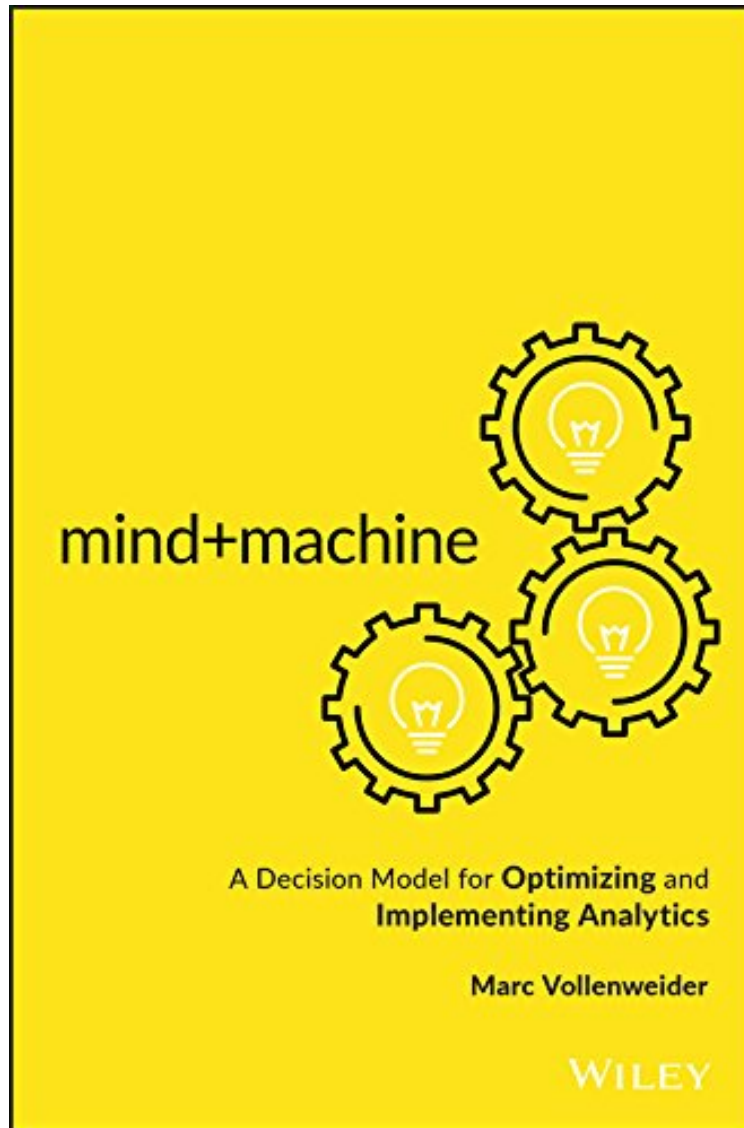


Mind+Machine: A Decision Model for Optimizing and Implementing Analytics

Marc Vollenweider

ePub | *DOC | audiobook | ebooks | Download PDF



DOWNLOAD



READ ONLINE

#746772 in eBooks 2016-10-14 2016-10-14 File Name: B01MDMWQ9P | File size: 59.Mb

Marc Vollenweider : Mind+Machine: A Decision Model for Optimizing and Implementing Analytics before purchasing it in order to gage whether or not it would be worth my time, and all praised Mind+Machine: A Decision Model for Optimizing and Implementing Analytics:

0 of 0 people found the following review helpful. Five StarsBy userGreat thinking and very practical examples. Highly recommended.
2 of 2 people found the following review helpful. How minds can collaborate with machines to achieve high-impact results and thereby create capabilities that did not exist before
By Robert MorrisNote: now has a policy

guidebook by industry disrupter Marc Vollenweider thoroughly covers the entire end-to-end value chain of analytics. The overabundance of information available today creates real problems for organizations basing competitive decisions on data, and this welcome program fully prepares you to effectively apply mind+machinetrade; to accomplish tasks aimed at enhancing productivity, time-to-market, quality, and pioneering new capabilities for organizations. A-to-Z coverage takes you from contemporary definitions of an analytic use case all the way through applying analytics to pay-as-you-go commercial models, leveraging use case synergies, efficiently handling regulatory oversight, and managing individual use cases as well as portfolios of use cases. All the material and advice inside is focused on using analytics to make money and satisfy clients, which means following the framework leads to streamlined solutions requiring less money for IT, shorter development cycles, progressively user-friendly interfaces, and a solid basis for new and profitable use cases. Whether you're developing sales pitches, research, data products, or any other information-based product or decision tool, the methodology inside accommodates all types of data and information, including qualitative and quantitative; financial, business, and operational; static and dynamic; big and small; and structured and unstructured. This dependable reference quickly fits into your everyday decision-making routine when you start to: Maximize ROI from use cases and avoid the pitfalls associated with following the most common industry misconceptions about analytics Skillfully adopt all the latest trends influencing how use cases are conceived, designed, applied, and sustained over their lifecycle Command a powerful methodology for keeping your internal and external analytics providers transparent and on track Mind+Machine gives you a tangible path to taking a competitive edge with applied analytics by effectively managing portfolios of profitable use cases with a focus on end-user benefits and accurately measured ROI. From the Back Cover Praise for mind+machine "Mind+Machine is a thought-provoking exploration of data analytics as they stand now. Marc introduces and develops several game-changing concepts, like the Efficient Frontier, Ring of Knowledge, and Use Case Methodology, showing how to apply them for the best possible return on investment. These ideas should be the cornerstone of every organization's approach to data analytics. Written for the generalist with plenty of real-world examples, it's a fascinating read that I couldn't put down." —Stefan Arn, Global Head of Technology for UBS Wealth Management and UBS Switzerland and Group IT Head for Strategic Regulatory Initiatives "Mind+Machine provides a much needed antidote for the business leader looking for actionable business insights in a world of information and technology overload. Based on his credentials as adviser to many of the world's top banks, corporations, and professional services firms, as well founder of two industry-disrupting businesses, Marc has a unique perspective on how to combine human expertise with technology to deliver high ROI business results. He simplifies a complex subject, and his approach is supported by over 40 accessible and insightful case studies. A compelling and accessible guide for decision makers and business leaders seeking sustainable competitive advantage in their markets." —Mark Bidwell, founder of The Innovation Ecosystem, chairman of BC Platforms and director at Terramera "A very interesting read. It demystifies data analytics with lots of real-world examples on use-cases, best practices and insights from industry. It also offers refreshing business angles of examining the value of analytics in terms of ROI and 'so-what'. Though it is targeted at top managers and decision makers, I find it to be a good read for technical staff, researchers and data analysts. I will use it as part of my research into big data and social media analytics." —Professor Tat-Seng Chua, KITHCT Chair Professor at the School of Computing, National University of Singapore About the Author MARC VOLLENWEIDER is co-founder and CEO of Evaluateserve, an industry-influencing global research, analytics, and data management solutions provider known for its mind+machinetrade; process that combines a global network of expert analysts and best-in-class technology. The McKinsey Co. alum has extensive consulting experience in such industries as telecommunications, banking, and pharmaceuticals.