

Setting the Scene

Toolkit



The Evolution of Digital

1990s

2000s

2010s

Beyond

THE EMERGENCE

- The internet Bubble
- In 2 years internet population goes from 16M
- All these emerge
- Search Engines
- SEO
- Blogs
- Email
- File Sharing

THE VALUE GENERATOR

- Bubble Bursts
- Marketing becomes about experiences and value not pushing
- Email spam laws
- Social media emerges
- Google Launches personalised search
- Google rebrands GA
- Emergence of Smart Phones
- Real Time search results
- Online Video
- Ecommerce

NOW - THE HYPER PERSONAL

- G+
- More phones than people
- Internet overtakes TV
- Social Media Spends get serious
- Live Streaming
- Mobile Commerce
- Augmented reality
- Pokemon Go
- Apps
- Social Commerce
- Voice Search

MARTECH LANDSCAPE

- Lots of data, lots of tools:
 - 947 vendors in 2013
 - 2,000 in 2015
 - 3,850 in 2016
 - 5,000 in 2017
- Complex tech stacks
- Decommission tools that don't fit your business needs
- Investing in the right tech

Aspiration versus Reality

Traditional Business Structure

Head office makes the decision

Everyone has a boss

Teams are grouped by function

Teams are siloed:
Less exposure and fewer connections,
limited creativity

Who you know!
(social capital is king)

21st Century Business Structure

Authority has evolved into something more
dynamic/local

Everyone has many managers - matrix
management

Teams are grouped around customers or
products

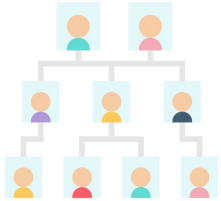
Teams share knowledge across functions:
More ties more creativity

Who you know and What you know
(blend social and human capital)

—————▶ Most businesses are somewhere in the middle ◀—————

Technology Enables

NEW ORG STRUCTURES



- single view of customer (CRM)
- seamless support cross-geography teams
- cross-departmental collaboration
- flexible work environments - anywhere access

NEW CAPABILITY PRACTICES



- process automation
- data analytics and data driven decisioning
- insights customer behaviours, thoughts, experiences
- real time reporting and controls

EVOLVING CULTURE & WORK PRACTICES



- Small teams are more agile with higher levels of coordination and effectiveness
- Tighter control of costs and efficiency
- Small teams naturally negotiate and agree on ownership
- Everyone is equal and accountable for their own contribution, regardless of title

The Analyst's Journey

Understand the business's mission, goals and strategies

Define digital analytics metrics and data collection methods

Build business relevant reporting structures

Develop communication practices that fit well with the culture

Get hands on with the technology stack

Document analysis and quality assurance best practices

Access the organisational structure and identify stakeholders

The Obstacles: Analyst Kryptonite

BUSINESS CULTURE



- Ongoing power shift from CTO to CMO
- Lack of bandwidth due to competing priorities
- Business lack understanding on how to use analytics to improve the business
- Budget - existing technology

TECHNOLOGY



- There is a lack of analytics technologies
- Data is complex and disjointed, data quality is low
- No one trusts the data
- Everyone thinks investing in analytics technology is expensive, conflicting priorities

ANALYST PROFILE



- Business lacks analytics maturity
- Analysts have a low profile within organisation
- Lack of talent & skills within the business/Lack of development & retention for analysts
- No Case Studies available to prove value

The Opportunities: Analyst Superpowers



FLY

Up up and away getting a clear view and better perspective of the overall landscape and what's really happening

Holistic view of the business problem
What's causing roadblocks, easier route to success



TIME TRAVEL

Moving back and forth amongst different dimensions to change the past or change the future to see the effects

Sensitivity to changes in your environment, changes to customer preferences

Plan and innovate to preempt customer wants and competitor reactions

What's the impact, what would work best



MIND CONTROL

If you understand what people think you can determine their behaviour even before they realise what they want themselves.

You can introduce products, processes and services to make their experience easier. Determine the success of a campaign.

Manipulate machines to provide better reports



X-RAY VISION

See through the data clutter to find the answer!



SUPER HEARING

Even from a distance you can hear what potential/customers are saying about us and our competitors

Internally you can influence colleagues sentiment but understanding their objections

Understand expectations, motivations and opinions - power to be responsive and take action



info@sparkline.com +65 65572543 sparkline.com