

Accenture Technology Vision 2021

# The Analytics Angle With SAS

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sas

With the accelerated pace of disruption, the trends from Technology Vision 2021 are poised for fast adoption.

**Are you ready for the data and analytics implications?**



“This is an exciting moment full of potential and promise—that will be realized by analytics.”

Shane Groeger  
Global Managing Director and Sponsor for  
SAS and European Applied Intelligence  
Lead, Azure Data & AI Accenture





# Stack Strategically

## The Trend

Companies will compete on their technology architectures, further fusing their business and technology strategies.



## Analytics Implications



**Don't repeat analytics strategies.**  
**Rethink them.**

- Analytics capabilities will continue to move to the cloud.
- “Lift and shift” is not suitable for analytics strategies.
- Avoid predictable problems such as massive, unwieldy data siloes in the cloud.

Stack Strategically

## Analytics Implications



**Enforce—**  
**and engage.**

- Enterprise architects accustomed to enforcing compliance must seize the opportunity to engage with IT and business leaders.
- Rearchitecting IT infrastructure to better serve business requires new levels of collaboration.



## Analytics Implications



**Enterprise architects  
move from behind the  
scenes to out front.**

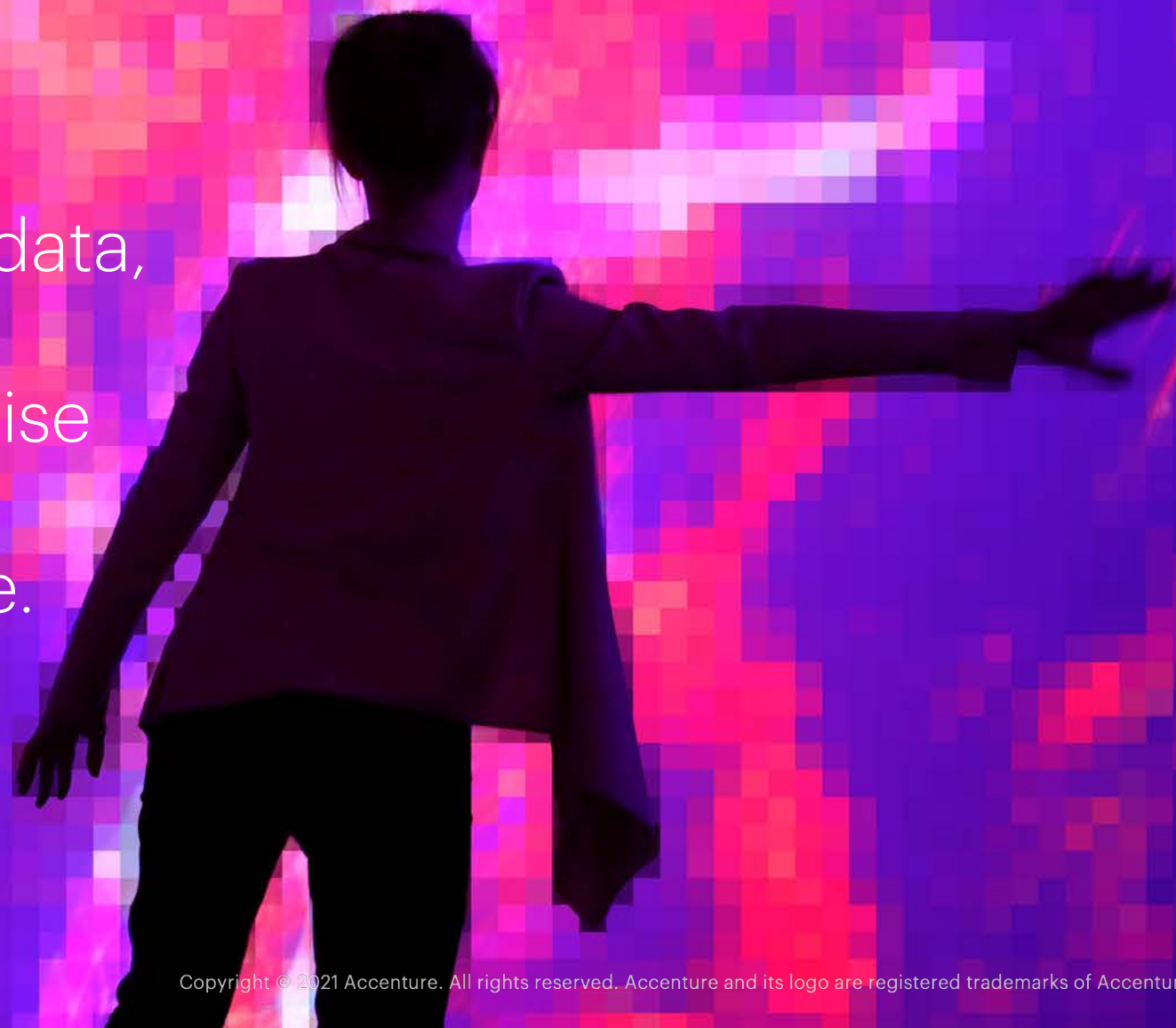
- Analytics is still a “black box” in many organizations. More people need to understand how it works, and architects are best suited to the job.
- Changes in analytics strategy have a direct impact on business processes. Architects need to explain how.



# Mirrored World

## The Trend

Growing investments in data, AI and digital twin technologies are giving rise to a new generation of business and intelligence.



## Analytics Implications



**Data is the linchpin of digital twin strategies.**

- The existence of digital twins hinges on the ability to create a fully outfitted digital clone of existing processes and assets.
- Both physical items and digital entities can be tracked from cradle to grave, imbued with their own metadata.
- Those who can manage and analyze this data can succeed with digital twins.



## Analytics Implications



**Mirror, model—  
and manipulate.**

- Identifying new ways to optimize processes with digital twins relies on a layer of AI, automation and analytics wrapped around twin data.
- Analytics and AI can be used to manipulate variables in virtual models and determine how changes in real-world operating models may improve outcomes.



# I, Technologist

## The Trend

Natural language processing, low-code platforms and robotic process automation are adding a grassroots layer to enterprise innovation strategies.



I, Technologist

## Analytics Implications



**A conversation with  
users, not a speech.**

- Democratizing technology requires understanding what users really need, not simply pushing more tools into their hands.
- IT leaders must organize architectures and enable capabilities needed to serve “citizen users” of analytics.





I, Technologist

## Analytics Implications



**Ambient**  
**and atomized.**

- Plan ways to deliver insights in familiar customer environments using smaller, focused insights that pop up when and where they're needed.
- Don't expect users to serve themselves with tools like analytics dashboards. Meet them where they are.



# From Me to We

## The Trend

Just as human DNA determines individual traits, the building blocks of innovation DNA will define enterprises in the future.



From Me to We

## Analytics Implications



**The culture  
is shifting.**

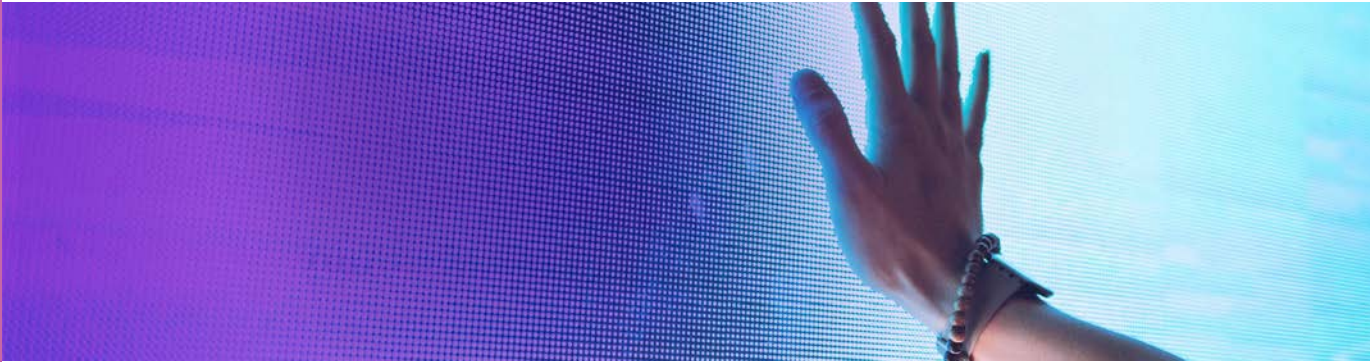
- After years of guarding data as a precious, proprietary resource, sharing in multiparty systems requires a new mindset from business and IT leaders.
- Those with strong analytics cultures will recognize the additive—versus reductive—value of collaborating in multiparty systems.





From Me to We

## Analytics Implications



**Not just data sharing,  
but **model sharing.****

- In multiparty systems, data is only the start.
- Collaborating through—and sharing—analytics models can exponentially increase the value from multiparty systems.





# Thank you

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