

# Mainline Workshop: BUSINESS ANALYTICS

The recent IBM Global CIO Study interviewed 2500 CIOs worldwide and “Business Analytics” was the number one area of concern for these executives.

These executives along with their peers at the senior executive level (CFO, CTO, CMO, COO, CEO) recognize that there is a huge opportunity to improve efficiencies in leveraging the data that is captured and turned into information. In fact, organizations that embrace analytics in their organizations, tend to outperform their peer groups by 3 to 1.

Mainline’s Business Analytics workshop can provide the solutions that information starved organizations need. Led by a Mainline analytics architect who has a broad spectrum of experiences across industries and technologies, this one-day workshop aims to align your IT processes with your business needs. Throughout the engagement, the Mainline analytics architect will perform a detailed inspection covering a broad range of topics, including applications, IT processes, data warehousing, data movement/cleansing, business intelligence, and predictive analytics. The goal is to determine where your organization is today with respect to these topics and where you’d like it to be tomorrow, and then to outline the road map to help you make the journey.

At the conclusion of the event, you have the opportunity to identify the areas that are most relevant, and Mainline will continue to work with you over a 12-to-24-month period to ensure that the identified goals are met. Ultimately, this will ensure that IT is delivering value where it is needed most.

The purpose of this workshop is not to give you specific hardware, software or service recommendations. Rather, it is to provide you with a broad perspective of the alignment of your IT organization to your lines of business. This is crucial for quickly analyzing the impact of proposed changes and prioritizing projects that drive the most value to the business.



**Mainline’s approach for analytics and information management helps customers develop a roadmap for building a flexible, dynamic analytics environment aligned with their business goals.**

---

To learn more about the Mainline Business Analytics workshop, call us at 866.490.MAIN(6246) or speak with your Mainline Account Executive.

---

Mainline Information Systems is a trademark of Mainline Information Systems, Inc. © Mainline Information Systems, 2014  
This document contains business information that has been developed and/or compiled by Mainline Information Systems, Inc. The information contained herein is therefore proprietary to Mainline and should not be altered, manipulated, copied, reproduced, or used for any commercial purposes without Mainline’s express written permission. All other companies, products, service names, or product names are trademarks, registered trademarks or service marks of their respective owners.