# Analytics and Big Data



Are Changing the World

# ANALYTICS

Unlock value in data to solve some of the world's most pressing problems



#### **Transform Communities**

Using analytics and big data, U.N. officials will deliver energy to 1.3 billion people



Save Lives

Scientists protect consumers by pulling deadly medication off the market



#### Increase Public Safety

Police increase public safety by predicting crime "hot spots" and pre-deploying officers

# **CHANGE YOUR BUSINESS**

Imagine what analytics can do for your business



Top performers are 3x more likely to use analytics than low performers

use analytics to drive strategy



use analytics to transform daily operations

# ORGANIZATIONS WHICH USE ANALYTICS GET



FOR EVERY



**ON ANALYTICS** 

# **ANALYTICS DRIVE BETTER BUSINESS OUTCOMES**

Analytics help a major US city school district increase attendance revenue by more

across all channels

Analytics let a global computer manufacturer improve close rates by 19% Analytics helped a large financial services company identify millions in new revenue and

achieve 1000% ROI in 3 years

\$8 MILLION REVENUE

than \$8 million

+19 PERCENT **CLOSE RATES** 

1,000 PERCENT THREE YEAR ROI

#### THE RIGHT ANALYTICS SOLUTION: **ORACLE BUSINESS ANALYTICS**



Utilizes Any Data

Acquire, organize, integrate, analyze any data needed to



Empowers **Decision Makers** 

With real-time analytics integrated throughout your

ANALYTICS CHANGING THE WORLD; IMPROVING YOUR BUSINESS

# ORACLE!

# **6 CRITICAL SUCCESS FACTORS FOR BUSINESS-DRIVEN** PMO SUCCESS

#### SLEEP WELL AT NIGHT



#### Ability to adapt to intensifying competition, business climate change, and customers constantly demanding more for less.

#### DON'T SLEEP WELL AT NIGHT



Inability to identify and address 6 critical business alignment success

# 1 - BUSINESS POWER BASE ALIGNMENT

#### LEVEL OF SPONSORSHIP

Leadership support & sponsorship increases success rate.











#### PMO steering committee Who to include?

- LOB General Managers
- PMO Champion



#### Out of alignment warning signs

- · Large projects without business sponsor · No strong alliances with business leaders
- · Key business execs not on steering committee

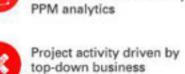
#### SYSTEM IMPLICATIONS

Your PPM system must be easy to use and generate executive-personalised reports and BI

## 2 - BUSINESS STRATEGY ALIGNMENT







Corporate strategy

formulation influenced by



'Bottom-up' line of sight between project activity



and strategic priorities.

SYSTEM IMPLICATIONS

Your PPM system should support bottom-up strategy alignment, top-down strategy execution, and what-if

#### 3 - BUSINESS METRICS ALIGNMENT

The key to business-driven PMO success is evolving from project-centric metrics to metrics based on business results.





Projects



Schedule, budget, scope Benefits realisation, customer sat, ROI, TTM, TTV, business/investment risk

#### SYSTEM IMPLICATIONS

Your PPM system should support a rich portfolio of metrics and be able to cascade and roll up metrics

FOR MORE INSIGHTS ON ACHIEVING PMO EXCELLENCE

RESOURCE KIT

www.oracle.com/oms/eppm/info

VIEW NOW

Ready to play a more strategic role in the business and raise the stakes for your PMO? View Oracle's resource kit for all you need to know to achieve business-driven PMO success.

# WIN THE HEARTS AND MINDS OF THE PPM COMMUNITY 3 Strategy Platforms



The customer: The project management community.

#### SYSTEM IMPLICATIONS

4 - CUSTOMER ALIGNMENT

Your PPM system should support project manager and team productivity and success with social PPM/collaboration, knowledge sharing and automated process workflow capabilities.

# 5 - MATURITY LEVEL ALIGNMENT

## **KEEP PEOPLE, PROCESS AND TECHNOLOGY** MATURITY LEVELS IN BALANCE



#### Technology Does not dictate processes implemented and info people get

#### SYSTEM IMPLICATIONS

PPM systems should be flexible and configurable enough to provide a maturity level growth path for users/roles and process complexity for each individual PPM initiative type.

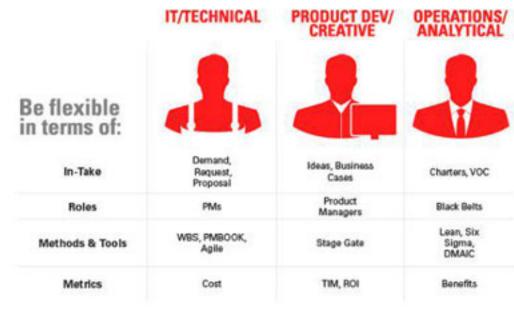
#### 6 - BUSINESS CULTURE ALIGNMENT

Process

"Just Enough'

#### **FLEXIBILITY**

Business-driven PMOs support the unique needs of diverse project-intensive environments





#### SYSTEM IMPLICATIONS

Your PPM system requires extensive configurability to achieve cultural acceptance in a variety of