

# 4 Reasons Why You Need a Data Analytics Strategy in 2022

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*Accurate and accessible data has become critical for the modern enterprise. The benefits of data analytics go beyond discovering trends and insights about the operational metrics of the organizations' critical applications.*

Harnessing insights across data sets, combined with a sound analytics strategy on the cloud, will allow for more accurate business planning, impact decisions in the field or on the production line, and foster a data-driven culture.

In the past, it would take large hardware and software investments to get a platform up and running. The complexity of integration was also a key challenge for many businesses to enter this field. With modern technologies and hyperscalers such as Microsoft Azure and AWS (Amazon Web Services) building out a cloud-first data platform is not only cost-effective but can scale and integrate with many different data sources.

For our clients, a sound, correctly implemented data analytics strategy provides a competitive edge. In this guide, we will discuss the four reasons you need a data analytics strategy in 2022, and the power of mining data to support the business that may currently be spread across hundreds of systems, spreadsheets, and documents.

# 1 Realize Value, and Improve ROI, from Integrated Data

With disparate data spread across hundreds of systems, applications, spreadsheets, and documents, there are insights you don't know you need or data you just don't have today to make critical business decisions.

With a strategically defined data analytics strategy on the cloud, based on the desired outcomes, the business will benefit from having a centralized, single platform for structured and unstructured data as a Single Source of Truth (SSOT).

Benefits include maximizing the investment of cloud adoption for business applications, SAP S/4HANA, or other collections of disparate tools and spreadsheets and will reduce your reliance on SAP-centric integration tools.

## 2 Accurate, Accessible Real Time Reporting

One of the most common challenges we see customers face is the ability to have real time or near real time reporting, or decision support. As you could imagine, if you needed to make a crucial business decision based on the data that was available to you, but the data was out of date or no longer accurate, that would be problematic to say the least.

## 3 Improve Productivity Across the Business

Most organizations have data silos that prevent the business from seeing the whole picture and could impact data integrity and productivity. Silos also discourage a collaborative spirit within the organization.

Accurate, and accessible, data allows multiple business units and users to improve processes, increase productivity and make better decisions for their line of business and the organization.

## 4 Foster a Data-Driven Culture

Explore opportunities to innovate by using centralized data in the cloud in an agile and efficient way across the business, driving data-driven decision making. One such area is developing advanced predictive and prescriptive analytics and business modeling to support business objectives.

For most organizations, the main barriers to creating a successful data analytics strategy is the complexity of defining key objectives and deciding which data sources to integrate. Without knowing what questions to ask of your data, no analytics platform will be able to provide you the answers.

### Some key areas we see customers struggle with when adopting analytics

- Centralized Datalake (Data Ingestion and integration)
- ETL (Extract Transform and Load)
- ELT (Extract Load and transform)
- Driving towards data democratization
- Scale and automation
- Self-service reporting with tools such as PowerBI
- Security and Governance
- Machine Learning to help with predictive insights

### Start making data backed decisions today.

An initial data platform can be deployed with 4-6 weeks. Schedule your complimentary consultation or data analytics workshop today.

 [Schedule now](#)





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