No Centralized Data Repository

No Company - Wide reporting tool (except Excel)

Spend a lot time logging into different operation systems

Manually extract, clean and blend data on a regular basis

Numbers don't match people get into arguments over "whose numbers are right".

Distrust in the org over data reliability.

Competing interests (some people will fudge numbers in spreadsheets to inflate bonuses)

Time to insights and action is very slow

Decisions/actions/insights are lost in emails, meetings or conversations

Lots of "dark data" (images, notes, analyst insights)

The Company has gotten very good at communicating what happened but not why.

It takes too long to build a (custom or ad-hoc) report

Poor adoption of old reporting amongst new hires creates power users and people-related bottlenecks.

Dashboard Hell: Too many reports and similar dashboards with multiple versions of the truth create a nightmare for IT

Product offering is so vast it's too hard to keep track of what you're selling (what it looks like, user review,etc.)

Need exploit patterns in data to identify missed opportunities and drive micro-Optimizations.

Need to engage with customers in new ways and on new channels to further drive growth (e.g., Chatbots, Recommendation Engines, or AI-powered Search)

Data Aware

Data Proficient

Data Savvy

Data Driven

Common Pains just before Transitioning between Stages of the DDMM

ANATICS

		BI Strategy Formulation of business strategies	**BI Implementation** Design, Development, Implementation and maintenance	BI Analysis		
				Gathering	Analysis	Action
Business Management	Business planing, mid-term plan, business plan	**01: Enterprise Performance Intelligence (EPI)**				
Business Function Area	R&D	**02: R&D Intelligence (RI)**				
	Product planning					
	Product design/Development					
	Procurement	**03: Supply Chain Intelligence (SCI)**				
	Production					
	Logistics					
	Marketing	**04: Customer Intelligence (CI)**				
	Sales					
	After-sales					
Administration Function Area	HR/Organization	**05: Human Capital Intelligence (HI)**				
	Finance/Accounting	**06: Financial Intelligence (FI)**				
	IT	**07: BI Technology (BIT)**				

ANATICS