from players to enhance growth and improve the popularity of gaming.

- For credit information company **Suomen Asiakastieto**, analytics offered help for product development.

- For **Nordea** bank, we designed an analytics solution to improve their operative efficiency.

- For betting agency **Veikkaus**, we produced a solution that enhanced their product development and improved customer insight.

Close partnership between Eficode and Micro Focus

As a technology-neutral operator, Eficode utilizes the best analytics solutions available on the market, including open-source technology. In addition, Eficode is the analytics partner of Micro Focus and has also used Micro Focus software to implement highly efficient analytics solutions for its customers. Analytics models, metering, monitoring and dashboards are built on top of the solutions. Analytics are integrated to the customer's processes, and the algorithms are continuously monitored.

Data is processed to a sufficient level and analyzed flexibly, which offers support for any type of business. It is essential that all data relevant to business activities is identified as quickly as possible.

Micro Focus Vertica is an efficiently scalable solution suitable for the analysis of large, structured data masses. The solution allows the fast processing of data from, for example, IoT environments, power plants and the processing industry, as well as machines and objects. In order to utilize the solution, the customer's needs must be understood, as it significantly improves customer insight.

The strength of the **Micro Focus IDOL** solution lies in the analysis of unstructured data accumulated through, for instance, interpersonal communication, customer service situations and various media.

"About 80% of company data is unstructured and around 20% of it is structured!"

Would you like to discover the value of data?

An increasing number of companies are embracing the value of data. Are you among them? Would you like to hear more? Contact us! We are happy to provide more information.

MICRO FOCUS®

CONTACT US

TOMI KOPONEN
Digital Sales Lead
+358 (0)50 413 6644

PAULA RÄISÄNEN
Data Scientist
+358 (0) 50 339 9282

eficode

Eficode Oy
Pohjoinen Rautatiekatu 25, 00100 Helsinki   +358 (0) 207 40 11 22

Eficode is a design and technology company, driven by curiosity, empathy and cutting-edge engineering.
We are operating in Helsinki, Tampere, Stockholm and Copenhagen and we adhere one principle
over all others: No nonsense, just results.