

DXC ANALYTICS | A swift and strategic approach

The pace of business is accelerating. Consumers know it because the world is now literally at their fingertips — they no longer have to wait to receive the latest products and services. Businesses that pioneer new ways to deliver these experiences will inherit the future. But how do you get there from here? How do you leverage big data to deliver the kind of business agility you need to swiftly adapt to the speed of the marketplace?

Collaborate

DXC Technology is your partner, coach and advisor on the race to analytic insights

Configure

A single vendor can help you design, build and deploy your ultimate solution

Compete

Get out of the business of IT and let DXC help you deliver better business outcomes

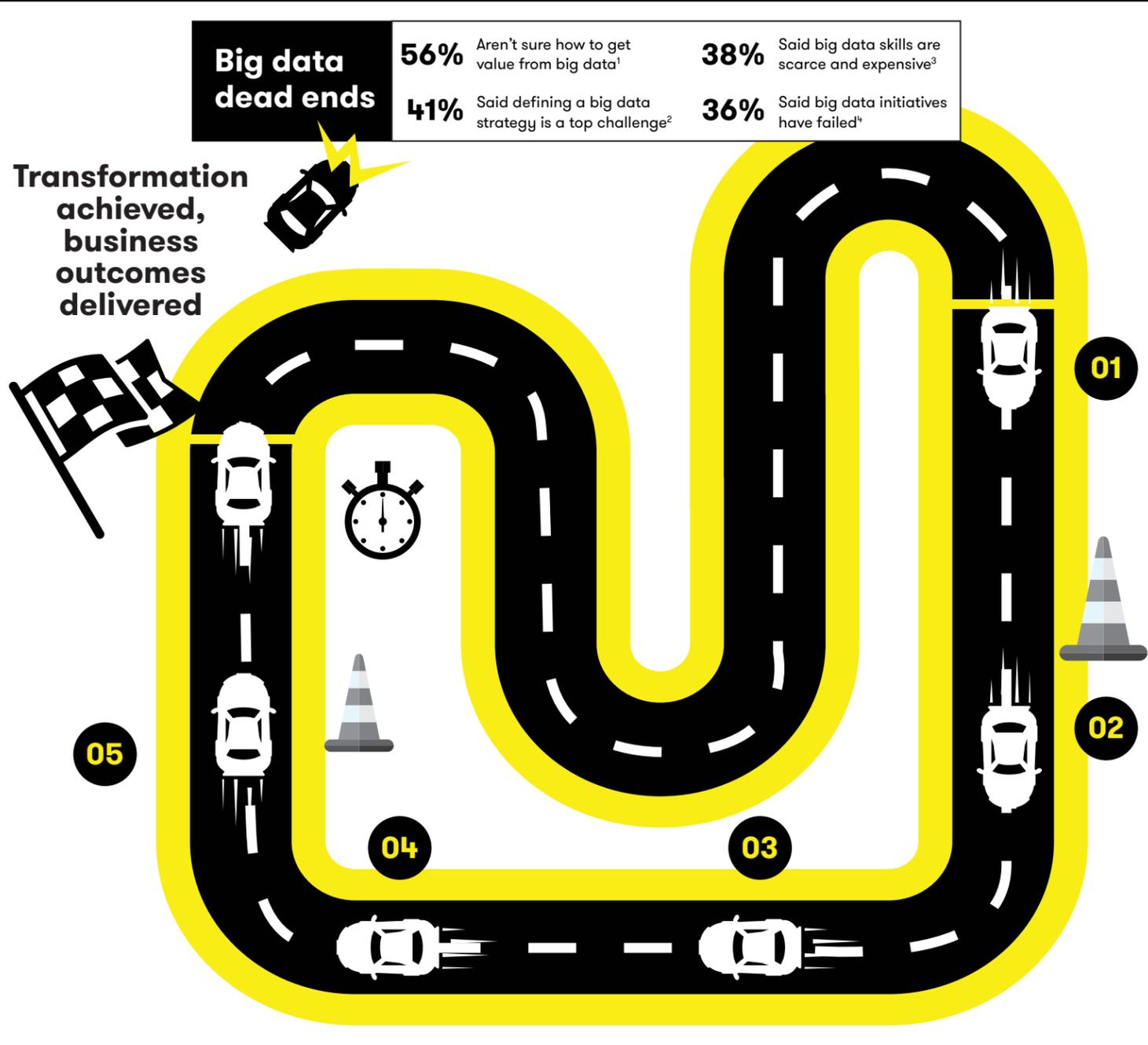
A tiny history of data

- 1880 Using methods of the day, the 1880 U.S. Census takes so long to tabulate, it is barely completed by the time the 1890 Census is started.
- 1881 The Hollerith Tabulating Machine is invented, allowing data to be tabulated via punch cards.
- 1932 The U.S. population boom and the recent decision to issue Social Security numbers lead to the need for much more organized recordkeeping.
- 1941 To adapt to the massive amount of new literature and publications, libraries have to adapt their storage methods — card catalogs are the hard disks of the day.
- 1966 Centralized computing systems arrive, helping businesses automate their inventory tracking systems.
- 1970 Edgar F. Codd develops the concept for the world's first relational database — one that allows information to be accessed quickly without knowing how the data is structured or where it resides in the database.
- 1989 The idea of modern Business Intelligence, first conceived by Hans Peter Luhn in 1958, is expanded by Howard Dresner to include the use of fact-based systems to improve business decisions.
- 1992 The first database report using Microsoft Windows is generated through the use of Crystal Reports software. Suddenly, data analytics becomes affordable.
- 1999 An article in *Computer Weekly* points to the use of predictive analysis forecasting for ERP solutions. Business will never be the same.
- 2005 Web 2.0 is in full swing, and its killer app is SQL. Database management becomes a core competency for the modern business.
- 2007 Information is again growing at an impossible rate. Experts estimate 161 exabytes of data have already been created, with the number expanding to 988 exabytes over the next 4 years.
- 2013 The internet of things (IoT) begins to connect millions of small sensing devices to centralized server and storage networks.
- 2015 Adopters of AI and Machine Learning gain a competitive advantage in the digitization of the business.
- 2017 Data socialization begins to become prevalent, to foster a collaborative and curated approach to data use.

Big data dead ends

- 56%** Aren't sure how to get value from big data¹
- 41%** Said defining a big data strategy is a top challenge²
- 38%** Said big data skills are scarce and expensive³
- 36%** Said big data initiatives have failed⁴

Transformation achieved, business outcomes delivered



01 Agility

Challenge: Drive business agility
Solution: Make analytics pervasive by delivering predictive insights
Outcome: Enhance productivity, bring products to market faster

02 Innovation

Challenge: Increase innovation
Solution: Integrate insights to adapt rapidly to market conditions
Outcome: Gain competitive advantage in the market

03 Visibility

Challenge: Enhance visibility
Solution: Improve business decisions with integrated analytics
Outcome: Win, serve and retain customers with data-driven decisions

04 Risk Reduction

Challenge: Reduce risk
Solution: Mitigate adverse impacts through proactive insights
Outcome: Ensure the safety and trust of your customers and organization

05 Loyalty

Challenge: Drive loyalty
Solution: Enhance experiences that maximize growth and brand loyalty
Outcome: Analytics to drive growth