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# Powering up today's enterprise:

How Analytics and AI combine to  
build the business of tomorrow



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# Powering up the speed of business



What is unique about the disruption happening in business today is the rapid pace of change. During past revolutions, firms had many years, even decades, to adapt. Today, that is no longer the case. One indicator of just how fast the landscape is changing is the longevity of companies on the S&P 500, an index of leading US companies.

Roughly a hundred years ago, the average lifespan of a company listed on the S&P 500 was 67 years. Today, that same average lifespan has decreased to just 15 years. This demonstrates that it is becoming harder for companies to stay ahead and experts believe that we'll see this trend continue.

The bottom line is today's organisations must adapt quickly to change, using new technologies that fuel competitive advantage, or risk getting left behind. That's why it's imperative to make the most of your data, the cloud and your intelligence capabilities; all of which help companies accelerate their speed of business through smarter decision-making and faster execution.

## SECTION 1

# Power of BI and AI

Most businesses today recognise that data is one of their most important assets. They know that data is the key to success and competitive advantage in this digital age, yet most companies do not harness data effectively.

Organisations with trusted, high quality data will:

- Enhance customer experience across all channels
- Optimise operational costs and improve productivity and performance
- Increase or open new revenue streams and new sources of growth
- Address regulatory needs through real-time insights
- Enhance value creation through changing operational models and customer initiatives

## Secure, compliant and scalable

- Own, protect & control your data
- Facilitate compliance requirements, from global and industry-specific compliance standards to country-specific standards
- Grow your business effortlessly with highly scalable and performant data services
- ML-based automatic index tuning

## Works with what you have

- Get the most from all your data
- Maximise your existing investments
- Build on and leverage innovation

## Faster, more accurate insights

- 2x-10x improved performance
- Reduce time-to-value. Simplify access to machine learning models and transition seamlessly from experimentation to production
- Redefine interaction through AI with Speech, Vision, Language and Search APIs that are built on decades of research & investment

SECTION 1

# Why Azure and Power BI

## Maximise your ROI from Analytics & AI investment

Forrester’s 2019 “Total Economic Impact of Microsoft Azure Analytics with Power BI” report found that the returns from Analytics and AI investment were as follows

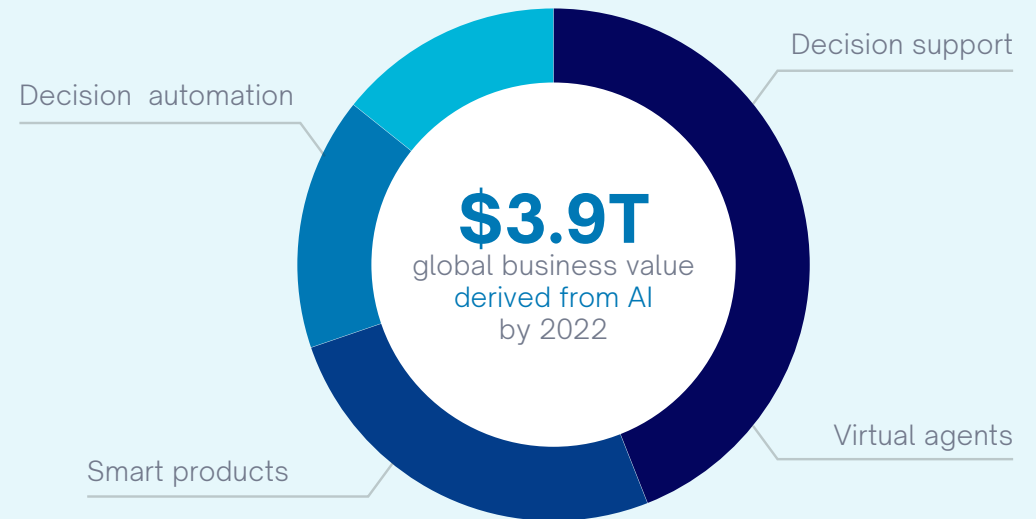
**271%**  
return on initial investment

**60%**  
increased customer satisfaction

**27%**  
faster time to insights

**26%**  
lower total cost of ownership

## Why Azure Machine Learning is best way to transform your business with the power of AI



“Forecast: The Business Value of Artificial Intelligence, Worldwide, 2017-2025”, Gartner, April 2018.

## SECTION 1

# Azure Machine Learning is the proven solution for predictive analytics

Intelligent solutions will enable differentiation, deepen engagement, automate and provide better predictable outcomes. Managing your data and processes more effectively will help drive innovation and intelligence throughout your organisation.

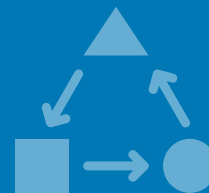
These solutions and processes help drive innovation and intelligence throughout you or your customers' businesses.



**For all  
skill levels**



**Industry leading  
MLOps**



**Open and  
interoperable**



**Trusted security**

## SECTION 2

# Value of analytics & AI

Value doesn't come from simply accumulating more and more data. Data needs to be trusted, it can only be trusted when the right governance and policies are in place. Only then will data help your organisation to make better, faster decisions and deliver competitive advantage.

Technology is helpful in deriving value from data but not without the people who have the knowledge and skill to understand it and the policies and processes to ensure it's being used for the good of the business. Only when the people and processes align with the technology, can data be collected, governed, and managed well. And only then, can businesses experience real value, from data, analytics & AI to accelerate digital transformation through data driven insights and actions.

## Powering up operational efficiency

- Improve performance from faster, more accurate insights and predictions
- Tighten control over your data while meeting compliance requirements
- Reduce time-to-value and maximise investments

## Powering up competitive advantage

- Act proactively with insights that detect patterns from processing massive volumes of data
- Drive innovation from insights to engage customers, empower employees, and deliver better business outcomes
- Accurately analyse customer behaviour to spot trends and increase value delivered

# Powering up business performance



## Empowering truly unified data

Get more out of your BI tools with a unified service that aligns the needs of the business with data and provides actionable insights.



## Empowering accessibility and collaboration

Help everyone at your organisation engage directly with data. Use Power BI to make it easier for more people on your team to explore analytics and generate and share reports.



## Empowering advanced security

Automatically protect sensitive data in real time with column-level security, fine-grained access controls, native row-level security and dynamic data masking.



# Client Solutions - How we can help

## Data Quality & Governance

Data quality is critical to digital transformation success. Poor quality of data is a major obstacle to delivering actionable insights, with 50% of companies in a recent EY report citing it as a major challenge.



“Only 3% of companies’ data meets basic quality standards”

**Harvard Business Review**

“It costs ten times as much to complete a unit of work when the data is flawed in any way as it does when they are perfect.”

**Harvard Business Review**

“Virtually everything in business today is an undifferentiated commodity, except how a company manages its information. How you manage information determines whether you win or lose.”

**Bill Gates**

# According to IDC Report “Data Age 2025”

**77%**

say that business adoption of data initiatives is a major challenge

**99%**

identify people and process issues as a challenge

**40%**

identify lack of organisational alignment on data projects

**24%**

cite cultural resistance as an impediment to data projects

The vast quantity of data available today is like nothing we’ve experienced before. However, according to IDC we’re only using about 8% of the data we generate. Technology is helpful in deriving value from data but not without the people who have the expertise and skill to contextualise its relevance at a business level. A survey by Harvard Business School found that only 7.5% of organisations cite technology as a primary difficulty when it comes to rolling out data projects. Only when the people and processes align with the technology, can data be collected, governed, and managed well. And only then, can businesses experience real value.

Data quality and data governance are essential for the successful delivery of all other digital transformation programs — without solid data quality and governance, AI, IOT, and BI projects are doomed from the outset.

Such projects are varied and complex — very few enterprises get it right the first time. To complicate matters further, there are many new data management solutions appearing on the market which claim to be silver bullets to solve all data management and governance challenges. In our experience, many of these are incomplete and can lead companies astray.

The journey to best-in-class data management will vary from organisation to organisation depending on the scale, complexity of operations, and the markets they serve. A typical journey will take anywhere from six months to a couple of years but is usually iterative and ongoing.

Client Solutions has helped many organisations on their data management and analytics journeys over the last 27 years. Some key learnings we've found include:



**Throwing money at data management won't make it a success.**



**Data initiatives require collaboration between IT teams and business teams.**



**Executive championship of data initiatives is crucial.**

The C-suite must sponsor the data strategy from the top down and make the necessary hires to prioritise data as a strategic asset.



**Partnerships are key.**

Talk to industry experts who have solved data problems in the past and know what pitfalls to watch for in data management and governance, learn from experience and insight.

# Powering up IPB Insurance with strategic data management



## Challenge

The challenge presented to Client Solutions was to determine how business information analysis might be optimised to support the strategic objectives of IPB Insurance.

## Approach

A critical starting point was determining how IPB's data can be best engaged to support achievement of the strategic objectives of the business. This included having a deep understanding of what kind of data was needed, including both internal and external data. We also looked at the data from a quality, governance and ownership point-of-view and considered regulatory and privacy aspects including GDPR, data lineage and overall Master Data Management. Finally, we looked at tooling, technology and training in terms of the best fit, considering the existing investments and people skills.

## Outcome

The data strategy we delivered at IPB was tightly aligned to the business strategy. It went beyond technology and included securing sponsorship, establishing a funding model, organisational change management, data governance, data stewardship and success metrics.

# Testimonials

“We’re pleased to continue our ongoing relationship with Client Solutions. The innovation, creativity and value for money products that Tesco Mobile brings to the Irish market means our customer base continues to grow. We look forward to working with Client Solutions to continue to serve our mobile customers a little better every day”.

**Geoff Byrne, chairman, Tesco Mobile Ireland**

“The strategy delivered by Client Solutions provided a road map of the data dependent capabilities that IPB is committed to navigating in order to achieve the desired business transformation.”

**IPB Insurance case study**

“Our goal is not data for the sake of data, but to embrace the cloud and analytical technologies to deliver more expert insights to the right stakeholders at the right time.”

**Nick Farrant, Senior Vice President, Rolls-Royce**

# About Client Solutions



Client Solutions is the Irish enterprise technology partner of choice. We work with large private and public sector organisations helping them to transform, refresh or extend their technology capabilities to harness the value of digital change and become more agile, lean, responsive and competitive.

We combine original thinking, logic, technology and sector expertise to solve the most complex business technology problems and deliver pragmatic solutions via our five dedicated enterprise technology practices.

With offices in locations across Ireland, Spain and Poland we provide the strategy, design, implementation and support services that fast-growing modern enterprises need to transform their business futures, now.

We have a proven track record and have gained a reputation for unrivalled quality and flexibility of service. From project commencement, we are focused on delivering value and continuous business performance benefit to our clients as quickly as possible.

We are focused on the effective design, governance, management and optimal utilisation of data across your business. Get in touch today to discuss your data challenges.

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