Enterprise intelligence and analytics
Enterprise Intelligence and Analytics, also called EI&A, consists of services that are focused on helping clients improve performance and mitigate risk. It comprises:

### Analytics
Driving revenue through segmentation, predictive modelling, forecasting and optimization.

### Business Intelligence
Which encompasses definition of Key Performance Indicators, measuring performance against benchmarks and executive graphical views. It also includes other BI reporting based on standard variables, regulatory reporting, financial, productivity and quality reports.

### Enterprise Performance Management
Which consists of planning, budgeting and forecasting, financial consolidation, profitability and cost management.

### Information Management
Which is data acquisition, data consolidation and management, data quality and data accuracy services. These leverage insights from big data and IN-MEMORY technologies emerging today.

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**Where EY can help**

We can help our clients to improve, grow and protect their business.

1. **Accelerate growth**
   - Support business growth strategy, research and development with relevant data for innovation and sales
   - Smart data devices
   - Social media-enabled CRM

2. **Improve business performance**
   - Increase financial and operational efficiency by identifying the right cost reduction initiatives with data
   - Enterprise Performance Management
   - Agile cost-focused analytics program
   - Competitive intelligence

3. **Protection**
   - Enable data security and manage organizational risk related to data
   - Risk analytics
   - Records management

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Create better predictive outcomes with relevant and trusted information provided by:

1. Information strategy
2. Information value
3. Information visualization
4. Information quality
5. Advanced analytics enablement
6. Big data
7. Enterprise social media
Service overview

Supporting businesses in using data and underlying relationship between input and output to understand why something happened or to predict what will happen in the future.

Delivering the right information to the right stakeholders at the right time by using right mechanism.

Driver-based planning, allowing organizations to link their strategies with key business drivers and measuring efficacy against them. Supporting complex, multi entity, geography, currency and complex consolidations, profitability and cost allocations.

Delivering data acquisition and consolidation, and management using pre-built data models, and data quality and accuracy services; to leverage insights from big data and IN-MEMORY technologies emerging today.

Running program management office, supporting technology and business to set up Centres of Excellence, supporting organizations in their “business as usual” processes and leading change in organizations relating to the programs given above.
EY understands that deep technical capabilities in areas such as information management, business intelligence, enterprise performance management and advanced analytics are critical. However, it is only half the equation to realizing value. EY also believes that the rest is the art or experiences by implementing transformational change to make the science of analytics work.

EY provides a truly differentiated business perspective to clients on how enterprise intelligence and analytics can transform and improve their entire organizations – starting with the key business issues they face. This is rooted in the deep domain skills (fraud, risk, finance, customer, supply chain, HR, tax, transactions, etc.) EY can bring to bear to each client circumstance.

EY has a robust set of tools and infrastructure for information management, business intelligence, enterprise performance management and advanced analytics. This technology platform is accessible and flexible to meet the needs of a broad range of its practitioners. It is also scalable and interoperable to enable connectivity of data, workflows and automation is seamless across the value chain.

EY tailors its insights and services to specific industry sector competitive and regulatory dynamics. It is committed to sector leadership as a critical differentiator and strong sector perspective is embedded in its market go-to approach, service delivery, alignment of market segments and increased sector-related training for its people.

EY has established an overall approach for enterprise intelligence and analytics and a network of individuals committed to a shared vision – making it easier for it to bring the necessary competencies to its clients from around the world and leverage the proper mix of on-shore and off-shore resources.

Why EY?
Key questions for key stakeholders

**Analytics**
- Can we get deep insights from the vast data available in the organization?
- How do we evaluate economic implications in ever-changing business scenarios with precision?
- Have we developed products and powerful brands that delight our customers?
- How do we increase our marketing ROI across channels?

**Enterprise Performance Management**
- Is our organization spending too much time on financial consolidation and planning?
- Are our key reporting and regulatory reporting needs being addressed?
- Is our forecasting and budgeting process inaccurate and time-consuming?
- Is our financial reporting time-consuming and non-standard?
- Do we have a multi-dimensional view of our financial data?
- Is our data reliable and in line with our source systems?

**Information Management and Business Intelligence**
- Is our organization spending more time collecting data and less time analyzing it?
- Do we have plans to implement a unified view of our key partners, customers, employees, vendors, etc.?
- Are our key decision-makers complaining about the reliability of the reports we are delivering?
- Does our IT team complain that no one reads the reports produced by it?
Client's Speak

This delivery was important for our business users because it allows them to allocate the cost of control and support functions for their areas in a way that is transparent, enhances ownership and better informs decision-making to manage costs.”

Strategic Cost Allocation Release Sponsor
Royal Bank of Scotland

Good work on both the LCS and Financial Management initiatives. And on the latter, HFM continues to be a leading example of how to manage and run well a major IT and process project. Outstanding accomplishment by all involved.”

Chief Financial Officer
Ford Motor Company

BI service/technology consolidation and adoption in business processes has helped RLIC for near real-time decision making during new business acquisition. Also, EY has automated feedback of existing customers from field forces to recalibrate models for informed efforts on customer retention. Kudos to the entire EY team!”

Chief IT Manager
Reliance Life Insurance Company

Want to know more?

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Latest thought leadership reports

EY regularly publishes thought leadership reports with its insights on Enterprise Intelligence & Analytics. To name a few:

- **Ready for takeoff? Overcoming the challenges of big data**
- **Board Matters Quarterly: dealing with big data**
- **Predictive analytics: C-suite's shortcut to the business of tomorrow**
- **2014 forensic data analytics study: big risks require big data thinking**
- **Designing your customer experience using digital analytics**
- **Order from chaos: where big data and analytics are heading and how life sciences can prepare for the transformational tidal wave**
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