

Business Technology Business Intelligence & Analytics

Business Technology

Advanced Analytics

Business Intelligence &
Analytics

Interim Leadership

IT Advisory

IT Infrastructure

Software Advisory

The Challenge

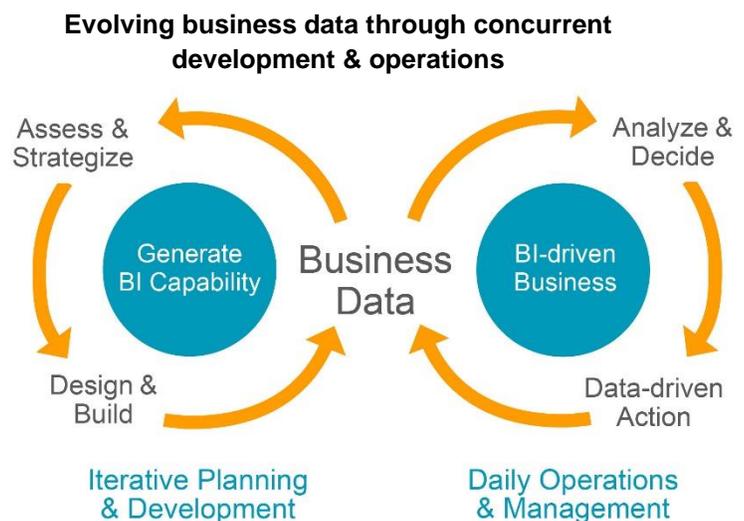
Organizations are embracing analytics not just because they can, but because they must: Businesses that effectively harness analytics make the most informed decisions, large and small. In healthcare, for example, data analytics is essential to making the shift to outcome- and population-based care models. But while most organizations recognize the value, many don't properly align their analytics with their business goals, and only a handful achieve the results they expect. The leading obstacle to successful analytics adoption is a lack of understanding in how to use analytics to improve business. As a result, the majority of business intelligence-related projects are considered failures. While business information continues to grow rapidly, the capability to turn that data into actionable insight has not kept pace.

Our Services

Point B helps our clients achieve strategic objectives through actionable business insight: the accurate and deep understanding of business data.

We can help you gain insights from your data using a holistic approach built on not only data and technology, but also on effective business process, organization alignment and talent. We help develop and execute a business intelligence (BI) and analytics strategy that begins with the end in mind, clarifying which business objectives and strategies you want to achieve. We assess your present analytic capabilities: What do you have? What do you need to acquire? What don't you know that you need to know? Leveraging our deep experience developing executable strategies for customers across a wide variety of industries, we create a roadmap that initiates the delivery of actionable business insight early in the project, and we expand that delivery as the project progresses. Finally, we provide trusted leadership to deliver dependable results through the design, implementation and operations of your new or enhanced analytic capabilities.

Our approach recognizes that there is business insight to be discovered in existing data. Even organizations with siloed and disorganized data can develop a data-driven organization and culture using the data they possess today. Parallel development and operational processes feed one another with data revealing new insight, and actions exposing new needs.



Business Intelligence & Analytics

Offices

Austin
Bay Area
Boston
Chicago
Dallas
Denver
Minneapolis-St. Paul
Phoenix
Portland
Seattle
Southern California

Point B offers the following Business Intelligence & Analytics services:

Business Intelligence Assessment and Strategy – We work with you to develop a vision and strategy to achieve your overall business goals. We begin by assessing your company’s current business intelligence and analytics capabilities (people, process, data and tools) relative to your business goals and objectives. We develop a strategy and a prioritized roadmap to achieve those objectives, along with a business case detailing the investments, costs, benefits, savings and revenue impacts.

Business Intelligence Capability Design and Implementation – We design and implement the organization structures, operational processes, tools and data to realize your business intelligence strategy—including data acquisition and preparation, staffing, operating model development, platform and tool selection and implementation, data governance, and reporting. The end result is a data-driven organization capable of delivering actionable business insight on an ongoing basis.

Business Analytics – We help you uncover actionable business insight through analysis and interpretation of your organization’s data. Our services include quantitative analysis that delivers answers to discrete business questions, and interim leadership to jump-start new operations or reinvigorate existing ones. We also offer advanced quantitative and big data analytics for discovering new business insight.

Since 1995, our Business Intelligence & Analytics services have helped clients:

- Assess customer-facing business intelligence product and service portfolios and identify recommendations to drive alignment with overall business strategy and interests.
- Develop enterprise business intelligence, analytics and data strategies based on a holistic view of corporate and departmental business objectives.
- Implement big data analysis systems.
- Design and implement teams that maximize the value of data assets and investments.
- Develop and refine business analytics processes and become more data-driven.
- Jump-start new programs by serving in interim business intelligence and analytics leadership roles.

Why Point B?

Point B, Inc. helps organizations form, execute, and thrive. With capabilities including Management Consulting, Venture Investment and Advisory, and Property Development, our integrated businesses provide value to the organizations and communities we serve. Our 100% employee-owned firm was named a Best Workplace in the United States by Fortune magazine, and is regularly honored as an exceptional place to work.