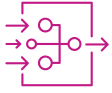




Central data insights: The accelerator and sustainer of continual digital transformation

Data has quickly become a business' most essential asset—with proprietary data vastly outstripping the value of physical assets. That data means nothing, however, without the ability to properly analyze it and incorporate those findings into future business processes. Many analytics tools fail to give business stakeholders a 360-degree view of their profits and processes—and instead silo data out in a way that makes it difficult to compare erroneous data, or other issues.

This lack of data fidelity can lead stakeholders to distrust the data put in front of them. **According to a 2020 Gartner survey**, only 54% of marketing decisions are influenced by analytics, with respondents citing poor data quality and unactionable results as their primary reasons for trusting intuition more than hard metrics.



Analyze data across business processes

Valuable prescriptive insights can come from analyzing a single business system, e.g., supply chain or a production line at a single factory. This value increases exponentially when business stakeholders can compare and analyze data across all business systems. Of course, most systems are designed from the beginning—they are patched together over time from a variety of decision makers and driving causes. Many of those products offer their own analytics solution—meeting the needs of their immediate buyer. So, while stakeholders in each area might have the data they really need to do their jobs (perhaps switching between a dashboard or two), it is essentially invisible outside their purview.

Other data is passively collected, but completely undisturbed by daily work. It comes in forms that aren't presented in any sort of dashboard or chart—and it may have no apparent use on its own. To get the higher-level value business leaders are looking for from predictive and prescriptive insights, transformation requires joining data from disparate systems.

The bottom line: The business insights you're after might be hiding in within the data already collected and stored in your organization. And if they are—unlocking them might be easier than you think.



Common data governance issues

The first step to uncovering what gems you might have requires a long hard look at your current data integrity and cleanliness. The adage, “garbage in, garbage out,” is especially applicable to your business data. Data quality issues can complicate analysis and create uncertainty throughout your organization. More importantly, unreliable data can negatively impact stakeholder trust in your business data.

Common issues include:

- **Master data management:** Many data analysts apply a ‘more is better’ philosophy to data collection—but that’s not always the case. Data storage may be cheap, but the time and effort to sort through erroneous data is not. Instead, start by asking stakeholders what information they need to glean, and then set up methods to collect data that provides the requested information.
- **Data privacy and security:** Never collect personally identifiable information (PII) such as names, emails, IP addresses, etc. in your business analytics system. Not only is this practice against the law in many countries and municipalities, but also a blatant misuse of business analytics platforms. Secured contact forms are a legitimate way of collecting leads, but business analytics platforms shouldn't be used as a backdoor means of doing so.
- **Data quality management:** This is simple. Irrelevant data leads to erroneous reports, which in turn can't result in business decisions. Ensure that your business analytics data is clean right from the outset through careful analytics implementation and the use of data debugger tools.
- **Data architecture:** Plan for how data variation will be addressed from the start—for instance, mixed capitalization in data tags. This may seem minor, but subtle differences can cause major issues in analytics reports.
- **Metadata management:** A data report can look right in terms of quality and form, but account for an incorrect time period—and these issues may not be immediately apparent to business stakeholders. Proper data QA can help prevent these errors.





Streamline dashboards for better business decisions

Once you're certain your data is clean, it's time to address siloed tools and business analytics platforms. Ask yourself questions like: Who is using the systems you have? What information are they getting? Are there any systems we're no longer using—or systems that have only one purpose? If your business leaders are currently comparing analytics across platforms, it's not just wasting their time, but can also lead to erroneous business decisions. Too often, decision makers fail to consider how disparate processes can contribute to business outcomes—and siloed business analytics only exacerbate that pain point.

Tools and dashboards specific to one location or business process can add value in the decision-making process, which increases exponentially when business analytics are integrated into a single dashboard. That's possible with Insight NxT from Mindtree.

Mindtree's enterprise analytics platform, Insight NxT, autonomously derives intelligence from connected ecosystems of workers, machines, locations and business processes to offer stakeholders a comprehensive view of their business data, all from a completely customizable and comprehensive dashboard. Those integrations can include:

- Overall equipment and plant efficiency metrics
- Supply chain tracking from disparate suppliers
- Real-time supply and demand metrics
- Availability, productivity and utilization data
- Digital scanning and data modeling
- Worker safety monitoring systems
- Ariel imagery
- Augmented reality and virtual reality (AR/VR) training and assistance capabilities
- Artificial intelligence and machine learning (AI/ML) insights



Where analytics-driven dashboards can help

- **Marketing & Sales**
 - o Tracking customer journeys to understand and optimize customer touchpoints
 - o Gathering voice-of-customer insights to drive better targeting and messaging
 - o Identifying most valuable/most profitable audiences to focus marketing spend
 - o Building customer profiles to enable predictive cross- and up-selling
- **Operations**
 - o Monitoring internal performance metrics to identify trends and opportunities to enhance efficiency
 - o Identifying cross-department opportunities to drive operational synergies that reduce cost and accelerate performance
 - o Mining external data sources to identify potential markets/locations for expansion and growth

- **Talent/Labor Management**

- o Using AI to accurately forecast and optimize scheduling to mitigate under and over-staffing, and reduce overtime
- o Recognizing early signs of burnout and attrition to deliver targeted employee retention efforts
- o Monitoring employee behaviors and identifying patterns that represent potential workplace safety or public health risks

- **Finance**

- o Running multi-dimensional analyses on financial performance metrics to understand complex relationships and dependent variables
- o Leveraging AI to enable intelligent, predictive forecasting for smarter budgeting and planning
- o Executing stress testing and modeling what-if scenarios to ensure preparedness and support business continuity

- **Safety, Security & Compliance**

- o Monitoring employee activities to identify sources of potential safety or security risks
- o Gaining real-time, continuous visibility into compliance metrics and employee adherence with regulatory requirements
- o Identifying and responding to potential security breaches and other fraudulent activity



Transform your business with insight nxt

With Insight NxT, data management and advanced analytics capabilities work in tandem to transform raw data into actionable insights that you can use to drive informed and innovative business decisions.

With deeper insights and central data dashboards, these decisions could be truly revolutionary for your business—e.g., fundamentally shifting your organization's fee structure from CapEx to OpEx or pay-as-you-go models or embracing AI through every aspect of the production process. Unifying business analytics platforms—such as supply chain tracking and IoT sensors enables these big-thinking process changes.

When that connected ecosystem can be managed from a central dashboard, business stakeholders can quickly assess how disparate business systems affect one another—and the bottom line.

Ready to bring deeper analytics and connected dashboards to your organization? [Let's talk.](#)

About Mindtree

Mindtree [NSE: MINDTREE] is a global technology consulting and IT services company that enables enterprises across industries to drive superior competitive advantage, customer experiences and business outcomes by harnessing digital and cloud technologies. A digital transformation partner to more than 275 of the world's most pioneering enterprises, Mindtree brings extensive domain, technology and consulting expertise to help reimagine business models, accelerate innovation and maximize growth. As a socially and environmentally responsible business, Mindtree is focused on growth as well as sustainability in building long-term stakeholder value. Powered by more than 35,000 talented and entrepreneurial professionals across 24 countries, Mindtree — a Larsen & Toubro Group company — is consistently recognized among the best places to work.