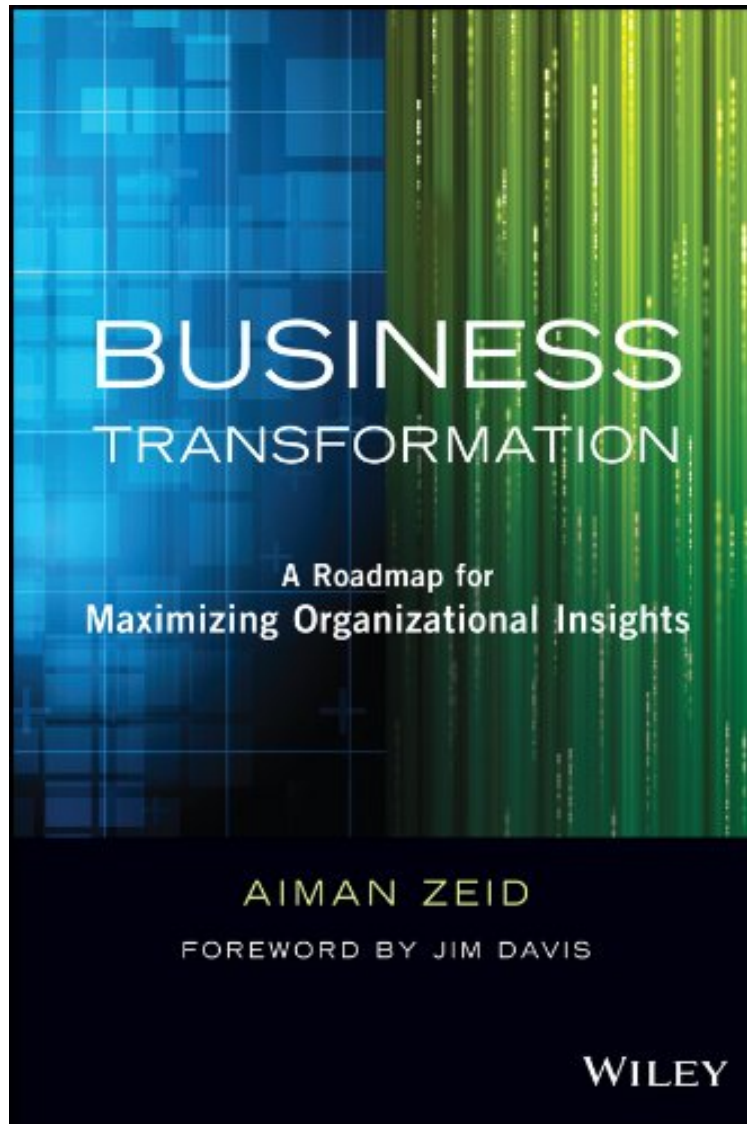


[Download pdf ebook] Business Transformation: A Roadmap for Maximizing Organizational Insights (Wiley and SAS Business Series)

Business Transformation: A Roadmap for Maximizing Organizational Insights (Wiley and SAS Business Series)

Aiman Zeid

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Aiman Zeid : Business Transformation: A Roadmap for Maximizing Organizational Insights (Wiley and SAS Business Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Business Transformation: A Roadmap for Maximizing Organizational Insights (Wiley and SAS Business Series):

3 of 3 people found the following review helpful. I expected a lot more from this book...By Walter SmithI am a long-time user of SAS' technology and the organisation I work for has invested a lot in SAS over the years. I am proud that

the leadership team in our organization greatly appreciates the value of data driven decisions to improve our financial performance. As head of our central analytic teams we heavily depend on analytics technology when building and maintaining various analytical models. We work closely with key business units across our organisation to understand their business requirements and identify how analytics can help us drive growth and productivity. I believe our approach to breaking down the barriers between business, IT and the analytic teams has reached a pretty mature level although I am sure we can further improve and fine tune our operating model, document key processes and strengthen our data governance. When I heard about "Business Transformation: A Roadmap for Maximizing Organizational Insights" I was excited as I have been looking for a book that can inspire me and my team to further improve on what we already have. I got the book this weekend. The book is more descriptive than prescriptive and while it does cover some stuff that might be of value to professionals new to the organisation aspect of integrating analytics into their processes I was disappointed. There is little value in the book for a seasoned and experienced strategic analytics team such the one we have in our organisation - maybe it is a good thing :-)

1 of 2 people found the following review helpful. Model presented has little value to me

By Ray Parker

Models such as Information Evolution Model presented in this book can be both good and bad. On the positive side a model can help guide an organisation in terms of understanding some of the elements required to improve their various capabilities and processes or in this case their capabilities to use data strategically. On the negative side a model can become too stringent and executives or practitioners get hung up on specifics describing each of the elements. When consulting an organisation on changing the way they produce data, transform it, consume it and ultimately move away from making decisions based on gut feel a reference framework can offer some guidance. With more than 30 years of experience as a business consultant I have learned the hard way that where a company is against a model or their competitors does not matter much. What matters is where the organisation is today and where they must move towards to create shareholder value by executing on the right business strategy. As for the Information Evolution Model one can debate whether there are seven, six, five or four dimensions (as presented in the book) to successfully using data. Putting this aside one of my main issues with the model is the way culture is presented in relation to the other dimensions. Culture is not something one can present alongside people, process or for that matter technology. Culture influences everything that takes place inside an organisation, from hiring to making decisions. I am not saying there is no value in this book, there is but it is vendor orientated and the approach presented is not how one of the big four would approach it.

Effectively introduce and promote analytics within your enterprise All companies use information to set strategies and accomplish business objectives. But how many CEOs and CIOs would say they are satisfied that their companies get maximum value from information? Business Transformation reveals how SAS's Information Evolution Model (IEM) can be used together with analytics for groundbreaking results. Author Aiman Zeid provides the necessary information you need to introduce and promote the use of analytics and insight across your organization. Along with examples and best practices of global companies that have successfully been through this process, you'll learn how to identify the starting point and develop a road map for execution. Reveals how to introduce and promote the use of analytics and insights across your organization

Written by a lead developer at SAS global Business Intelligence Competency Center program and services

Features global case studies and examples

Practical and insightful, this reference provides businesses with an essential blueprint for creating improvements that optimize business returns and put the potential of data analytics to work.

From the Inside Flap

Is your organization getting maximum value from its data? Organizations should use information to set strategies and accomplish business objectives. However, many struggle to embed this process into their organizations' DNA. As part of the Wiley and SAS Business Series, Business Transformation: A Roadmap for Maximizing Organizational Insights helps CEOs, CFOs, CMOs, CIOs, and business leaders better understand how to promote business analytics within their organizations and use it to develop a roadmap for success. SAS has developed an Information Evolution Model (IEM) to aid organizations in assessing how they use information to drive business. The goal of Business Transformation is to explain how IEM can be used, together with analytics, to develop successful strategies. The key is aligning the organization's pillars to evolve the maturity level of organizations. Today's global economy requires that predictive analytics and forecasting play a more active role in decisionmaking. This book provides not only best practices in managing and analyzing data, but also real-world examples from global organizations that have successfully completed this transformation into using business analytics in a more proactive, powerful way. Zeid argues persuasively that you can't just bring in technology to solve your business problems and expect it to do all of the work. But rather, you must have the infrastructure capabilities, the skilled resources, the information processes, and the cultural commitment to derive the most value from your data. Business Transformation teaches business leaders to align their resources and develop a fact-based and analytically driven environment. It provides the blueprint organizations need to understand business insight, harness its power, and then develop a roadmap to transform their organization for success in today's digital economy.

From the Back Cover

Praise for Business Transformation: A Roadmap for Maximizing Organizational Insights

ldquo;The SAS

Information Evolution Model has helped many organizations become analytical competitors. This very useful book provides considerably more detail about each step of the model, and explains how tools and structures like centers of excellence can help organizations advance. — Thomas H. Davenport, President's Distinguished Professor, Babson College, Co-author of *Competing on Analytics*, *Analytics at Work*, and *Keeping Up with the Quants* In the Age of Discovery, the most important voices were not those who told us that a new world existed. The leaders who made a real difference were those who drew the maps that [a] showed us how to get to that new world and [b] told us what we should do when we arrived. Aiman Zeid is such a voice. His book is low on hyperbole and high on practical advice. Zeid is the Lewis Clark of the analytical age. He has made the journey to the analytical frontier and has returned with invaluable lessons on business transformation. — Thornton May, Futurist, Executive Director, and Dean of the IT Leadership Academy The organizational challenges covered in this book represent some of the top priorities for visionary executives and leaders who understand the need to introduce real and positive change in their organizations. Those leaders will find the comprehensive approach and strategies outlined in this book practical and invaluable. — Suteera Sripaibulya, Senior Executive Vice President and CIO, Bangkok Bank PCL, Thailand About the Author AIMAN ZEID heads Organizational Transformation Services for SAS Institute's Global Business Consulting unit. He has helped numerous organizations, on four continents, evaluate their organizational maturity and readiness to deploy business analytics. His focus on enterprise-wide approaches has made him a sought-after consultant for starting Business Analytics Centers of Excellence. He has 28 years of experience in information management, business consulting, and technical implementation of business analytics and performance management solutions.