

IS YOUR DATA "C-SUITE" READY?

Six Trends for Reshaping Insights
Reporting and Delivery



Since this area is evolving quickly, Dapresy commissioned an independent study* to delve into the minds of industry leaders – both research agency and corporate insights professionals – to better understand about how data is being analyzed and delivered. Twenty one-on-one interviews were completed among CEO/SVP/Sr. Directors in leading North American corporations.

Topics included:

- Current reporting practices
- Implications for business processes & staffing
- Infographics and storytelling adoption
- Use of video in presentations
- Status of data integration
- Dashboard and interactive reporting

**Interviews conducted by Cambiar Consulting, August-September 2016.*

1 When thinking about data and insights delivery, executives are focused on four key areas

Speed and quality go hand-in-hand in improving efficiency, while the need for storytelling and visualization plays a huge role in stakeholder engagement. These two areas, along with new ways to deploy insights, are the main focus in today's organizations. There continues to be a significant opportunity in data integration, but participants shared their challenges in this area (more on this later).



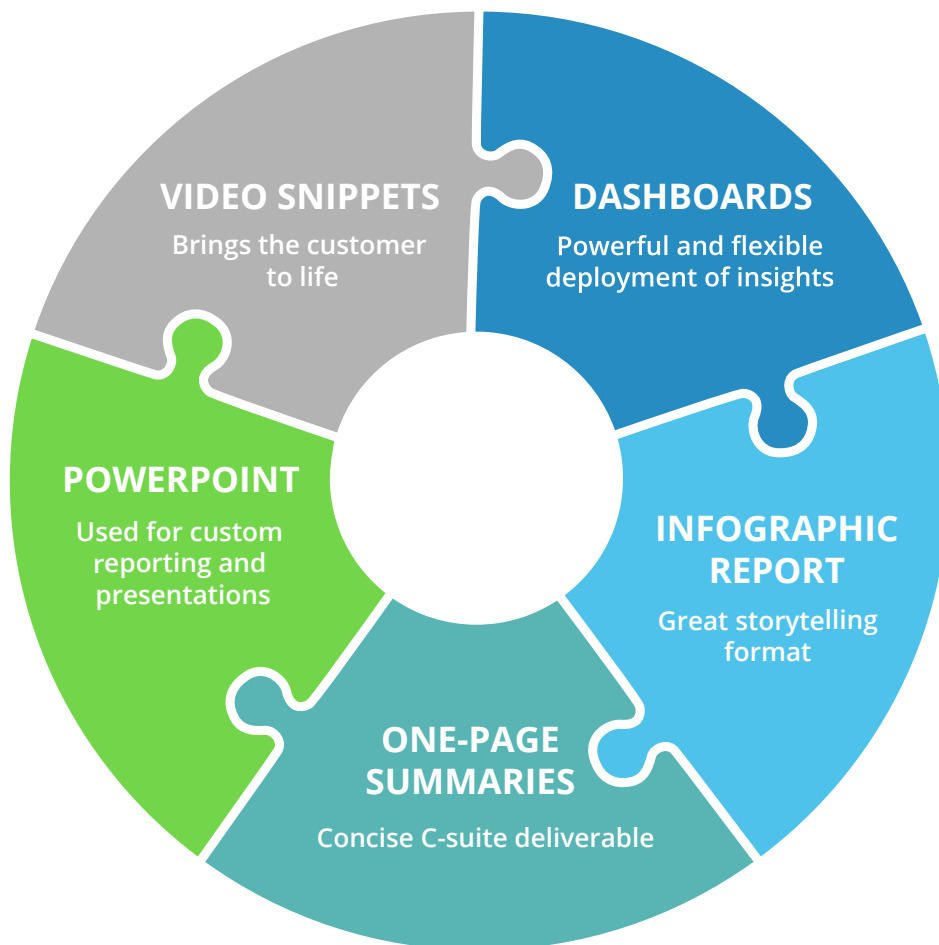


2 This shift in focus is impacting organizations across the board

Progressive companies are hiring new types of individuals and rethinking their business process, all with a goal of going beyond delivering data to delivering insights and intelligence to their clients. New products and solutions are being developed to provide better and faster access to quality information.

3 No one delivery “tool” works for every situation

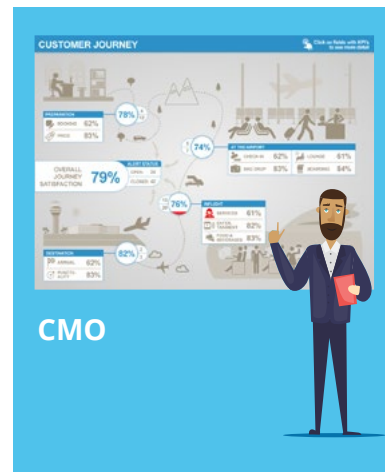
While PowerPoint continues to dominate custom reporting and presentations, dashboard and interactive delivery is growing in popularity. Some corporate departments are experimenting with video reports and one-page infographic summaries.



4 Flexibility is key

Insights professionals – whether corporate or agency – are spending more time and attention on the delivery side of the research equation. Multiple reports or interactive “views” are in demand, depending on the level or function within the client organization. When specifically asked about technology software, participants all said “make it easy to use,” both in API integration and program start-up. Client service, design support, and on-going training are seen as critical as well.

Serving different needs across the enterprise



5 Storytelling and data visualization have been embraced, with most participants adding graphic designers to the staff mix

In addition, many agency executives told us that they've radically changed their analysis and reporting processes, with a new focus built around telling the story. One corporate participant shared,

"The higher up in the organization, the more you need to tell the story. We're using creative ways to bring the data to life, including infographic reports and are testing video snippets."

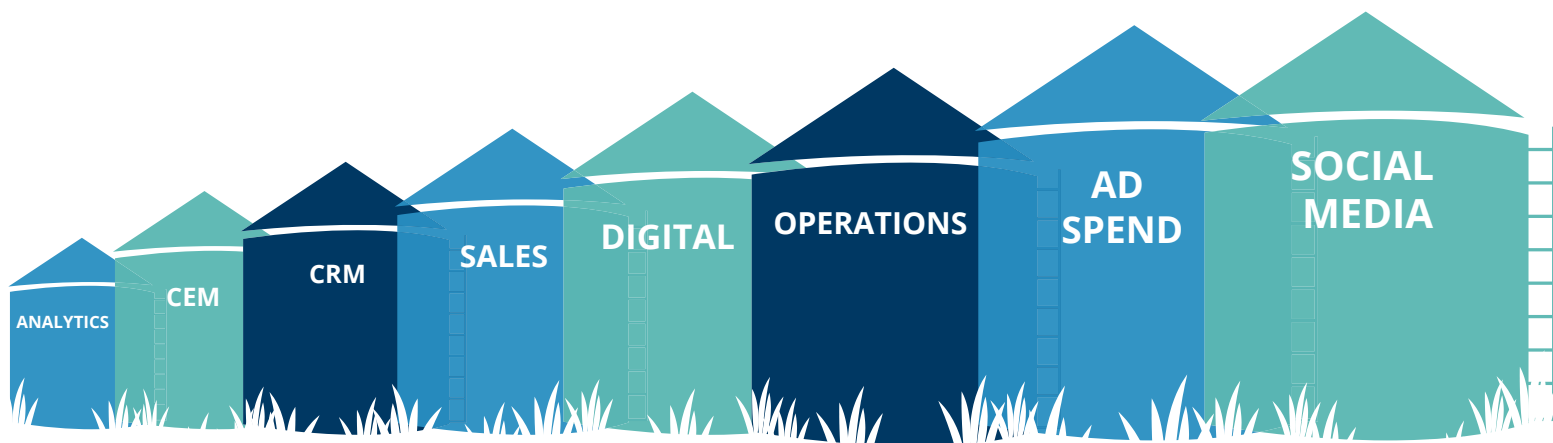
While insights organizations are moving forward in this area, there is still a hunger for specific training and benchmarking of best practices.



Example dashboard with video embedded. Customer satisfaction data is portrayed in an interactive storytelling dashboard that shows, at a glance, that inflight service needs to be improved.

6 Data integration is the goal, but...

Because Big Data is such a “hot” topic, we asked participants to share their experiences around data integration. While most feel strongly that this is the future, with many feeling compelled to bring data scientists on board, few companies are having significant success today. Not surprisingly, the top reason is that data continues to be in silos, owned and managed by different parts of the organization. Breaking down these barriers, while having the people and technology to bring it all together, is the current challenge for organizations and technology companies.



Summary

In summary, our study participants are bullish about the future of insights and delivery. Technology is enabling organizations to organize and communicate data in better and faster ways. Executives are being challenged to rethink processes, break down barriers, and add new talent and skills. New leaders are emerging; bringing fresh thinking to our industry. While much attention has been paid to data collection and analysis technology, our participants feel that the next frontier is in curating, visualizing and deploying market and business intelligence to their client base.

We want to thank our participants for contributing their thoughts and insights on this relevant topic.

Special thanks to *Beth Rounds, Partner, Cambiar Consulting*.

About Dapresy

Dapresy is a global provider of data visualization and data integration software. It enables clients to deploy dynamic KPI-driven marketing dashboards to clearly communicate complex data from markets, users and customers. With over 300 clients in 30 countries, enterprises are using Dapresy to create informative stories, monitor customer experience feedback, recognize trends, and develop action plans. Learn more at www.dapresy.com.

