

EXECUTIVES CAN TRANSFORM DECISION-MAKING WITH ANALYTICS

Organizational leaders need data at their fingertips to make critical data-driven decisions.

BETTER RESOURCE MANAGEMENT

Projects deliver **ONLY 44%** of their expected value.



Analytics can blend data from across the organization to identify relationships between individual projects and their effect on corporate resources and profitability.

<http://mckinsey.com/business-functions/business-technology/our-insights/delivering-large-scale-it-projects-on-time-on-budget-and-on-value>

10% of investment is wasted due to poor project performance

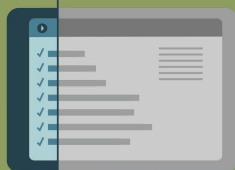


Analytics empowers executives with real-time data on KPIs such as profit, costs, and sales so they can better manage their business.

GET THE BIG PICTURE

http://pmi.org/-/media/pmi/documents/public/pdf/learning/thought-leadership/pulse/pulse-of-the-profession-2016.pdf?sc_lang=temp-en

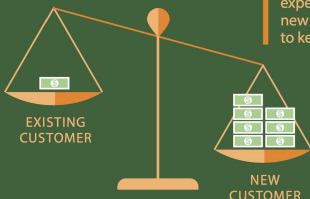
LEAD FROM THE FRONT



25% of survey respondents identified senior management involvement as a significant reason behind an organization's success with data and analytics.

Analytics enables organizations to push essential business information to executives no matter where they are. With mobile dashboards tailored to the unique needs of executives, it's easy to get buy-in from top-level management.

<http://mckinsey.com/business-functions/business-technology/our-insights/the-need-to-lead-in-data-and-analytics>



It is 6 to 7 times more expensive to acquire a new customer than it is to keep one.

Analytics dashboards and mobile apps can give executives a detailed view of customer profiles and personas. This information helps the CXO team stay in tune with their customers.

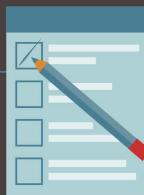
GET TO KNOW YOUR CUSTOMERS BETTER

<http://blog.hubspot.com/marketing/customer-loyalty-program-value#m.0001w3dmqozdt2w01tgn0zn0b>

MANAGE YOUR WORKFORCE



1/2 of all companies measure the quality of their hires through new hire performance evaluations.



Analytics gives senior management the ability to evaluate employees, keep a finger on the pulse of their organization, and help instill a culture of data-driven decision making.

https://business.linkedin.com/content/dam/business/talent-solutions/global/en_us/c/pdfs/GRT16_GlobalRecruiting.pdf

Executives around the world rely on data to make data-driven decisions and transform the way they do business.

MCT TECHNOLOGY