



# Secrets of Building a *World Class High Velocity* Analytics Shop

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# Software is rewriting business.

## We're helping companies rewrite the future.

**40**  
YEARS

managing and transforming  
complex IT environments

**\$4B+**

annual revenue and strong  
profit\*

**MORE THAN**  
**1200**

patents and more than 950  
patents pending worldwide

**\$1.9B**

FY17 investment in organic  
innovations and acquisitions

\* Data current as of close of fiscal year 2017 on March 31, 2017





# BE YOUR OWN CEO RUN A BUSINESS



# WHAT IS YOUR BUSINESS STRATEGY?



# Three keys to a great strategy...

**1** **CULTURE** who you are.

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**2** **CADENCE** speed to delivery.

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**3** **CREDIBILITY** tactic to strategic.

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A photograph of two young women sitting at a wooden table in a cafe or office setting. They are both looking at a laptop screen. The woman on the left has blonde hair and is wearing a dark, textured sweater. The woman on the right has blonde hair tied back and is wearing a dark jacket. A large window in the background shows a city street with buildings and a blue sky. The text "WHAT KIND OF CULTURE DO YOU WANT?" is overlaid in the top right corner in a white box. The word "CULTURE" is in pink, and the rest is in dark blue.

**WHAT KIND OF  
CULTURE DO  
YOU WANT?**



**WHAT IS YOUR **PRODUCT** AND  
HOW IS IT USED?**



# Deliver functional products and iterate

The image is a collage of four screenshots from the CA Technologies 'CONTACT HUB' application, illustrating a workflow for campaign planning and account segmentation.

**Top Left Screenshot (Main Hub):** Shows the main navigation bar with 'HOME' and 'CONTACT HUB' tabs. Below the navigation bar are three main sections:

- CAMPAIGN PLANNING:** 'BUILD HIGHLY CUSTOMIZED CONTACT TARGET LISTS.' Subtext: 'Create a campaign or play program, add accounts and build hyper-focused target contact lists.' A blue 'GO' button is at the bottom.
- CAMPAIGN TRACKING:** 'TRACK YOUR CAMPAIGNS, AND EDIT YOUR LISTS LIVE.' Subtext: 'View and edit campaigns that have been run, measure effectiveness and track performance.' A blue 'GO' button is at the bottom.
- ACCOUNT SEGMENTATION:** 'PROSPECT ACCOUNTS WITH SMART SEGMENTATION.' Subtext: 'Coming Soon, prospect and build intelligent account lists through advanced filters and analytics.' A greyed-out 'GO' button is at the bottom.

**Top Right Screenshot (Progress Tracker):** Shows a progress bar for 'STEP 2: UPLOAD ACCOUNTS OR BUILD ACCOUNT TARGETS' at 40% completion. The 'Sales Play Name' is set to 'Simulate'.

**Bottom Left Screenshot (Account Filters):** A modal window titled 'ACCOUNT FILTERS' with a 'Filter Summary' and 'Target List' section.

- Filter Summary:** 'status:ACTIVE', 'status:INACTIVE', 'fy19accounts:Y'.
- Filters:** 'FY19 account filter' is selected. Under 'Active/Inactive Customer Accounts', 'Include active accounts' and 'Include inactive accounts' are both checked.
- Target List:** 'CONTACTS: 0', 'ACCOUNTS: 0', 'APPLY FILTERS', and 'PROCEED' buttons are visible.

**Bottom Right Screenshot (Make a Selection):** A modal window titled 'Make a Selection' with two options:

- I HAVE AN ACCOUNT TARGET LIST I WANT TO USE.** Subtext: 'Already have an account target list? , get ready to copy/paste your list'. A blue 'GO' button is at the bottom.
- I NEED TO CREATE AN ACCOUNT TARGET LIST** Subtext: 'Use the Contact Hub to create your account target list , leverage the Hub engine.' A purple 'GO' button is at the bottom.

The CA Technologies logo is visible in the top left of each screenshot. The bottom right of the collage features the CA Technologies logo and the text 'reserved.' followed by the page number '8'.



# WHAT IS YOUR DELIVERY **CADENCE**?



**INSIGHTS ARE LIKE CANDY...**





# Keep the candy coming...

**1** **REVIEW** CONSTANTLY.

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**2** **PACKAGE** **VISUALLY**.

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**3** **BE** **AGILE** AND ADJUST.

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**EVERY BUSINESS INTERACTION  
IS AN OPPORTUNITY TO EITHER  
BUILD YOUR CREDIBILITY...**

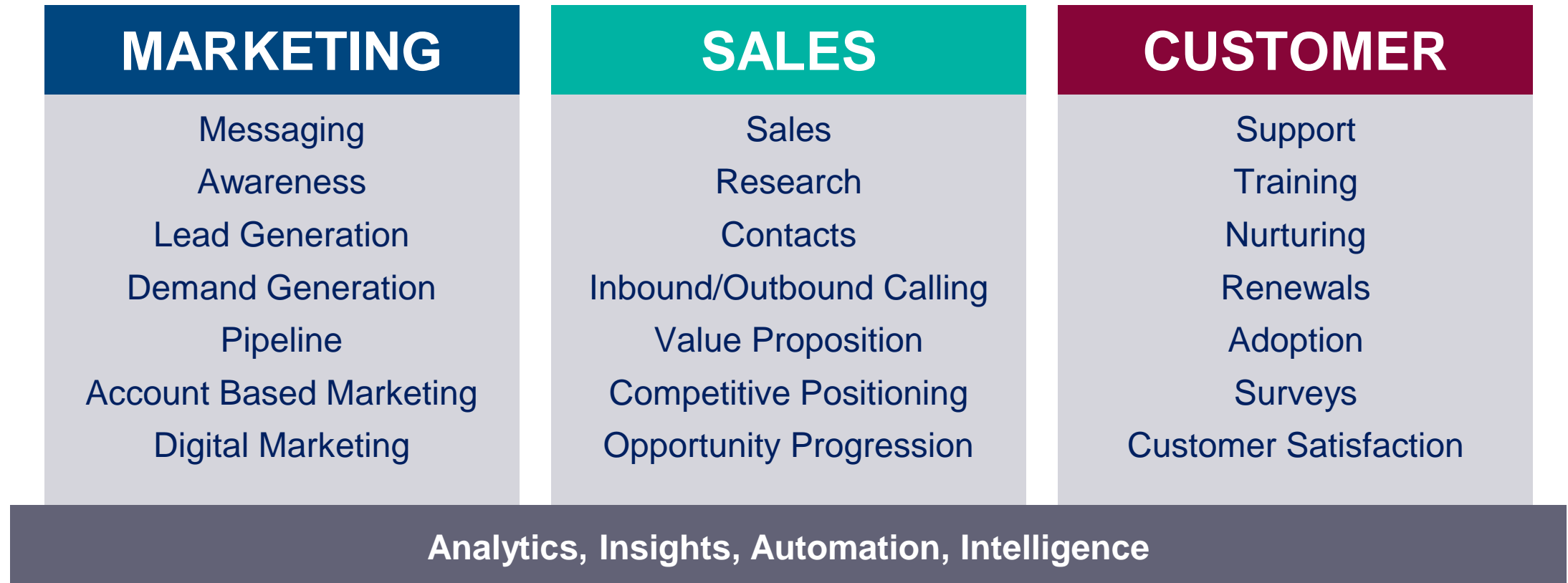
**...OR LOSE IT.**



The background of the slide is a large grid of many small rectangular windows, similar to a modern office building's facade. Each window pane shows a different scene from inside an office. Some panes show people working at desks with computers, others show people in meetings, and some show empty desks or office equipment. The lighting varies across the panes, with some being brightly lit and others being darker. The overall effect is a sense of a busy, multi-faceted corporate environment.

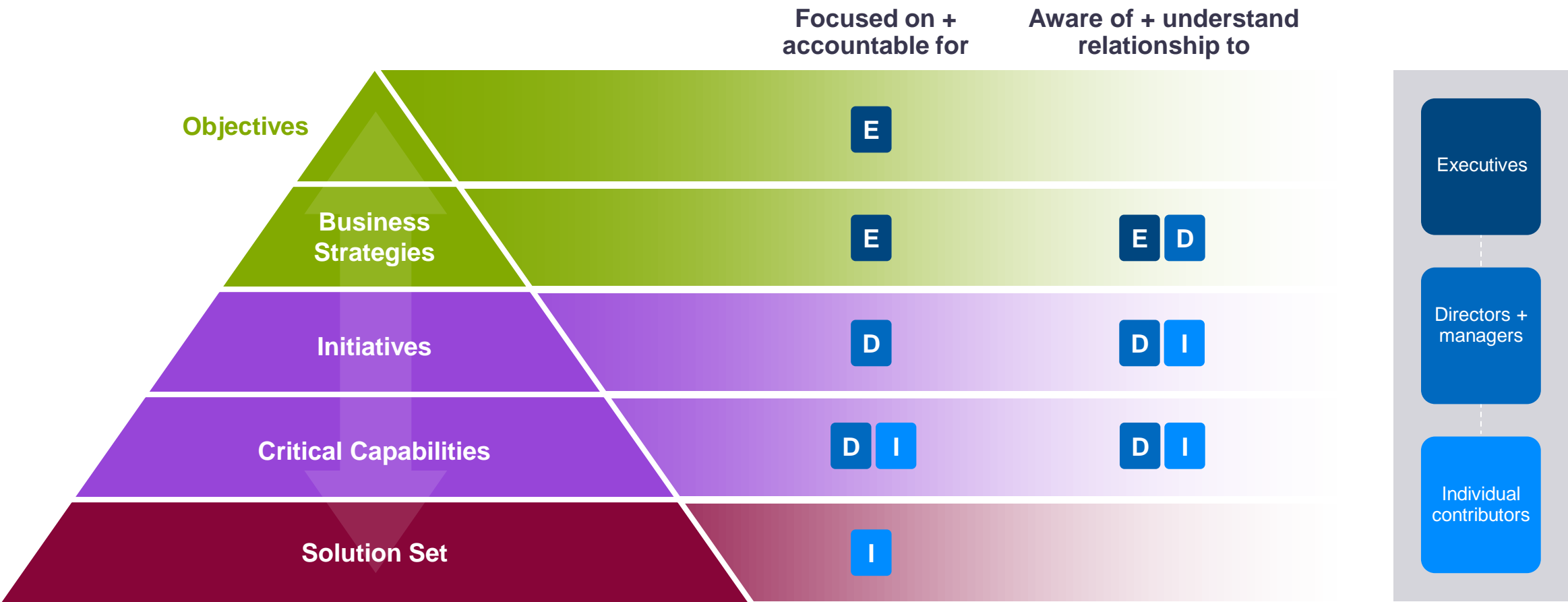
# HOW ARE YOU BUILDING CREDIBILITY?

# Business Challenges are Everywhere





# Business Initiative Framework



# Know your customers

**1 UNDERSTAND THE CHALLENGES.**

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**2 MAP TO THE INITIATIVES.**

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**3 FIND YOUR CHAMPION.**

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A woman with long, wavy brown hair, wearing a blue denim shirt and a colorful patterned scarf, is standing at a farmers market stall. She is holding a smartphone in her right hand, which is being held by a person whose arm is visible on the right side of the frame. The person is holding several ripe red tomatoes. In the foreground, there are various fresh vegetables, including purple eggplants and red onions on a wooden stand, and a wicker basket filled with green leafy vegetables and a tomato. A wooden crate filled with more produce, including radishes and leafy greens, is also visible. The background shows a sunny outdoor setting with greenery and a building.

**WHAT IS YOUR VALUE AND  
HOW ARE YOU **PROVING IT?****





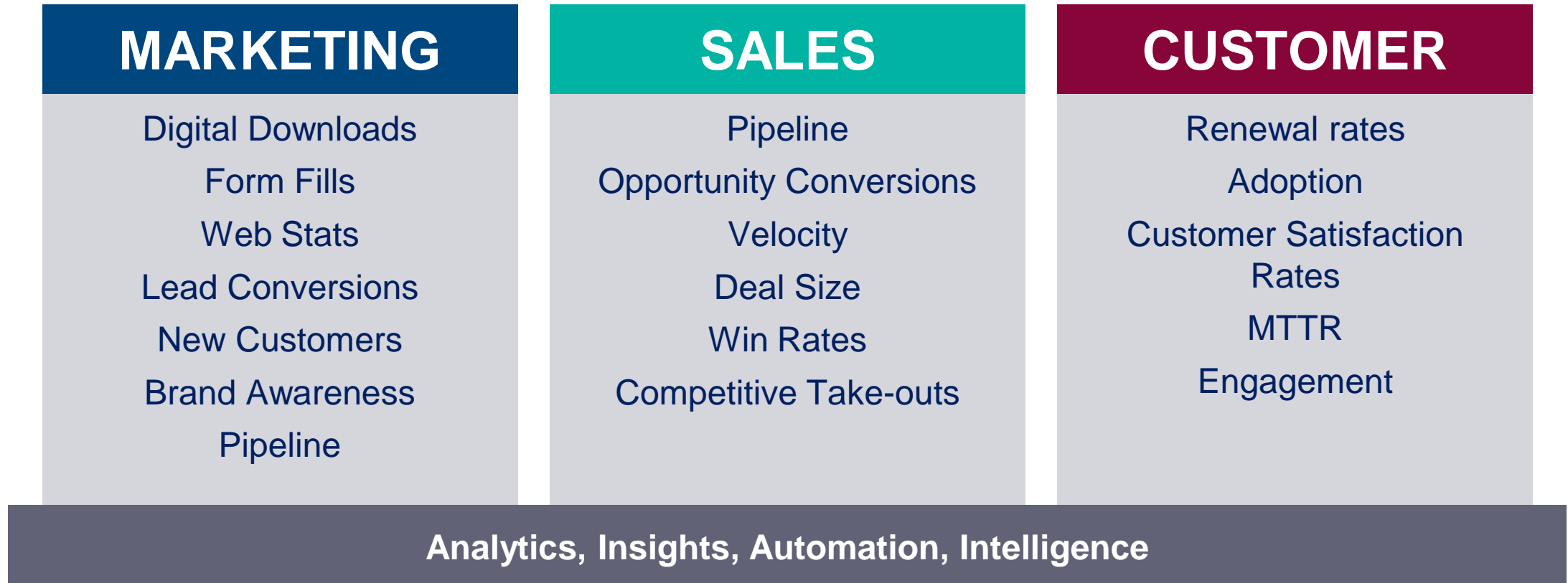
**Only 15% of companies measure  
the value of their analytics**

**Source: Gartner2017**

Buytendijk, F., Jain, A., Oestreich, T.W., Duncan, A.D., Smith, M. (2017, September). Data and analytics strategies need more concrete metrics of success. *Gartner*. Retrieved from <https://www.gartner.com/doc/3314317/data-analytics-strategies-need-moreconcrete>



# How do they measure value?



# Communicate your value...

1

**STAY FOCUSED ON THE COMPANY  
INITIATIVES.**

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2

**TELL THE STORY USING *INSIGHTS*  
NOT DATA.**

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3

**MEASURE RETURN ON INVESTMENT  
AND ARTICULATE *VALUE*.**

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A modern office interior with large glass windows and a high ceiling. In the foreground, a man in a grey suit and a woman in a dark blue business suit are standing and looking at a tablet together. The woman is holding a black briefcase. In the background, several other people are visible, some standing and talking, and others walking. The floor is polished and reflects the light from the windows.

# **RUN YOURSELF LIKE A BUSINESS**

**WHO** YOU SOLVE FOR  
**WHAT** YOU SOLVE  
**WHY** YOU CREATE  
**HOW** YOU MEASURE