



MAKING ANALYTICS WORK

TURNING ASPIRATIONS INTO REALITY

Analytical aspirations are everywhere today, with the growing realization that effective use of data and analytics is critical to achieving business success. Organizations at the forefront of analytical maturity continue to advance, while others are left wondering how to close the gap. It is one thing to want analytics but another to make it happen, and for many organizations, analytical aspirations remain just that—aspirations.

The issue is often exasperated by the excessive emphasis on tools and skill sets over considerations for the strategic development of roles, functions and processes. This results in unmet expectations, unrealized returns, underleveraged capabilities, and at worst, disillusionment and distrust in analytics. Our mission is to make analytics work for our clients by focusing on maximizing the value of data and developing an enterprise ecosystem that leads to organizational transformation.

**GO BEYOND THE ASPIRATIONS
TO TRANSFORM YOUR
ORGANIZATION THROUGH
ANALYTICS**

PILLARS OF OUR APPROACH

The widely recognized ideals of analytics are often too conceptual and abstract to be put into practice. We help organizations translate them into a tangible playbook that is:

- **Business-Centric** - Proven frameworks should be tailored to the particular needs of each business situation.
- **Data-Driven** - Organizations are best served by introducing objectivity into the decision-making process through the evidence presented in the data and through discovery of actionable and important insights that are not readily perceived.
- **Value-Based** - The ultimate goal of any data and analytics initiative is positive business impact.
- **Collaborative** - A transparent and highly collaborative approach is needed to ensure that the solution is appropriate for the specific situation and to ensure that proper knowledge transfer takes place.
- **People-Focused** - Maximizing endorsement from all affected parties is critical for a wider adoption and success of data and analytics initiatives. While business decisions must be empirically informed, ultimately it is people that make the decisions, and organizations must strive to achieve the best balance between the objective and the subjective for each decision.

We think beyond the tools, skills and outputs to propel analytics into becoming your true business advantage.

FROM ASSESSMENT TO EXECUTION

We take the time to understand each situation in detail and partner with our clients to develop execution plans that takes advantage of incremental gains. Our services are designed to give organizations the best chance of success in their data and analytics initiatives:

- **Analytical Strategy and Maturity Development Services** - Create a vision for aligning your enterprise analytics goals with business goals. Starting with an assessment of your current state, our collaboration will create a plan for the vision that addresses organizational structure, roles and responsibilities, governance, business processes, technology, and resources.
- **Data Assessment and Strategy Services** - Identify, inventory, and assess the data available, and develop strategies needed to further your enterprise data goals and the processes needed to execute those strategies.
- **Data-Informed Strategy Services** - Address opportunities to drive business strategy and policy development through quantitative analysis of data, uncovering hidden insights while carefully balancing the objective evidence with business needs.
- **Analytical Innovation Services** - Develop and improve business processes for analytical innovation, from ideation to operationalization, to produce analytical outputs with measureable impact.
- **Customized Capability and Capacity Services** - Address the specific capability and capacity needs of your organization for data and analytics. Through training and workshop activities, consulting and advisory on best practices, and analytical project design and execution, we can help you get off the ground faster.

TRANSFORM YOUR ORGANIZATION THROUGH ANALYTICS.

ABOUT MSIGHT

Backed by nearly two decades of capability building in analytical consulting and delivery, Msight brings extensive experience with major global organizations across industries. We focus in the areas of strategy, business processes, organizational design and effectiveness, and project design and execution for data and analytics.

DISCOVER. UNDERSTAND. EXECUTE.

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