Business leaders are growing wary of the Big Data sales pitch. Slickly designed materials offer promises that data analytics can solve any problem, yet they provide only abstract concepts and mathematical jargon. The pitch is tiring... but the potential is undeniable. The combination of increasingly available data and ever-greater processing power means that businesses can’t afford to stand on the sidelines.

Unfortunately, many business leaders are investing in one-off technical solutions—with a big price tag and mixed results—instead of investing in a strategic data science capability. As a result, organizations make mistakes. They invest in new cloud-based technologies without a workforce trained and inspired to effectively use them. They struggle with a random discovery model with no strategy for maturing capabilities. And they mistakenly assume that “the data will speak” but find that the answers aren’t relevant to meet their business needs.

To remain competitive, companies need a data science capability guided by strategy to drive revenue, decrease costs, and minimize risk.

We think differently.
At Booz Allen, we understand that you need more than a technical solution to get the most out of data science. You need a business-focused solution that helps you identify efficiency and quality gains that can have meaningful impact on margins. We partner with you to determine how data science can capture new revenue streams and enhance customer experience in brand differentiating ways.

Building a data science capability requires the acumen to understand complex, data-rich environments. But, above all, it needs to fit your business. That’s where we can help. We translate sophisticated analytical capabilities into your business. From customer loyalty to risk management, we work to fully understand your unique challenges and tailor solutions for you to act decisively. Our approach empowers your business without disrupting what works.

We partner with you to implement a data science capability following a proven set of principles:

- **Build from within.** Every organization has data and analytical capabilities. The key is to organize and mature those capabilities to make them work for your specific business.
- **Start with what you know.** Focus data science on core business questions first in order to demonstrate real impact and silence the skeptics.
- **Walk, then run.** Build in incremental steps, allowing leaders to test assumptions and evaluate the impact on business.
Using our analytics expertise and market understanding, we’ve defined the key components of an effective data science capability.

Lead with strategy.
There are straightforward steps you can take to build a business-focused data science capability in a smart way. Ultimately, it must be rooted in the value you seek to generate. What are the key business questions your team is trying to answer, and how can data science support solutions to each? How do you maintain balance with constraints like resources, time, or regulations?

After answering these and other questions to drive strategy, we work with you through five areas using a phased approach that allows you to effectively tie data science to your business:

- **Culture** that values transparent decision-making, empowered by analysis
- **Data’s Attributes** to focus analysis on the ability to answer key business questions
- **Data Governance** to ensure data are accurate, relevant, and current
- **Data Science Talent** or the people who are key to building in-house analytics
- **Analytic Assets** or the tools that provide data-driven insights to empower your business

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We’re here to work with you.
Booz Allen tailors our Data Science Capability Assessment to help you rapidly identify quick wins while building for what’s next. Our assessment is tied to your organization, with a focus on how your business can benefit from data science. Together, we’ll build a customized capability that is right sized for you to drive revenue, decrease costs, and minimize risk.

With experience and insights that extend beyond traditional boundaries, we bring a cross-industry perspective to anticipate trends, re-imagine the market landscape, and anticipate interdependencies created by new technology. We blend technology and human expertise to provide business edge, experts on the ground, and state-of-the-art solutions that allow our clients to solve their most complex problems.

Booz Allen Hamilton has been at the forefront of strategy and technology consulting for nearly a century. The firm provides business and technology solutions to major corporations, leveraging capabilities and expertise developed during decades of helping US government clients solve their toughest problems. Booz Allen is headquartered in McLean, Virginia, employs more than 22,000 people, and had revenue of $5.48 billion for the 12 months ended March 31, 2014. In 2014, Booz Allen celebrates its 100th anniversary year. To learn more, visit [www.boozallen.com](http://www.boozallen.com) (NYSE: BAH)