

einsights

understand
better



Association of
Financial Advisers





How to unlock profits through data?

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The two key forces that shape industries globally

1. Regulation  We can only REACT
2. Technology  We can be PROACTIVE

In the world of technology, you have choice and the option to embrace what you want, when you want!

The next big thing in the technology world!

BIG DATA

IBM – 90% of the data today was
created in the last two years

But it can be all too confusing!

Business Intelligence R Business Analytics
Reporting MIS Hadoop

BIG DATA

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Predictive Analytics Data Scientists
Data Mining
Business Warehouse

A better ideology that makes sense!

Business Intelligence

R

Business Analytics

Reporting

MIS

Hadoop

SMART DATA

Predictive Analytics

Data Mining

Data Scientists

Business Warehouse

How can SMART DATA help you?

1. Increase Revenue
2. Reduce Risks and Costs
3. MOST IMPORTANT – Save Time

How can SMART DATA help you?

1. Increase Revenue

- ❑ Customer Analytics – for sales & retention
- ❑ Business Performance Management

2. Reduce Risks and Costs

- ❑ Streamline reporting & enhance governance
- ❑ Understand & manage your cost structure

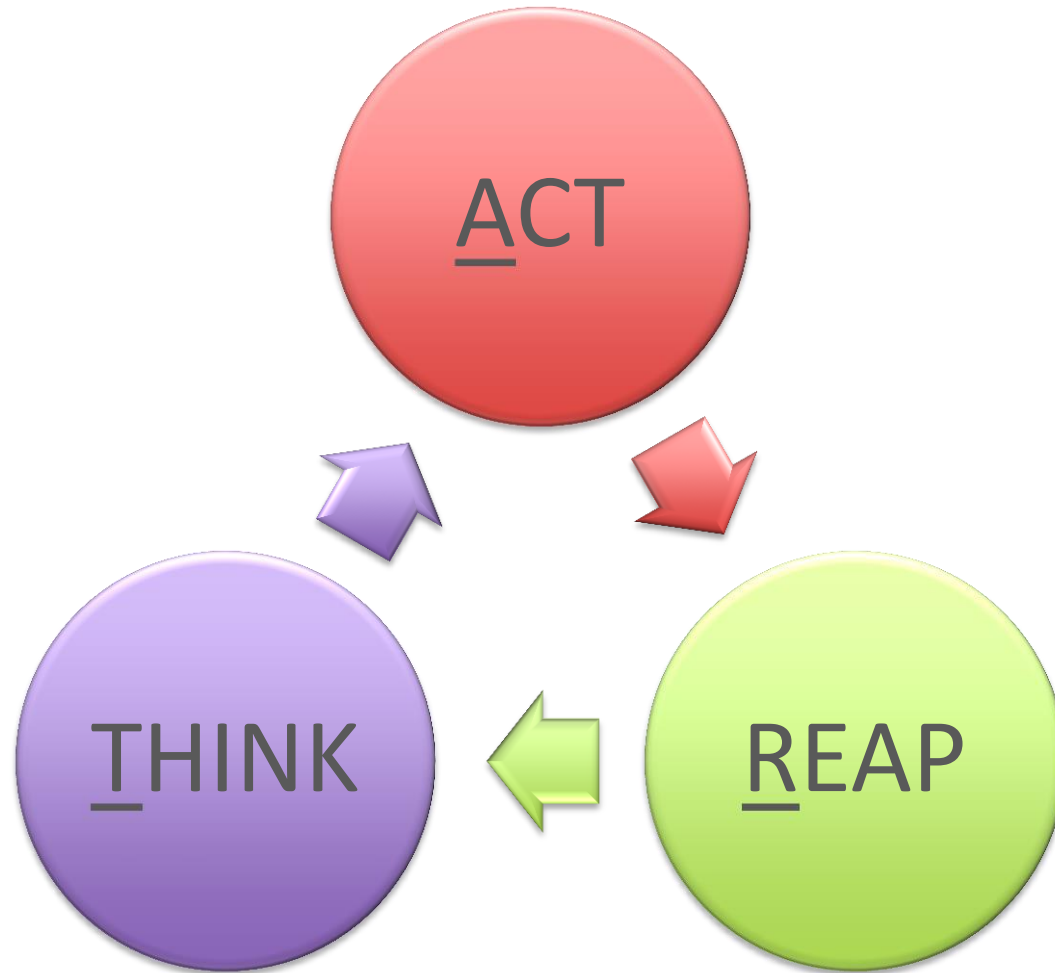
3. Save Time

- ❑ We spend about 2.5 hours a day “looking” for information* → ~900 hours a year!!!
- ❑ Get the information you need when you need – Enhance Decisions!



Pattern /
Trend
Recognition

There is an ART to SMART DATA



There is an ART to SMART DATA

1. ACT

- Stop procrastinating – Data cleansing, Systems, Process, Resource, Money
- Chose your key metrics – (HINT – They are the ones related to your incentives)
- Build a basic MIS – manually if required (HINT – Recruit an intern!)

2. REAP

- Harvest “LOW HANGING FRUITS” – You will see insights instantly
- What gets measured gets improved
- Build trust among stakeholders – Improve “Data Literacy”

3. THINK

- Review your organisational progress & maturity
- Automate as much as you can
- Consider engaging specialists / consultants to take you to the next level

Einsights – Your gateway to SMART DATA!

Website:

www.einsights.com

Press:

<http://www.ifa.com.au/news/13773-advisers-urged-to-become-data-smart>
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