



# INDUSTRY X.0

## VIDEO TRANSCRIPT

### **HOW TO MAKE DATA ANALYTICS WORK YOUR WAY**

Data is critical to Industry X.0. It gives you insight on your customers, on your products, your internal operations, what's happening in the outside world.

#### **How does data analytics drive value?**

Data in itself has little value. It is how you clean, enrich, combine the data with other sources of data. It is the algorithm, the intelligence that you put around this data which provides the insight which you can then use to increase your operational efficiencies.

#### **What data strategy should industrial companies pursue?**

Get the data in your company. Start experimenting. With that data identify the use cases. Start small. Do a little proof of concepts. If you do see that it resonates and you get the measurable impacts then you can start scaling. Have as many proof of concepts, and as many initiatives as you can, across the whole enterprise. Focus on below the line driving efficiencies but also above the line.

#### **The book**

The book helps in a few different ways. The first one is how to get started, how to structure your initiatives, where to launch these initiatives and what enterprise functions. So really, the “how-to”. The second aspect about the book is that it provides use-cases and brings experience lessons learned, from clients, from industrial companies that have already started the journey.

Copyright © 2017 Accenture  
All rights reserved.

Accenture, its logo, and High Performance Delivered are trademarks of Accenture.