



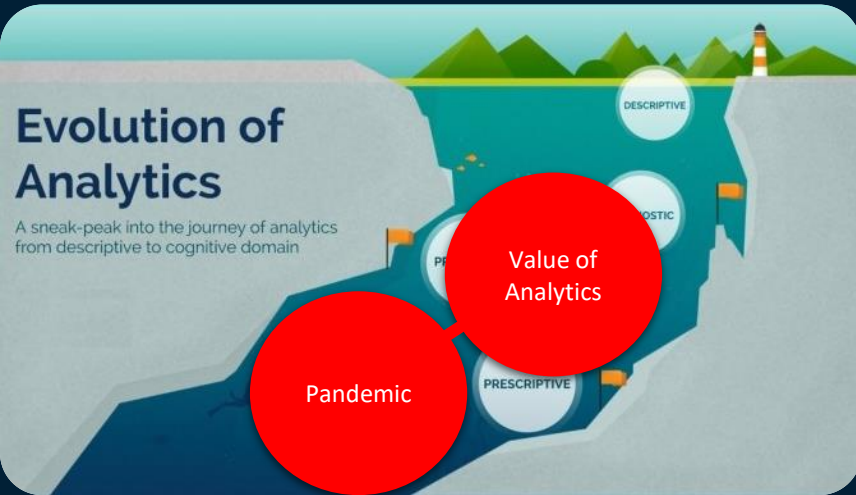
How to Accelerate Analytical Capabilities of an Organization Innovative Business Models

Yigit Karabag

Regional Director – Customer Advisory

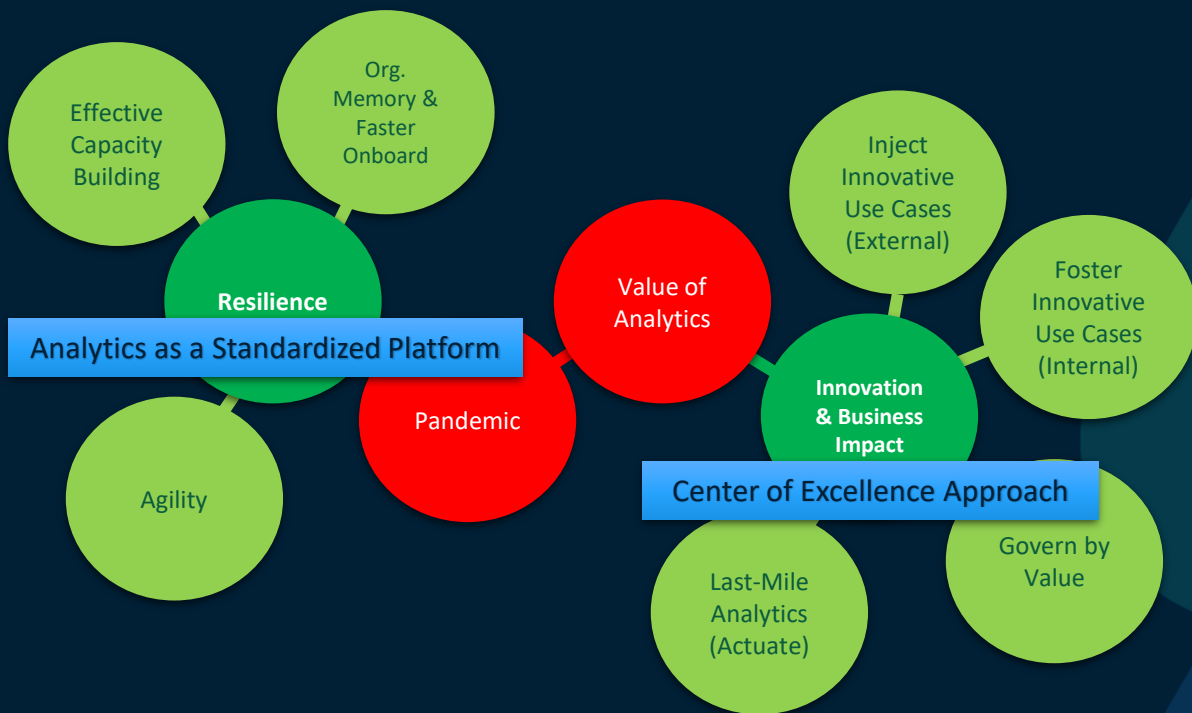
SAS Central Eastern Europe, Middle East & Africa





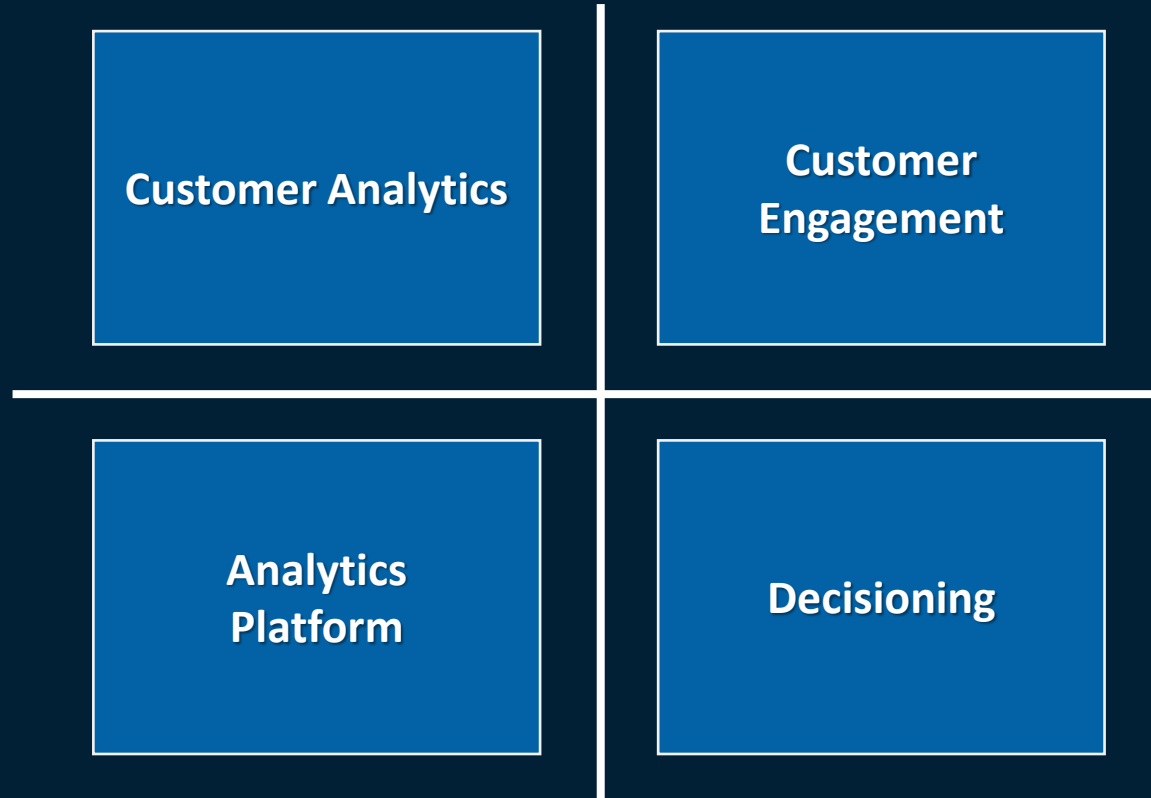
Source: neowin.net / The Evolution of Analytics Report

A Golden Opportunity to Relook at Analytics as a Business Function

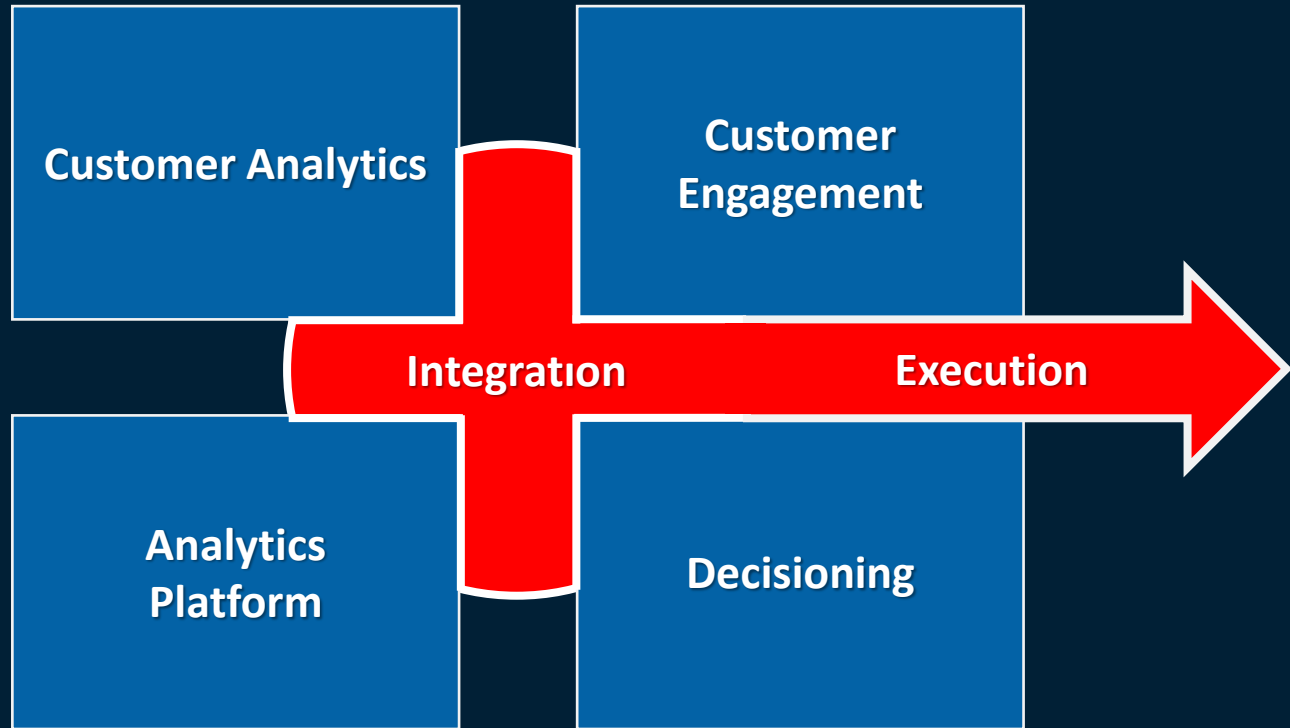


A Strategic move from **“What”** of Analytics to **“How”** of Analytics

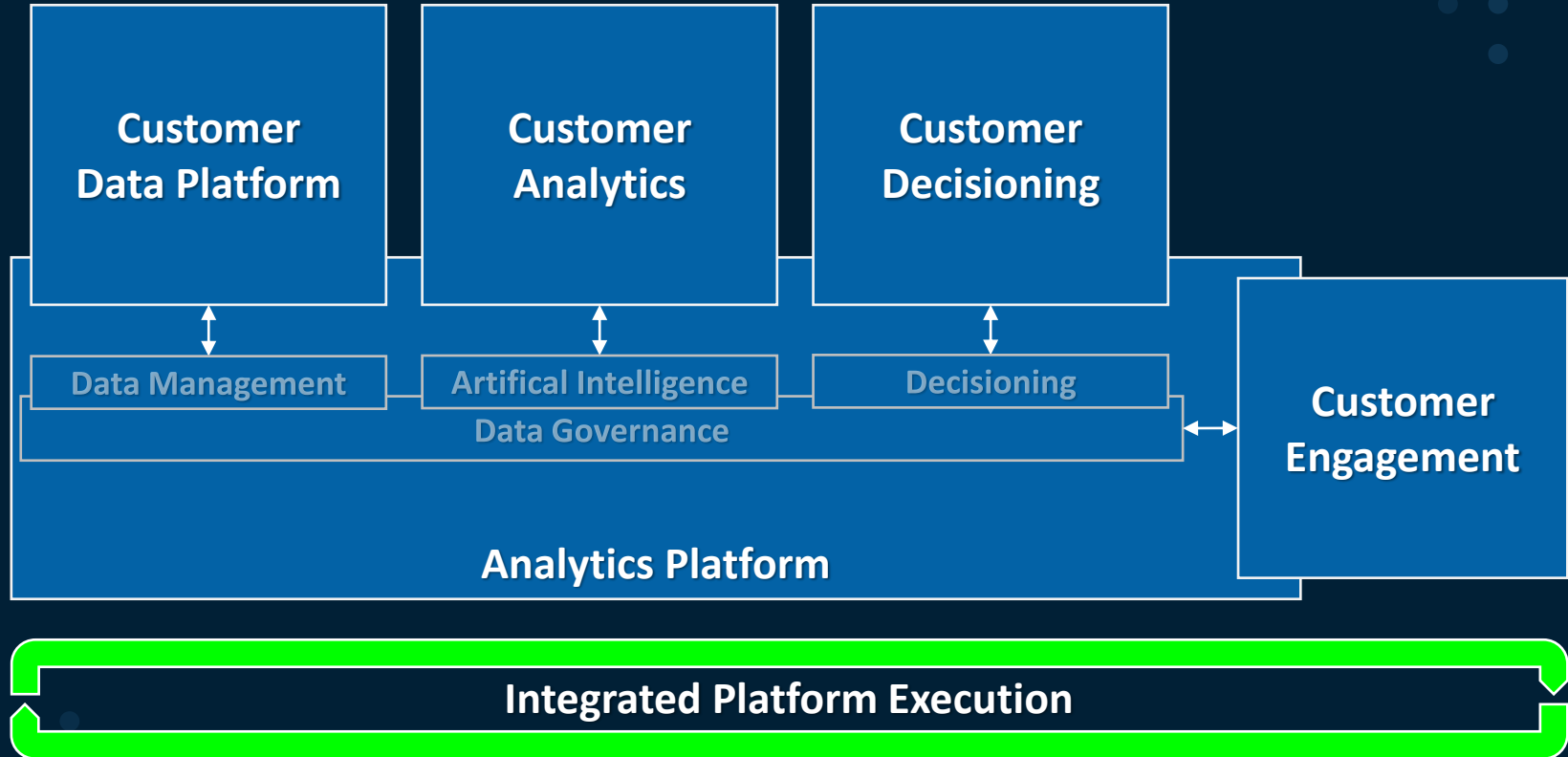
Traditional Separate Project Approach Increases Software Costs



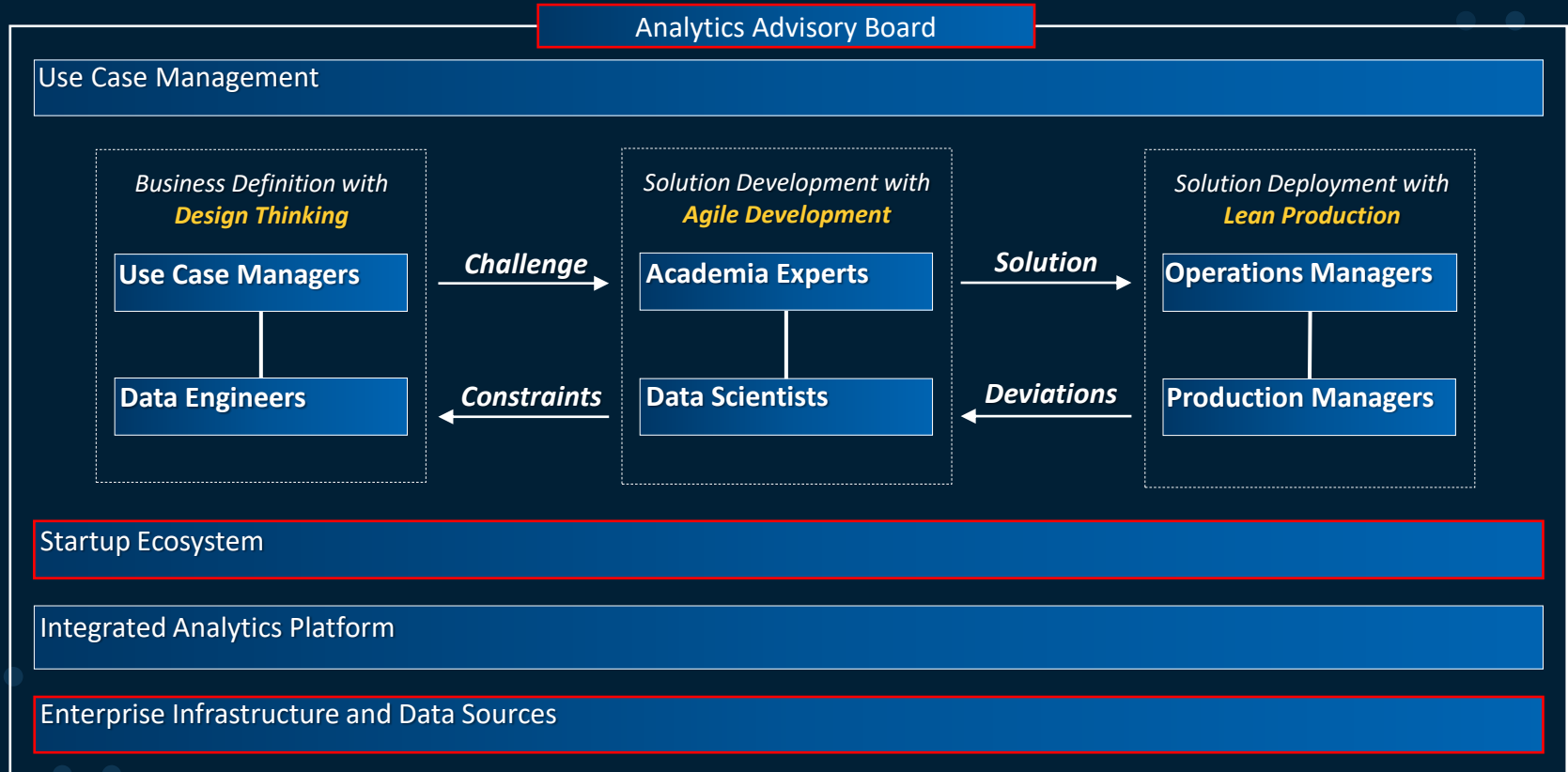
Integration and execution costs are additional on top of software



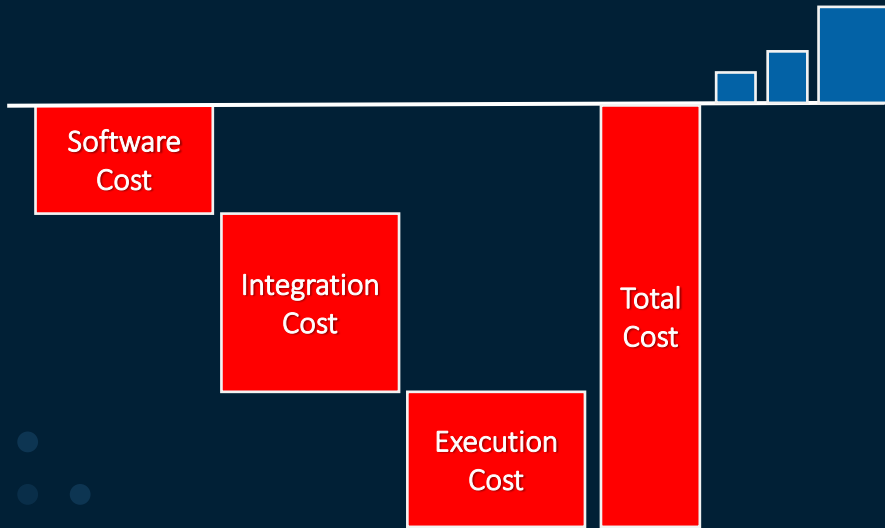
An Integrated Platform Execution for Greater ROI



Analytics CoE Operating Model



Analytics CoE Service Model optimizes ROI with high impact



Typical Analytics Projects

Analytics CoE Service Model





Thank You

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