



# 3 Steps to Unlock New Insights from Your Existing Data

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*Lessons Learned from a Hitachi Solutions  
Change Management Expert*

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# Introduction

First, let me introduce myself so I set the stage for this conversation. My name is Dave Horstein with Hitachi Solutions. I'm not a technologist. I'm a people solver. I work with organizations to identify the "why" — why processes are or are not working, why a certain technology is or isn't the right investment, why businesses are hampered by blind spots in their operations.

Through our podcast, [Exchanges](#), I've enjoyed conversations with many of our experts about why data is the primary driver for modern business solutions. From data science and analytics to AI and machine learning to security and governance, we love to "speak data" at Hitachi Solutions. And I've also learned a great deal working with our customers from many industries, hearing their challenges and finding ways to overcome them. In this ebook, I will be discussing the insights I've garnered from these conversations and share them with you. The goal? *To help you accelerate your data initiatives.*

Solving business challenges is what drives me. It's the purpose of our company. Before we ever get to technology, we get to the heart of what is driving your project — discovering your business obstacles and creating a path to overcome them.

So, when it comes to data, I'm with everyone else. Where do I begin the conversation? How does data tie back to business value? I want to

share with you a few things I've learned about the path to analytics success, but to set the stage, here's some food for thought: McKinsey research found that companies are using less than 20 percent of their data to drive business decisions through analytics.

It's a powerful stat, but what intrigues me most is the other 80 percent of their data, and what kinds of intelligence are hidden within they probably don't even know exist.

It's an intimidating topic for some, with lots of complex tech talk and buzzwords thrown around. But there are very grounded reasons companies are making the move to modernize their business practices through data and analytics. According to recent McKinsey research, companies that inject big data and analytics into their operations show productivity rates and profitability that are five to six percent higher than those of their peers.

*These insights are there for the taking, but you must have a plan in place to surface them or you'll lose out on the business outcomes they can generate.*

Let's discuss three key steps leaders like you can take to utilize existing data to drive analytical insights that change your company for the better.

# Step 1: Find Opportunity in the Pains

Even if you don't know the value hidden in your data, our customers are aware of the business challenges they're facing.

Regardless of industry, product, or service, challenges abound. It's important to take a step back and look at these challenges before you can determine how technology and data can bridge the disconnect between the issue and the desired outcome.

When we start a project, it's important to focus on how data will be consumed and

how the business is going to make money or save money based on this investment. When you start there, you're starting with business value. This will inform the appropriate level of investment and create the most efficient method to complete your data project.

Beginning with the first steps of pain and opportunity sets your path to data modernization. It gives you the purpose of the project.

## Data Is Critical to Business Outcomes, But It's Complex

Here's why companies turn to partners like Hitachi Solutions for data migration:



That's the average percent companies pay in migration over their planned spend each year for internal inefficiencies when managing data modernizations themselves.



The percentage of data modernizations delayed more than a quarter when using internal manpower.



The good news is that using a solution like Hitachi Solutions Empower Data Platform can reduce cloud expenses by as much as 30%.

*Source: McKinsey*



## Step 2: Taking a Phased Approach



Analytical insights can come from just about any data source, whether you have a modern data platform already, or have siloed data across your business that needs organization. So whatever shape, or no matter how “dirty” you think your data is, AI and machine learning advancements can accelerate the migration of data and rapidly get you to actionable insights.

*But you must be prepared to use those insights, or they could be lost.*

In the old world, folks would take on big waterfall, monolithic data warehouse projects. That doesn’t work these days because they take far too long to realize value, and often, that value is limited. Our

customers now expect to see progress after three to six weeks, and in some cases, substantial progress. As they should. The technology is there to make it happen.

So, to achieve the business goals we established from the start, it’s best to take a phased approach in deciding which data sources will be used to build data models that support the goals, and produce high-quality information for decision makers. On top of that, and this is critical, you need to decide the best methods and practices of presenting these analytical insights to business users. This allows them to make informed decisions that have positive impacts to the business — which leads us to our next step.

## Step 3: Change Management

Your data modernization is about more than just having data. Simply *possessing* information doesn't realize any value. If you have a machine learning pipeline that's producing great predictions, and your team ignores those predictions, then it serves no purpose.

You can have all the latest tech and mountains of information, but if people don't know how to leverage it, then it can never solve the business challenge you originally set out to overcome.

That's where training and organizational change management come in. To ensure your employees can adapt to and adopt their new data-driven future state, they must be properly trained and educated on their new processes and tools. Another critical component in successful change management is communicating changes

to impacted employees. You may be surprised — or not surprised — to know that a lot of our customers have people accustomed to working on pen and paper for reporting and communications. You need to show these individuals the value of shifting toward a solution like Microsoft Power BI or a small application to input and output their production.

Once that shift is done is when the maturity curve starts to climb. But you really need each of those three elements in discovering your business outcomes, taking a phased approach, and threading organizational change management into your culture to achieve the full cycle of value. These steps allow you to execute in a programmatic way aimed directly at driving your intended business outcomes.



# Accelerate Your Path to Migration & Analytics

## All the Possibilities of Data & AI Begin with Your Data Foundation

Business leaders understand data doesn't do them much good without a way to transform it and create valuable insights that elevate their business, customer experiences, and operations. And the pace of change is rapid. But first thing's first: you cannot leverage powerful innovation today without first building your foundation. And that foundation begins with your data platform.

Leveraging AI, for example, isn't possible, without the proper data foundation in place with which to embrace the new technology.

Data modernization is hard and complex, and often the reason for a lot of wasted spending. **Luke McGrath**, Hitachi Solutions

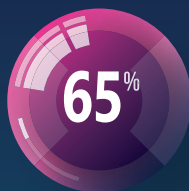
chief technology officer, recently delivered an insightful webinar talking about just that: How to securely leverage AI for your enterprise. I encourage you to [watch it here](#).

Some companies already own and are on that pathway, and we can help them on the journey. Other customers want an easy button solution where we do it all, and that's why we created the Empower Data Platform. If you're not sure where you are, [talk to our experts](#) and we'll help you map your data transformation.

## Hitachi Solutions Empower Data Platform Customers Realize Speed & Value



Our customers get to usable data on Azure 55% faster with Empower



Average customer decrease in Azure spend



The average labor savings on project development with Hitachi Solutions

Learn more about the **Hitachi Solutions Empower Data Platform** by clicking [here](#).



# We are **People**-first, **Experience**-led, **Customer**-driven.

Hitachi Solutions' mission is to work with our customers to solve their business challenges through flexible, scalable, and supportable digital strategy that is driven toward business success.

We solve business issues by developing *a deep understanding of what makes your company work*, and by exploring how we can make your business better through specific solution sets that work for everyone in your operation.

Our goal is to **align technology with people and processes to solve business challenges**.

We help our customers innovate **when** they need, as well as partner and advise them on **how** to choose the right solutions for their evolving business. We test and transform through change enablement and ongoing, flexible support to realize the full **value and return** for digital strategy and technological investment.



I'd love to continue this conversation with you. You can [contact us](#) here and we'll connect you with our experts.



## ABOUT THE AUTHOR

**Dave Horstein** is an advisory client partner with Hitachi Solutions where he helps organizations gain clarity, alignment, and business value. Dave engages with his clients' leadership teams to visualize their future state, build consensus, and drive excellence.



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