



2020

WHITEPAPER

THE TOP 5 MYTHS THAT CAN KILL A DA/BI PROJECT BEFORE IT STARTS





MANY OF TODAY'S MOST SUCCESSFUL ORGANISATIONS ARE TURNING TO THE DUAL POWER OF DATA ANALYTICS (DA) AND BUSINESS INTELLIGENCE (BI).

They have begun to master the art of implementation to take full advantage of the capability to generate information, knowledge and then, most importantly, act on the insights delivered by the twin technology solutions.



Yet for today's leaders there is still some way to go. Research from [McKinsey](#) tells us that only 8% of the 1,000 survey respondents that have started analytics projects know how to scale them. And that only 10% of the potential value from advanced analytics has been unlocked in some sectors.

Furthermore, for businesses thinking about embarking on DA/BI projects, the implementation landscape can seem littered with counter arguments and warnings about undertaking such a journey. A key question for organisations that want to create, or even enhance, their data analytics capabilities: "Is your organisation ready for Data Analytics/Business Intelligence implementation?" The likely answer will be inevitably clouded by the wide range of myths and misconceptions surrounding such an endeavour.

As a critical element of the end-to-end technology solutions Antares offers to clients, we place a priority focus on implementing data analytics and business intelligence projects. As a result, we have a deep understanding about the most common myths surrounding such projects.

In this e-book, we examine and demystify the Top 5 myths.



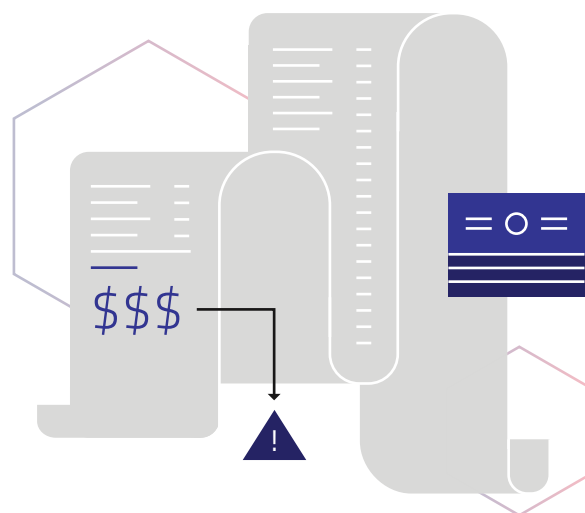
A WORD OF WISDOM: BEHIND EVERY MYTH THERE USUALLY LURKS SOME TRUTH

However, these myths we put under the microscope all have the potential to turn into a nightmarish reality if your organisation isn't ready for a sound process towards DA/BI project implementation.

MYTH #1

DATA ANALYTICS IS COSTLY

A common and understandable caution often prompts businesses to hesitate about deploying any new technology.



EXECUTIVES WILL JUGGLE WITH QUESTIONS SUCH AS...



“What is the real cost?”



“Is the expense worth it?”



“Will the payback be justified?”

Too many small or medium businesses therefore shrink away from making an investment in a solution that could greatly benefit their organisation.

The overwhelming rationale for such an investment is to achieve a tangible benefit or competitive advantage. The concept of Big Data analytics feels like it should be an expense that only the technology giants are able to play with. However not all data analytic strategies need a big investment outlay.



The cost will depend on the type of solution chosen by the business. One way to limit infrastructure cost is by using a public cloud platform to store data and run analytics.

Another is to take advantage of the proven open source tools readily available today. This limits storage and logistical costs usually incurred due to fragmented data storage units. Because data analytics enables a business to make better-informed decisions and will produce valuable insights that were once considered impossible without heavy investments in technological solutions, it can result in maximising the return on investment (ROI) to satisfy the most demanding CFO.

MYTH #2

WE NEED LOTS AND LOTS OF DATA

Many small to medium-sized businesses are hesitant to embrace a DA strategy because of the mistaken belief that it takes lots and lots of data to be able to use the analytics tools and techniques. The mistake is compounded by the further thought that complex models necessarily yield better results than simple models in all situations. However, unnecessary complexity can result in diminishing returns.

Yes, it is true that more data allows for more interrogation and therefore more insight opportunities. However, Antares has consulted with clients to demonstrate that it doesn't necessarily mean that an organisation needs to grab and wrestle with every single data point within the business to start seeing appreciable benefits.





OUR MANTRA

Focus on the outcomes and the business objectives the organisation is pursuing. We help clients to consider the sort of analytics and insights required to meet those outcomes. Then you adopt the insights, ideas, and innovations resulting from the DA project to improve the value and capability of the product or service identified in the original business objective. While it can, this doesn't necessarily involve huge data volumes.

MYTH #3

DATA ANALYTICS INVOLVES HUGE INVESTMENT FROM THE OUTSET



This is an intimidating fallacy that is responsible for strangling many worthwhile projects at their inception.

It does not have to be so. A more iterative approach will often pay dividends. A company can start small with a focused understanding about its key data streams, data acquisition, and processing methods. Recognising analytics goals and success indicators before commissioning any analytics implementation is a sound strategy.

Following this path will likely deliver quick wins, rather than starting with a huge project from day 1. This in turn means that the investment outlay can scale over time as each ROI milestone has been proven.



FOR EXAMPLE

Antares has worked with organisations that were able to invest in small scale DA projects. By doing so it was possible to prove the model worked well before deploying it to more major tasks.



MYTH #4

UNLESS THE DATA IS PERFECT THE PROJECT WILL FAIL

Here's a myth-busting reality: on its own, data can be ineffective. Taken in isolation and without a proper context, raw data can even be misleading. What makes the difference and delivers the gold is how well an organisation works with it.

It is worth recalling the IBM wisdom about data science when it declared that "it is defined by the four Vs of data - Volume, Velocity, Veracity, and Variety". If you can model existing data into one of these formats, it automatically becomes useful and valuable.



Volume is important to an extent, but it's the other three parameters that add the required quality which can deliver the elusive level of perfection.

MYTH #5

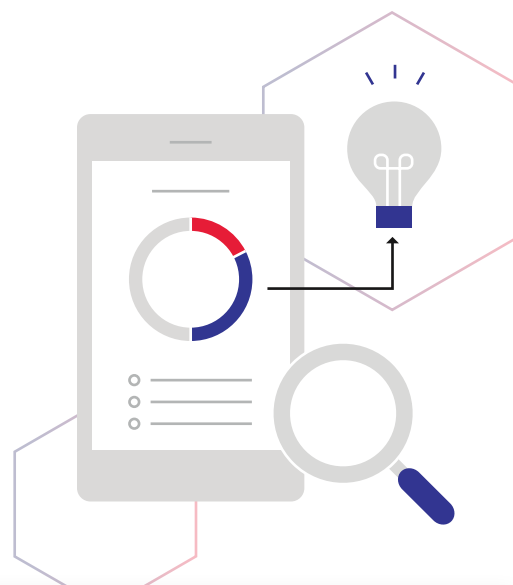
DATA ANALYTICS SHOULD REMAIN FUNCTION SPECIFIC

In best handling data resources and functions, it can be a fine balance between the level of centralisation and decentralisation employed by organisations. Some seamlessly stitch analytics into the fabric of their core businesses capabilities; others go down the path of an unco-ordinated and decentralised adoption of DA. The latter approach is risky as it can lead to the development of analytics



capabilities in isolation, far removed from the business or in sporadic pockets of poorly coordinated silos.

There can be no doubt today about the value of data and how vitally it touches every business process. Companies need to beware the trap of uncoordinated approaches to data analytics to ensure that defensive ownership behaviour or inflexible bottlenecks don't arise, which could discourage buy in to the right analytics process by department executives.



Avoid this trap and the result is that data analytics will be unarguably recognised as beneficial, intuitive, approachable, and a valued and integrated cross-functional endeavour.

Engage the analytics experts at Antares

Antares helps organisations focus on data analytics to solve common business problems, including the right approach to culture, systems, and business processes. Get in touch with our team today to discuss how we can assist your organisation.



CALL US ON

+61 2 8275 8811



LOCATION

Level 2/52 Phillip St
Sydney, NSW 2000

[CONTACT US FOR MORE INFORMATION >](#)