

“The most important challenge will be the ability of an organization to adapt to the disruption caused by data-based decision making.”

Suraj Chettri, Regional Director HR, Airbus India & South Asia

Elsewhere among Torchbearers, real-time data and visualization tools are being used to show data in flight, to see what’s happening inside a company’s plants or on the retail floor. With growing frequency, real-time tools can even depict what’s happening outside the enterprise’s four walls. “We have installed sensors at our customers’ sites, which helps us to understand how our products perform at their operations,” says a chemicals COO in the US. “Our employees can understand this data easily to improve the service we provide to customers.”

The Torchbearers recognize something that seems obvious but that most others are not yet doing. Employees don’t just need new skills to be comfortable working with data; they need new tools. “To constrain data analytics to only the data scientist community will get you just so far,” a US electronics CMO tells us. “The only way to extract the most value out of the data we have is to unleash data for the masses by giving them the right tools.”

A telecommunications organization in Latin America is well on its way to inculcating a new culture. According to its CMO, “All of the decisions that can be data driven have already been migrated to analytics.” When the company decides where to place cell phone antennas, a costly investment, or a store, “humans don’t decide alone. That decision has to be supported by big data. Senior leaders all have data experts on their teams, as they can’t make any kind of decision without a data report supporting it,” he tells us.

Utilizing AI for sentiment analysis and predictive analytics for more intelligent interactions with its customers, the organization seeks to become a trusted advisor to its customers. As the company migrates more of its data to platforms, the CMO says, “We are no longer a telco company. We are an experience company.”