

THE POWER OF ANALYTICS



A new study by the Economist Intelligence Unit, commissioned by Wipro, finds a strong relationship between earnings growth and strategic use of data.

Charts below are based on information contained in the EIU report – The Data Directive, which was commissioned by Wipro.

ADAPTING TO A DATA-DRIVEN WORLD

IN THE ERA OF BIG DATA...



"Everyone has been learning about it, figuring out what it can do, but for most companies, they haven't done it yet. This is the breakout moment."

KENNETH CUKIER, THE ECONOMIST'S DATA CORRESPONDENT
- interviewed for the report

But there are some key hurdles. Top three barriers to better data use:



Meet **John**, the **chief marketing officer (CMO)** of a global consumer goods firm, along with his colleagues **Paulo**, the **chief financial officer (CFO)**, and **Meilin**, the **chief operating officer (COO)**.



THEIR GOALS:

1. DELIVER GROWTH
2. CONTROL COSTS
3. RISK MANAGEMENT

To make sense of all the information, data analytics and information management has a fundamental role to play in delivering these goals.

Quite simply, as The Data Directive study reveals, for many companies, the real data revolution still lies ahead.

Key functions, from marketing to finance, are uncovering many benefits from embracing data analytics.

1. DELIVER GROWTH



"Data is helping me understand my customers better."
John, CMO



CASE STUDY



At Anheuser-Busch, the global beer giant, data is being used to help find the optimal assortment, knowing which SKUs will perform better, best display options and placement of drinks for any given store, to maximise sales.

CMOs say data has the greatest potential to make a difference in



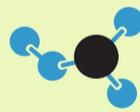
2. CONTROL COSTS



"Data is helping me control costs by creating a more efficient business, and better supply chain."
Meilin, COO



CASE STUDY



One global Fortune 100 chemicals giant is using new data to calculate how project demand is affected by price shifts, and what implications this holds for the company's capacity and costs.

COOs say data has the greatest potential to make a difference in



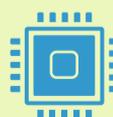
3. RISK MANAGEMENT



"With data, finance can improve both profitability and risk management."
Paulo, CFO



CASE STUDY



At NXP, data has led to a much-improved approach to risk management. The improved amount of visibility on the markets, competitors, suppliers and customers as a result of data has given them the opportunity to spot risk ahead of time.

CFOs say data has the greatest potential to make a difference in



In a data-driven world, those C-suite leaders able to master data analytics will use this to expand the gap between them and their rivals.



Learn more about the power of analytics
www.wipro.com/the-data-directive/