

# Beyond Business Intelligence

## From What's Now to What's Next



*High performance. Delivered.*

Government organizations use business intelligence (BI) tools to access, organize and interpret information to improve organizational insights. They also are using analytics to achieve their goals of moving toward more open, transparent government operations. But often, the data that organizations collect merely yield a window into what has already occurred.

Forward-thinking government agencies are using analytics as a critical tool to transform information about now into insight about what's next. By moving up the analytics curve, health and public service organizations can use predictive analytics to shift from a reactive role to a more proactive one—making smarter decisions, identifying steps to achieving high performance and delivering on health and public sector strategic priorities.

### Advantages of Analytics

Using advanced data analytics techniques, organizations can build on their BI capabilities to manage information more nimbly, which supports even better decision making. Organizations that want to achieve high performance can use analytics to help:

- Identify service gaps and opportunities, and maximize new cross-service potential
- Optimize supply chains, increase planning efficiency, improve demand forecasting and refine procurement, sourcing and asset management
- Identify areas for process improvement
- Reduce costs by identifying wasteful or redundant processes
- Improve service delivery
- Improve disease management, population health and public health

### Predictive Analytics at Work

Organizations that achieve high performance through analytics do not simply attach a BI or data warehouse program onto existing operations. Rather, they ask: Where can our analysis have the greatest impact? Who needs what information to make the best decisions? Which processes and governance are required to ensure that the right information reaches the right people in the right format at the right time?

Some examples of predictive analytics:

### Postal

Predictive analytics can help postal organizations pinpoint customer and revenue churn, forecast inventory to better plan for future needs and improve the way they manage risk.

Postal organizations also can get a glimpse into what customers will buy and where they will buy it—whether on site or online—to better serve customer needs.

Because it is important to maintain supply chain operations within postal organizations, predictive analytics also can help improve the management of fleet maintenance and operations.

### Revenue

Predictive analytics gives revenue agencies the insight to target and reduce noncompliance (tax evasion). With the right analytics tools, revenue executives such as comptrollers are better able to detect fraud before improper payments are made, saving millions of dollars. Revenue agencies also can run more efficiently and process proper payments more quickly.

### Public Safety

Some U.S. states are developing flexible, scalable and cost-effective statewide information networks that enable information sharing across jurisdictions, leading to effective predictive policing solutions. For example, more than 25 law enforcement agencies across Colorado use a secure Internet-based solution to share information. The solution connects disparate systems in a distributed environment and automatically transposes data held by different agencies' systems into common code standards so it can be shared effectively. Such secure and effective information sharing can enable law enforcement agencies to use analytics to predict crime hot spots, or the next incident in a series of crimes, and proactively deploy resources.

### Health

Analytics isn't intended simply to measure business, but predict business trends as well. That has made analytics indispensable in helping health agencies do their jobs more assuredly and effectively:

- The Centers for Disease Control and Prevention can better predict what health risks are highest, stay ahead of outbreaks, implement preventive care and reduce incidents.
- Predictive analytics is instrumental in working with secondary uses of electronic health record data to improve population health and focus on disease management.
- Predictive analytics helps the U.S. Food and Drug Administration stay ahead of the development of new medical and food products and proactively identify issues in the global supply chain.
- As the Centers for Medicare and Medicaid Services focus on improving operational performance and reducing costs, predictive analytics will play a key role.
- Generally, predictive analytics helps translate data into patterns that can help clinicians identify specific trends and health outcomes, and uncover previously unseen patterns to detect and understand disease and health risk, ultimately helping to save lives.

### Human Services

Predictive analytics enables human services agencies to recognize trends in outcomes and measure the effectiveness of assistance programs. This helps agencies identify needs and plan accordingly to serve their constituents more successfully while helping maximize scarce dollars and reduce waste and redundancy.

For example, a division of child support services is using predictive analytics to reduce fraudulent claims and optimize the match between cases and caseworkers, improving the safety of foster children.

Increasingly, innovative government agencies are using predictive analytical methods to identify trends, eliminate fraud and waste, and improve efficiencies. Leaders in health and public service are benefiting rapidly by moving toward the high end of the analytics experience curve. They now have the means—and the mindset—to generate many more benefits for the societies they serve.

For more on how predictive analytics can enable high performance in your organization, please contact:

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