



# ANALYTICS STRATEGY ROADMAP GUIDE

Crafting Your Analytics Roadmap Together

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# OVERVIEW

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Information Technology is evolving faster than ever. Organizations are constantly struggling to stay competitive and continue innovating with an ever-changing technology landscape. More and more data is being generated by organizations every day, and extracting meaningful insights from that data is becoming increasingly challenging.

Creating a Data and Analytics Strategy can help organizations better leverage their data, people, and processes to become a leader in the new Analytics Era.

The purpose of this document is to provide an overview and suggested framework for Analytics Strategy Roadmap sessions and deliverables.

# ANALYTICS STRATEGY

## SESSIONS & DELIVERABLES

The objective of these sessions is to develop a comprehensive Analytics Strategy Roadmap that will serve to guide an organization over the next three to five years. The Roadmap is intended to be a high-level plan discussing strategic goals, objectives, resource requirements, technology changes, and process improvement initiatives. It is not meant to be a solution document nor is it meant to capture details on how each project within the roadmap will be implemented.

## ANALYTICS STRATEGY SESSIONS

Before investing significant resources on any data or analytics project, it is important to fully understand the current state of technology, data, people, and processes within an organization. Only then can we understand future state requirements and how to get there from here.

These sessions will help an organization with the following key objectives:

1. Align a data and analytics strategy with the key strategic goals of the organization;
2. Document the current state of processes and technology within the organization, and capture the desired future state;
3. Clearly define a short and long-term roadmap that details the resource and time requirements to achieve the analytics goals;
4. Identify risks, gaps, mitigations strategies, change management strategies, and resource plans to enable the organization to make educated decisions on prioritization and deployment;
5. Identify a potential pilot project to get started;
6. Prioritize projects and initiatives based on business value, complexity, and resource requirements;
7. Educate project stakeholders on technology solutions and the art of the possible, while at the same time presenting an assessment of what is realistic and achievable;
8. Establish a Data and Analytics Roadmap that can be shared across the organization.



# ANALYTICS STRATEGY SESSIONS

## TRUST US, WE KNOW ANALYTICS

During the Strategy sessions, one of Newcomp's Senior Consultants will spend time with the following groups:



**EXECUTIVE SPONSORS**



Executive Sponsors have overall accountability for the data and analytics strategy of the organization. They can help define strategic goals, and prioritize projects that will help achieve those goals.



**BUSINESS USERS**



Individuals from the business that understand the current processes, requirements, and business terms. These individuals can clearly articulate what works and what needs improvement.



**TECHNICAL RESOURCES**



Technical resources who understand the current technology environment, data sources, and data flows, etc. These resources can clearly articulate what works from a systems point-of-view and what needs improvement.



## THE PROCESS

## THROUGH THESE MEETINGS, NEWCOMP WILL LEARN AND DOCUMENT THE FOLLOWING INFORMATION



### Overview

An overview of the business, its data and analytics requirements, and short and long-term goals.



### Future State Business Processes

Capture future state business requirements by group/department and discuss opportunities for improvements, optimizations, etc.



### Current Data & Analytics Architecture

Source data and applications, data storage techniques, data transformations, data consumption requirements, new datasource requirements, data quality issues, data governance, security, data risks, etc.



### Identify The "Low Hanging Fruit"

Places for quick analytics wins.



### Current Business Processes

Process flows, optimizations, stakeholders, manual workarounds and exceptions, process risks, etc.



### Identify the Gaps

Skill/resource gaps and training opportunities.



### Future Data & Analytics Architecture

Discuss future state information architecture, including modern analytics architecture ideas and lifecycle of data from source to delivery

**BASED ON THE INFORMATION GATHERED THROUGH THESE MEETINGS, NEWCOMP WILL PROVIDE A DETAILED REPORT OUTLINING STRATEGIC DIRECTION FOR AN ANALYTICS PROGRAM & PLATFORM, INCLUDING ITEMS SUCH AS:**



## **ROADMAP**

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- A short-term analytics pilot project to prove value
- Current vs future gap analysis for each department
- Recommendations on technology & tools
- An analytics roadmap for the short-term and long-term

The Roadmap aims to provide a solid framework for organizations as they move through the analytics journey. By considering all factors before moving ahead with an analytics project, the plan will help ensure success in the short-term and long-term.

# ANALYTICS STRATEGY ROADMAP

## OUTLINE

The Roadmap is a formal document that details our findings from the Strategy sessions. The Roadmap will include a summary-level presentation as well as a detailed document. A suggested outline is included below.



### OVERVIEW

#### STRATEGIC GOALS

- Short Term Goals
- Long Term Goals

#### CURRENT STATE

- Hardware Architecture
- Software Architecture
- Data Lifecycle
- Business Processes
- Pain Points
- Gaps
- Risks

#### FUTURE STATE

- Hardware Architecture
- Software Architecture
- Data Lifecycle
- Business Processes
- Pain Points
- Gaps
- Risks

### SUGGESTED PILOT PROJECT (OPTIONAL)

- Project Value
- Resource Requirements
- Timeline
- Success Criteria

### OTHER CONSIDERATIONS

- Analytics Center of Excellence
- Skills & Training
- Talent Recruitment and Retention

### CONCLUSIONS & NEXT STEPS

