



History → Horoscope → Hands-On: Reinventing Analytics

Steve Cretney, CIO Colony Brands
Peter Coffee, VP for Strategic Research, Salesforce
Frank Ace, Director of IT, UW Foundation
Dr. Phil Shelley, President, Newton Park Partners

What Frank Thinks Analytics Should Tell Us

- What happened?
- Why did it happen?
- How could we change that?
- What happened when we tried that?
- What next?



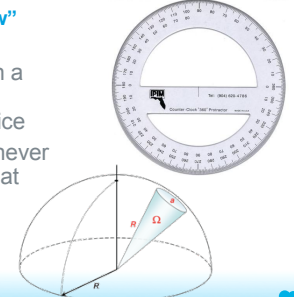
Phil: How Should Analytics Be Delivered?

- User segmentation
 - Rapid access to visualized KPIs
 - Advanced what-if, what-happened
- User environments
 - Mobility
 - Collaboration
- Connected devices and processes



Don't Stop With a "360° view"

- A "full circle" is better than a soda straw...
...but it's still just a thin slice
- "4π-steradian view" may never catch on, but isn't *that* what we actually need?
- Customers live in a 3-D space, not a flat plane


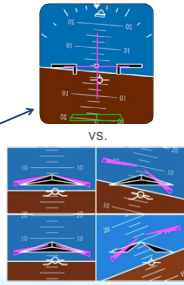


“Accurate” is Inadequate

Consider the task of assisting an aircraft pilot during flight
Autopilot assists, but disengages
If something goes wrong, pilot is behind the airplane

“Flight directors” modeled maneuvers
Early designs **weren't based on how pilots actually think about maneuvering**
“Crossbar” directors appropriate during landing
“V-bars” were superior in extreme maneuvers

The more is going on, the more important it is to know **what** was done; **why** it was done; and how to **stop** it or **undo** it



Q&A