



The Importance of “Intelligent” Insights in the Digital Age

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ABOUT **true** analytics



Growing team of 100+
world class talent from
leaders in business, tech
& education



Deliver meaningful
insights & impact
powered by Big Data
Analytics & AI



**EST.
2017**

We are the game changer; we transform Insights into Impact



Aftermath:
what got
better and
how?



Diagnosis:
what went
wrong?

**How
unintelligent
Intel affects
business**

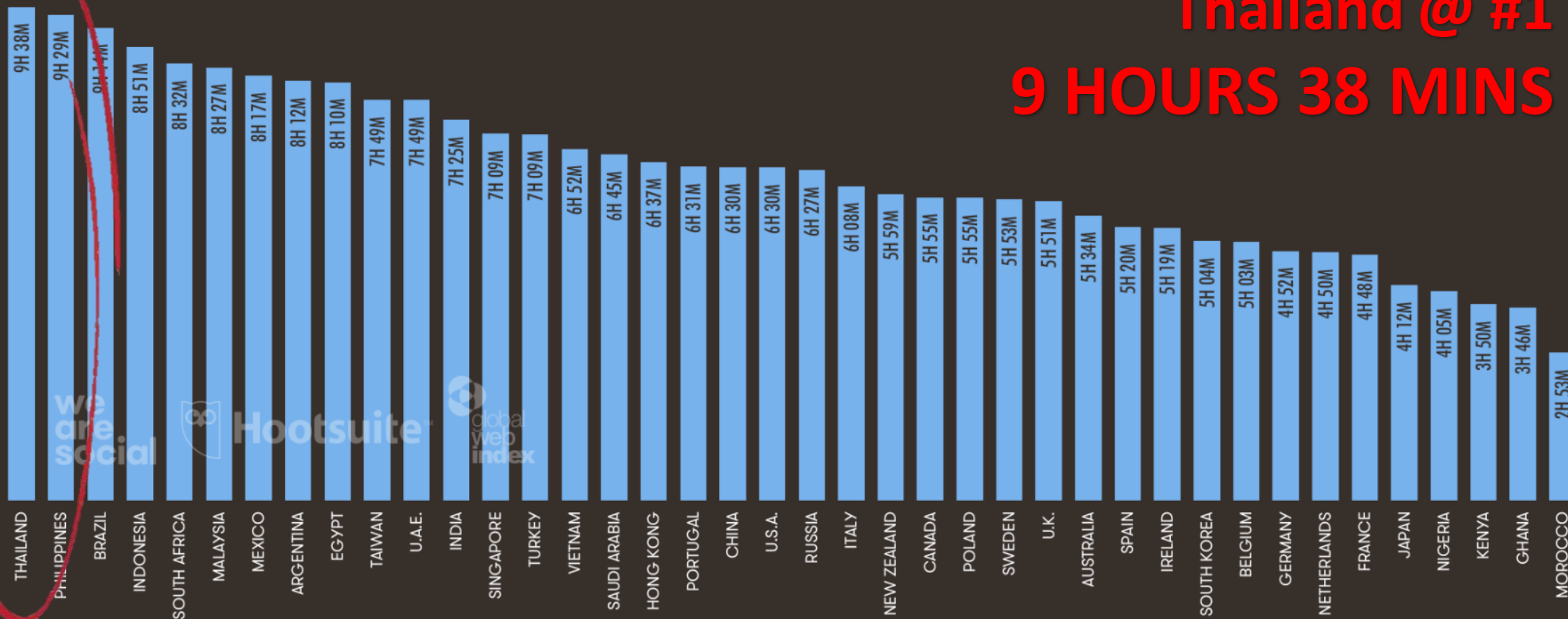


JAN
2018

TIME SPENT PER DAY ON THE INTERNET

AVERAGE NUMBER OF HOURS SPENT USING THE INTERNET PER DAY VIA ANY DEVICE [SURVEY BASED]

Thailand @ #1
9 HOURS 38 MINS





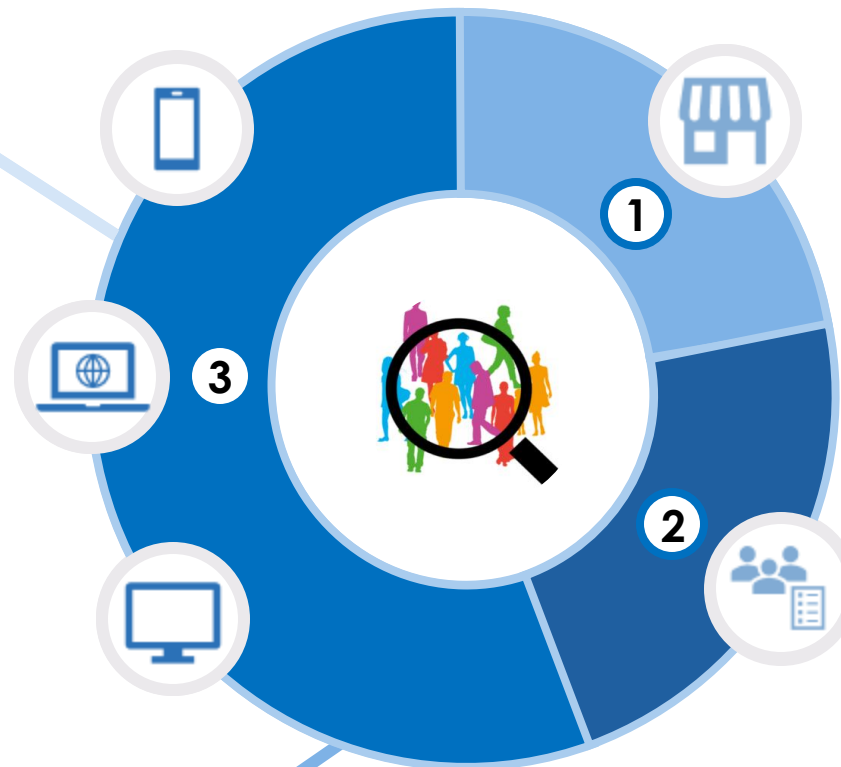
A new dimension to insights in a digital world

Digital

3rd Dimension:

- Digital footprints

What do people do with most of their time in a day?



Internal

1st Dimension:

- An inside out view
- In eco-system behaviors

Your customers' interaction with you

External

2nd Dimension:

- Market benchmarking
- Surveys & Focus groups

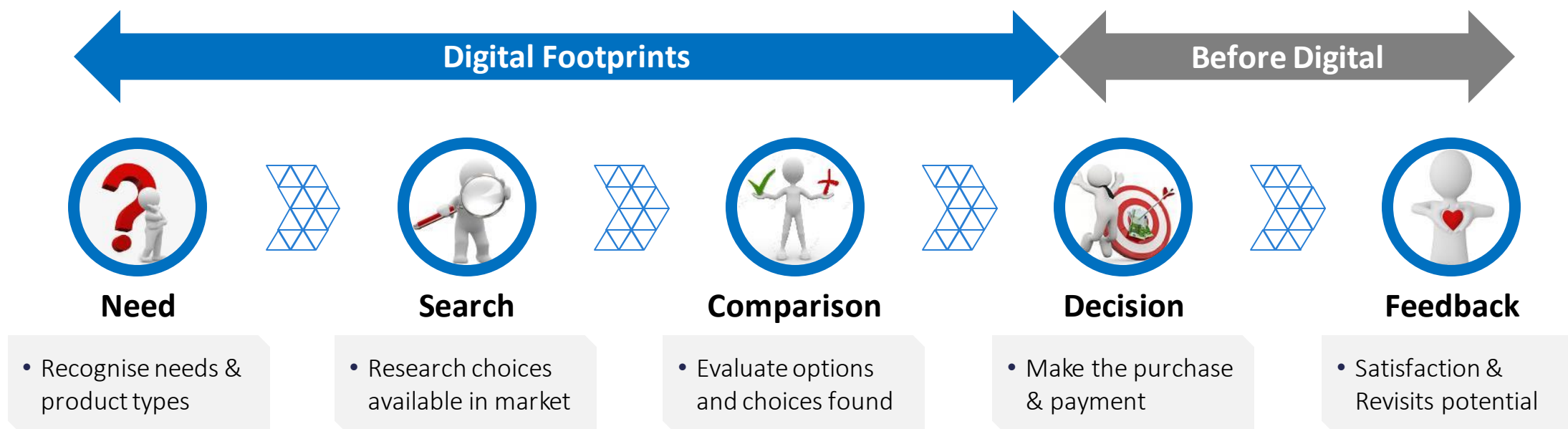
How customers/public view you



New visibility to Decision Process

Understanding demand and how to better allocate supply, improving efficiency

Five Stages of Customers' Buying Decision Process*



*The model was first introduced by Professor John Dewey in 1910 and further expanded by Engel, James F., Kollat, David T. and Blackwell, Rodger D. (1968) Consumer Behavior, 1st ed. New York: Holt, Rinehart and Winston 1968

There is a lot of data to make sense of



1TB HDD
Average Laptop

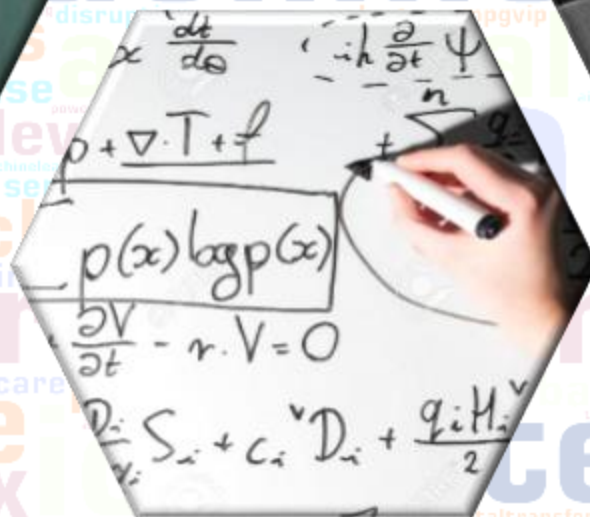


>100 mil web & app
accessed / day



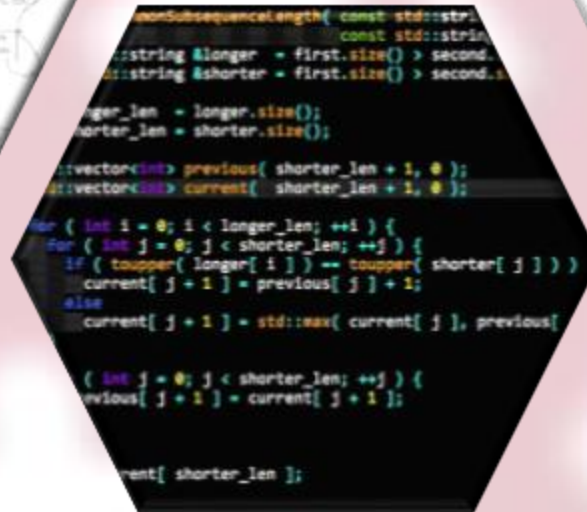
>7,000 TB data
traffic / day

Big Data & Analytics are “sexy”



datascience techcx ai-powered a.i. chatbots machines wef17 fintech impact chatbot disruption mwc17 fintech robotics deep learning machine human trends technology startups iiot start-up robot deep analytics cognitive anal watsonc sdn human pgvip data science innovation auto real-time m2m neural network learning cloud google's blockchain ai's technologies watsonc

But in reality...



Analytics Deployment Failures – commonly observed causes

Deployment Challenges



Fear of losing the “Digital Transformation Race”



Multiple disjointed databases & reporting platform



Lack of automation with heavy reliance on manual work



Piece by piece analytics, preventing a complete view

Resulting Adoption Issues

Rushed to adoption without business focus



No single version of truth & confusion



Resource drain & slow insight generation



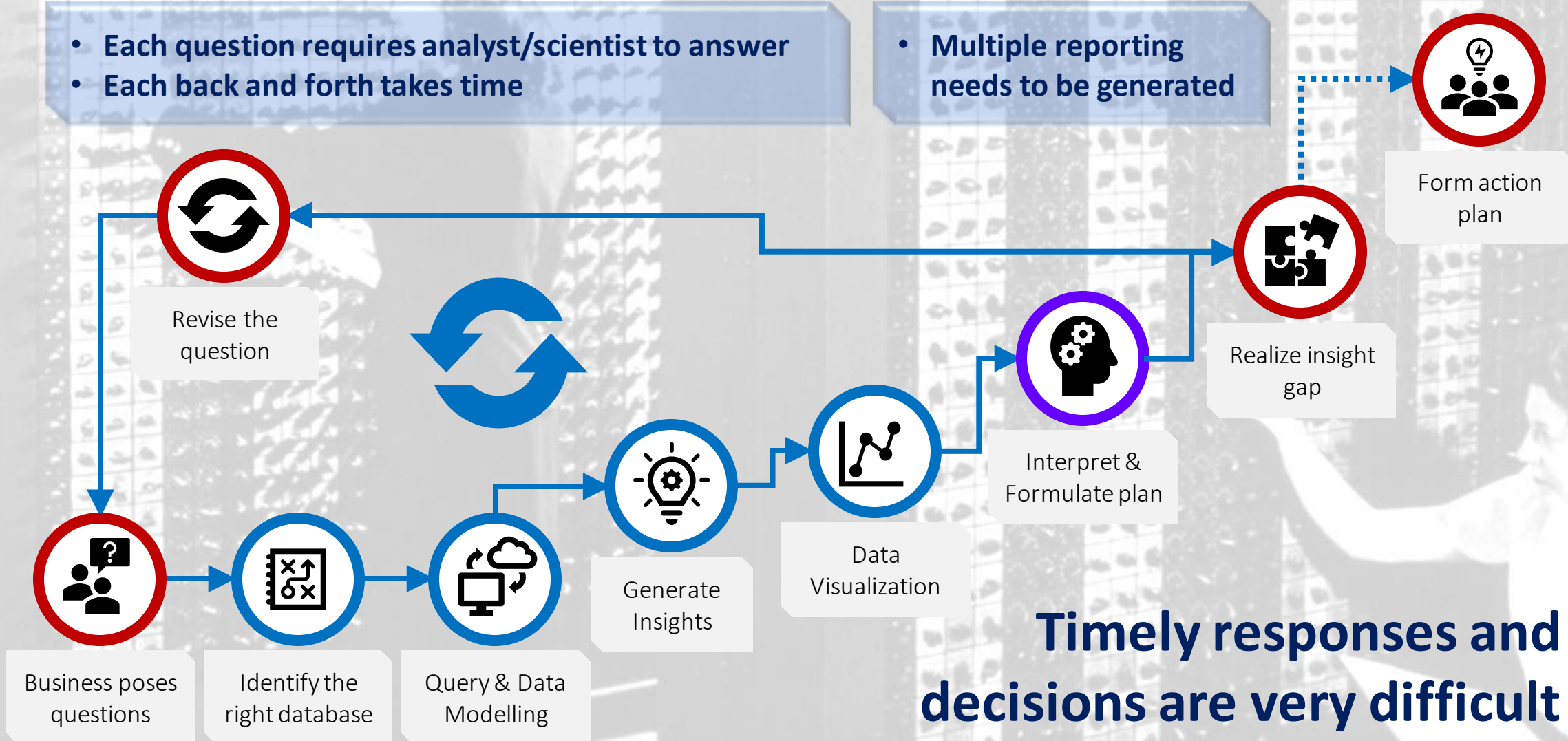
Unproductive discussions & sub-optimal decisions



Early Analytics Utilization Process

- Each question requires analyst/scientist to answer
- Each back and forth takes time

- Multiple reporting needs to be generated



Diagnostic: What went wrong?

THE INSIGHTS WERE NOT “INTELLIGENT”

It was **NOT EASY** to **ACCESS, EXPLORE, INTERPRET, UNDERSTAND**
or **APPLY** towards strategic objectives

So businesses end up making **sub-optimal decisions** because the
full extent of **Big Data capabilities** is not utilized

But wrongs can be made right

The Issues

- **No standardization**, everything was done manually and ad hoc
- **Transition gaps** between data, visualization, insights, and actions
- **Static view** of insights results in unproductive and unresponsive discussion

The Needs

- A way to **consolidate all the relevant data and insights** in an intelligent way
- **Streamline the process** by adopting an appropriate solution & tool
- A way to deliver flexible insights that **supports data driven conversations**

For Big Data to make sense, complex insights need to be shown simply

To lead change, we embrace change

As enabler of digital transformation,
we approach Analytics Solutions differently.

We focus on *driving business impact* with
Analytics-powered INSIGHTS that are **EASY...**
...to **ACCESS, EXPLORE, INTERPRET, UNDERSTAND**
and **APPLY** *towards strategic objectives.*

An intelligent solution was the answer



Create pipeline where all the necessary data points are updated visualized on standard templates

- Streamlined insight generation
- Standardized reporting into a single version of truth



Utilize the solution platform as the foundation to support all data driven conversations

- Improve insights accessibility and drive data driven culture



Explore data from multiple angles and sources on a single platform

- Agility to explore insights visually from different angles allow for a comprehensive view of issues

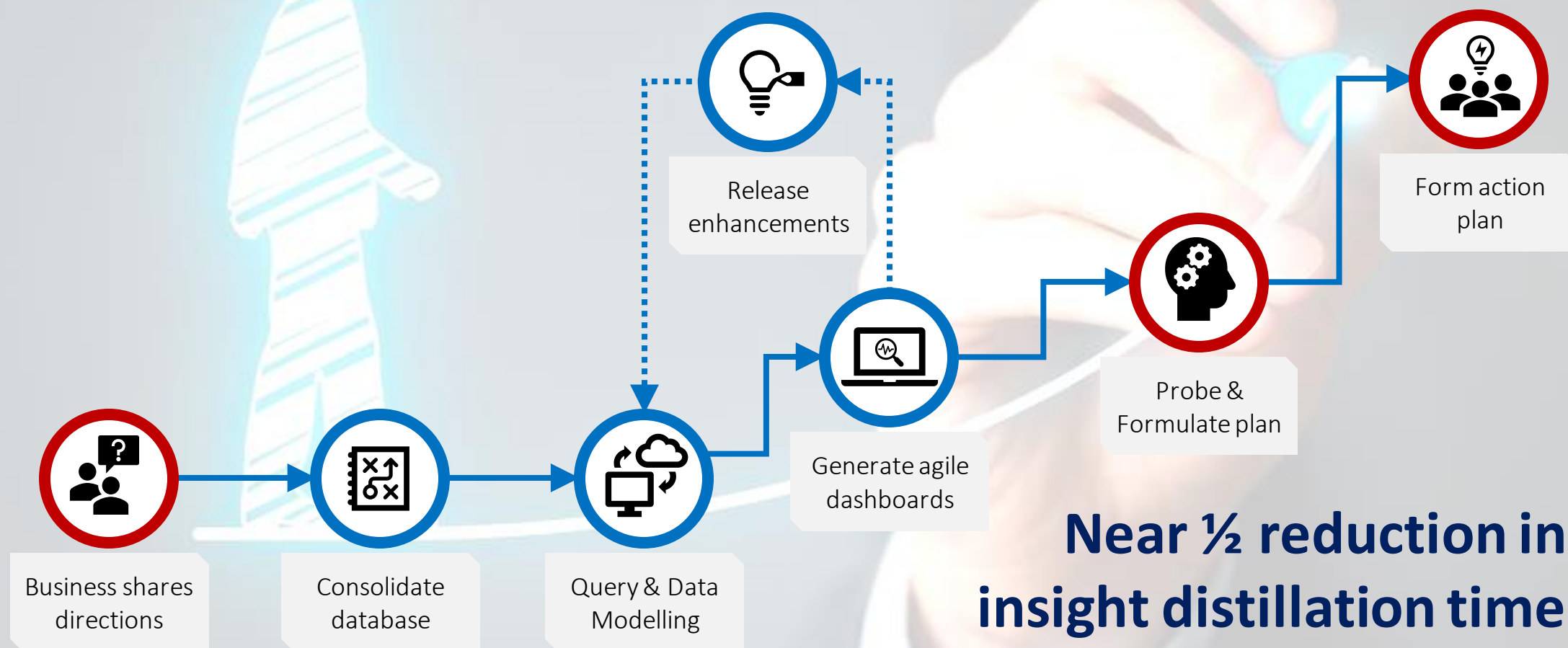


Effective use of insights to create business impact

This helped us change the Analytics game

- Less back and forth, shortening decision timeframe
- Better decision support with more agile insights

- Shorter loop, faster and better decisions



And transformed how Big Data is applied

Deployment Challenges



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Piece by piece analytics, preventing a complete view

Transformations

Business driven analytics, going beyond insights to answers



A single version of truth, same data & insights, same actions



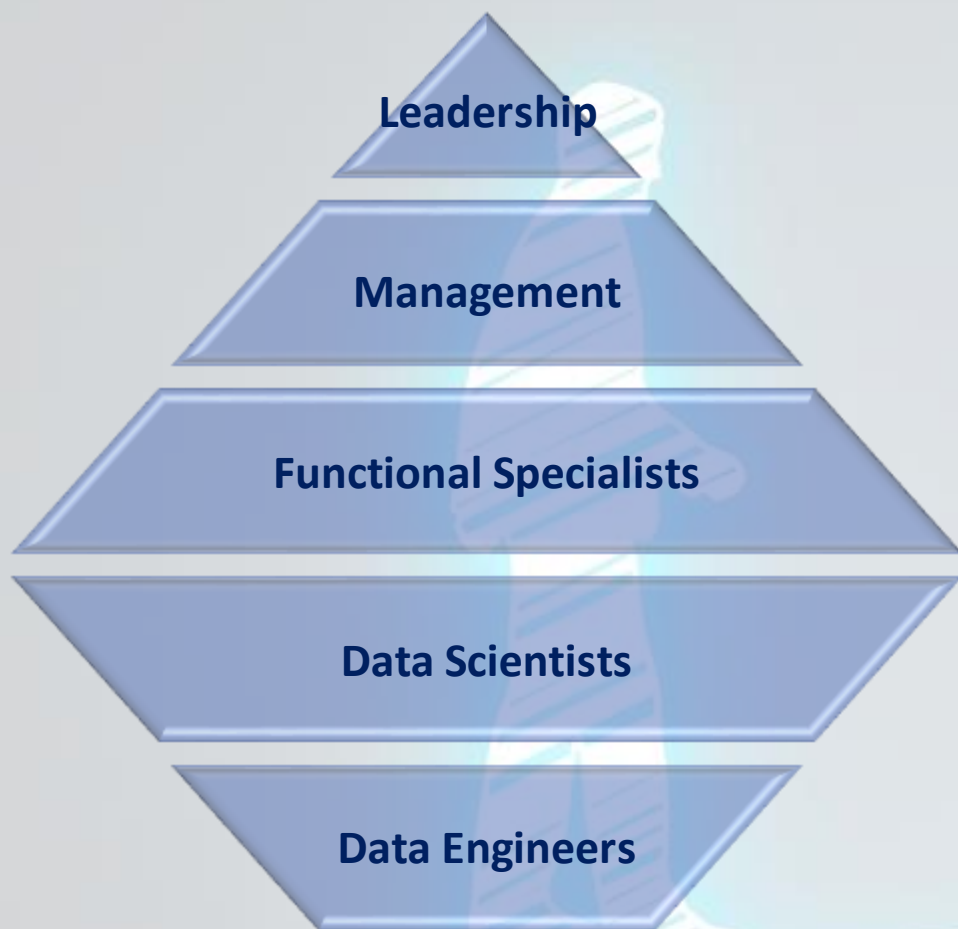
One set up, then refreshes are fast and painless



Informed decisions from multi-dimensional view of issue



Available Human Capital



Traditionally



Enabled



Delivering **INTELLIGENT INSIGHTS** – easy to access, explore, interpret, understand, and apply, allows companies to *benefit from* the *entire expertise, experience*, and *perspective* of all human capital

Consolidated & Agile View of Insights

ableau allows us to achieve what we set out to do

“Transform INSIGHTS into IMPACTS” through intelligent delivery of insights

- Change analysis focus with just a simple click
- All consolidated into 1 touchpoint
- Alternative reporting will require navigating through multiple pages or files



ILLUSTRATIVE – MOCK UP DATA

Information is power

But...

It is only powerful if
delivered simply and
applied correctly

To ensure **Analytics** adoption that delivers impact, make sure to deliver “**intelligent**” insights that are easy to...

ACCESS | EXPLORE | INTERPRET | UNDERSTAND | APPLY
towards strategic objectives



Know your **goals** & capability **gaps**

Welcome & **embrace changes**

Use the **right solution** for the job

Thank You

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