TRYING TO FIND VALUE IN DATA’S BIG POTENTIAL
“Big Data” has become cliché. Business leaders are growing wary of the Big Data sales pitch: slickly designed materials and well-heeled promises that data analytics solve any problem yet offer only abstract concepts and mathematical jargon. The pitch is tiring but the potential is undeniable. The combination of increasingly available data and greater processing power means businesses can’t afford to stand on the sidelines. To remain competitive and ahead of the pack, companies need a data science capability grounded in strategy and business needs to drive revenue, decrease costs, and minimize risk.

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 “the data will speak” but find the answers aren’t relevant to meet their business needs.

A SMARTER APPROACH TO DATA SCIENCE
At Booz Allen, we take a different approach. We understand that successful implementation requires more than a technical solution. Leading with business needs, we work with you to identify processes where efficiency and quality gains will have meaningful impact on margins. We demonstrate how data science can identify and capture new revenue streams and help you build and institutionalize a capability for enhanced customer experience in brand differentiating ways.

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

We partner with you to build and institutionalize data science capabilities that enhance the customer experience in brand differentiating ways. Using a proven set of principles you can:

- **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 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.

Businesses that implement a data science capability to drive revenue, decrease costs, and minimize risk will have a competitive advantage.

HERE’S HOW TO GET STARTED
Using our analytics expertise and market understanding, we define the key components of an effective data science capability. Good news: there are some straightforward steps business leaders can take to build these capabilities in a smart way.

---

Innovate Forward
LEAD WITH STRATEGY: A data science capability must be rooted in the value a company seeks 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 key business questions to drive strategy, we work with you through five areas:

+ **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 is accurate, relevant, and current
+ **Data Science Talent**—the people—unlocks Big Data and is the heart of any capability
+ **Analytic Assets** the tools that provide data-driven insights to empower your business

LEARN MORE: TAKE THE FIRST STEP
Booz Allen tailors our Data Science Capability Assessment to rapidly help you identify quick wins while building for what’s next. We’re here to work with you. Our assessment is tied to your organization, with a focus on how your business needs 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.

<table>
<thead>
<tr>
<th>15 Minutes</th>
<th>1 Day</th>
<th>6-12 Weeks</th>
<th>Moving Forward</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DATA IMPACT DIAGNOSTIC</strong></td>
<td><strong>INITIAL WORKING GROUP</strong></td>
<td><strong>CAPABILITY ASSESSMENT</strong></td>
<td><strong>FUTURE OPPORTUNITIES</strong></td>
</tr>
<tr>
<td>Baseline Capabilities</td>
<td>Collaborate</td>
<td>Collect</td>
<td>Demonstrate Value</td>
</tr>
<tr>
<td>Complete Data Impact Survey</td>
<td>Booz Allen &amp; client review</td>
<td>Identify data needs, representative staff, and executive sponsor</td>
<td>Present proposed pilot engagements</td>
</tr>
<tr>
<td>High-level characterization &amp; benchmark of capability vs competitors/industry</td>
<td>Survey results</td>
<td>Outline scope and execution plan to complete the Capability Assessment</td>
<td>Assistance &amp; oversight provided on a retainer basis for prioritized recommendations</td>
</tr>
<tr>
<td>Asses organizational capabilities against potential</td>
<td>Collect</td>
<td>Baseline data experts review artifacts to inform discussions</td>
<td>Provide metrics and KPPs that allow client to evaluate implementation progress/success</td>
</tr>
</tbody>
</table>

**Our proven phased approach allows you to effectively tie data science to your business**

FOR MORE INFORMATION

**Ezmeralda Khalil**
Principal
khalil_ezmeralda@bah.com
703-377-6269

**Susan Maly**
Lead Associate
maly_susan@bah.com
703-377-6448

**JD Hannick**
Lead Associate
hannick_john@bah.com
617-428-4427

**Katherine Wood**
Lead Associate
wood_katherine@bah.com
703-377-9511

About Booz Allen
Booz Allen Hamilton is a leading provider of management consulting, technology, and engineering services to the US government in defense, intelligence, and civil markets, and to major corporations and not-for-profit organizations. Booz Allen is headquartered in McLean, Virginia, employs nearly 23,000 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. (NYSE: BAH)