COVID-19 Response:

The paradigm shift in data management

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The sudden outbreak of COVID-19 has revealed the improvidence of businesses and the modern society, in general, towards critical circumstances and the lack of decent risk management policies, resulting in such response actions as staff reduction or cessation of business activities.

With this publication the advisors of Grant Thornton Armenia present to your attention the importance of business transformation, big data processing and analysis of various aspects of business operations in the modern world as one of the key success factors in defining business strategies and risk management policies.

For any questions in relation to this publication, as well as to discuss how we can apply data analytics for the benefit of your business, please contact us.

Follow also our upcoming publications to be aware of the exciting new developments ahead.

Grant Thornton

The time for change is now

Is your business sustainable and resilient?

In order to answer this question each entrepreneur needs to possess information concerning the situation not solely in the local or global respective markets but also think "outside the box" and have a broader idea of the interconnectivity of the current global markets and societies. During their existence companies may envisage some manageable risks, but global challenges that each company may have to face are usually unpredictable and of high impact. The current level of globalization has raised the probability of the Domino Effect around the globe and the severity of its consequences. Unexpected natural disasters, political issues, pandemics or other global issues in one part of the world may also have dramatical aftermath in its other parts.

The outbreak of COVID-19, resulting in interruption of business processes around the world for an indefinite period of time, has shown that most of companies around the globe were not ready for the Worst Scenario. In such critical periods companies must be able to make timely decisions and mitigate the possible financial or reputational losses.

For making quick and correct decisions, companies, from the start of their operations, should record and monitor business data. But only possessing the required data isn't sufficient to resist the upcoming challenges. The companies should have the ability to quickly analyze the collected data and make timely decisions. In the modern world the volume of data has grown to such an extent where analyzing relevant data without proper tools can cost time and quality. This is where business intelligence in combination with data analytics can help companies withstand critical challenges.

The ability to run the business without hindrance and being one of the leaders in the market in normal circumstances is a great achievement, but lacking a sound risk management policy can change the situation upside down all the way to dissolution of the business.

Prudent data collecting and analysis will surely assist each company in mitigating unforeseeable losses during local or global crises.

A sound data analysis will allow business entities to compile risk management strategies and adopt tactical decisions concerning all possible challenges, from optimistic to the most pessimistic scenarios.

Through deep analysis companies may reveal abrupt patterns and interconnections between various blocks of data, which will help in compiling sustainable risk management policies. Strong risk management policies must include both strategic and tactical action plans.

Nowadays, the main challenge that each company faces, is the compliance to the technological progress, which is evolving on a daily basis. The rapidly growing data volumes require proper tools to collect, maintain, monitor and analyze them throughout the life of the business.

The majority of companies continue to struggle with the role and functions of the Chief Data Officer (CDO), while only minority considers the role successful and established. In 2020, almost half of organizations prefer external agents of change. According to these surveys, companies continue to indicate a lack of a single owner with responsibility for data management, while some still identify CDOs as the main manager responsible for these functions.

Installation of a proper business intelligence software will enable companies to collect and analyze data and convert that data into business insights.

Staying at the forefront of the business

According to the annual survey conducted among C-suite top managers at over 70 Fortune 1000 companies, businesses are striving to become data driven, yet progress is still slow. Over 90% of organizations identify people and process problems as the most significant barriers to becoming data-driven companies.

Nearly 75% of companies consider adoption of Big Data as an ongoing concern, while only over third of them believe they have created a data-driven organization. In addition, only slightly above the quarter of companies succeeded in creating a data culture.

Transforming massive volumes of business-generated data into insight

Big Data is an extremely large volume of data and datasets that come in diverse forms and from multiple sources. They comprise the digital universe which is doubling in size every two years due to increasing online work and communication of people and enterprises, as well as communicating devices sending and receiving data over the Internet (Internet of Things-IoT).

How big is the "Big Data"?

According to EMC Digital Universe with Research & Analysis by IDC (2014), the digital universe by 2020 will contain nearly as many digital bits as there are stars in the physical universe and will reach 44 zettabytes, or 44 trillion gigabytes. For comparison this number was equal to 4.4 ZB in 2013. IDC's updates on this research at the end of 2018 anticipated 175 zettabytes of data worldwide by 2025, with as much of the data residing in the cloud as in data centers. Presumably, the numbers will soar after upgrading for prevalent distant work patterns caused by COVID-19.
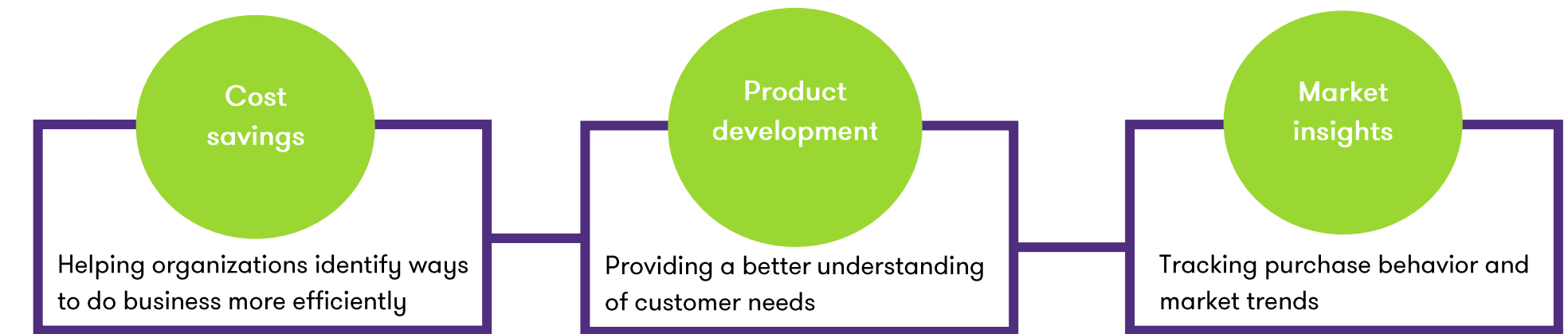
This all implies that collecting and storing large amounts of data is essential nowadays, but Big Data must be put to use. The intensively growing technology provides companies with the opportunity to convert immense amounts of data into actionable insights. One can use data multiple times and get new insights from it each time. Yet, one interesting point here is that not all the data has the potential for analysis.

One of the most powerful trends in this aspect is the application of Artificial Intelligence (AI) which extends the power of Big Data analytics and IoT platforms in order to provide for significant value for business operations, including supply chains, sales and marketing processes, production and service models, etc.

The storage and processing of data continues to evolve as data engineers look for ways to integrate the vast amounts of complex information created by all possible sources.

However, working with huge amount of data is advantageous but, simultaneously, creates new challenges for the companies.

Some benefits of big data analytics include:

Cost savings

Helping organizations identify ways to do business more efficiently

Product development

Providing a better understanding of customer needs

Market insights

Tracking purchase behavior and market trends

To benefit from big data use, organizations will have to face the following challenges:

Making big data accessible

Data owners of all skill levels should be able to use the data

Maintaining quality data

Considering the vast amount of data, companies spend too much time on scrubbing for duplicates, errors, absences, conflicts, and inconsistencies

Keeping data secure

Taking into account the growing privacy and security concerns, companies should also strive for compliance

Finding the right tools and platforms

Companies must find the right technology to work within their established ecosystems and address their particular needs

BI software uses and applications

As big data amasses, business intelligence tools, such as data visualization, data warehousing, dashboards, and reporting, become essential in helping companies to retrieve, analyze, and transform data into useful business insights.

With the growing demand of BI software tools in the global market, due to growing volumes of data, the market offers effective and trustworthy BI products.

Tableau data visualization tool

From connection through collaboration, Tableau is one of the most powerful, secure, and flexible end-to-end analytics platforms. It gives the ability to analyze data which was not feasible in the past, provides for streamlined and repeatable processes and produces interactive reports which are built to allow end users to create highly customized reports.

This software product has been positioned as a Leader in the Gartner Magic Quadrant for Analytics and Business Intelligence Platforms for the eight consecutive year in Q1 2020. Key features of the software include Powerful Analytics, Flexibility, Fast Adoption at scale and Mission-Critical Platform. Tableau also has introduced natural language processing feature to dashboards allowing to automatically generate text-based descriptions of visualizations to help customers extract more meaning from their data.
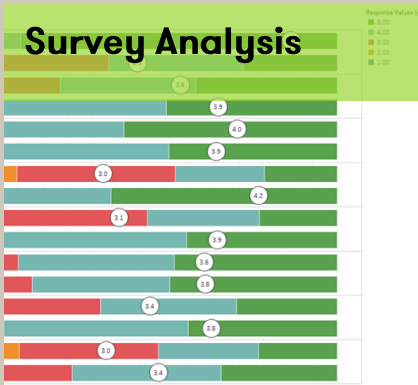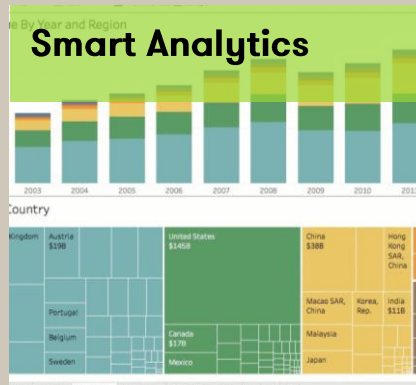
Core capabilities

Big Data

Maps

Postal Code: **07073**
Number of Institutions: **8**
Graduation Rate: **98.5%**
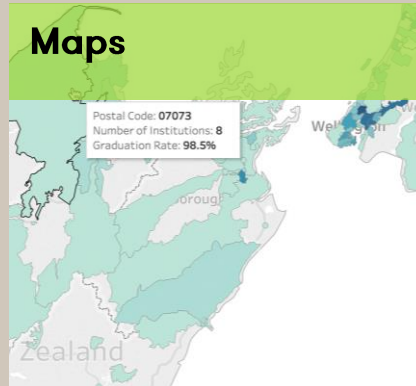
Survey Analysis

Smart Analytics

Time Series Analysis

Business Dashboards

The company announced community growth up to over 1 million members with 500+ user groups in more than 65 countries at Tableau Conference 2019 (TC19).

And <u>Tableau Public</u>, now the largest data visualization repository in the world, hosts more than 2 million vizzes totaling over 2.3 billion views.

Currently, Tableau is offering 3 months of <u>free Tableau licenses to small businesses</u>, many of which are particularly challenged in this crisis.

During 20 years of operations, Grant Thornton Armenia, as a veteran in the market, has faced numerous challenges from local to global scales. Throughout these years we have been able to overcome these challenges, establish sustainable position among the leaders in the local market, and moreover, expand the geography of our operations through affiliated companies in Georgia, Tajikistan, Kyrgyzstan, Lebanon, Mongolia and Belarus.

Highly qualified staff, regularly modernizing operational tools and the adoption of best practices in all fields of operations and the established sound trust among customers provides Grant Thornton Armenia with the proper competence to support businesses in overcoming his critical conditions and prepare them for future challenges.
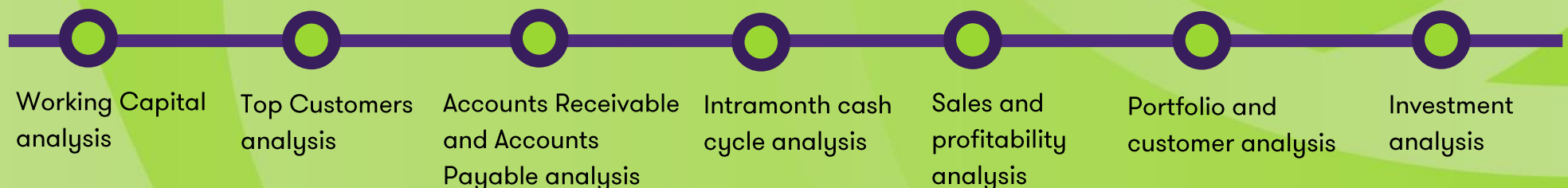
At Grant Thornton we recognize that innovation, flexibility and agility have become the cornerstones of our profession and our service offerings nowadays. The digital transformation envisages digitalization and automation of traditional service lines as well as transformation of all internal procedures.

Today Grant Thornton Armenia is one of the pioneers in the region to propagate and embrace digitalization and digital transformation. Our strategic priorities focus on taking advantage of digital platforms for internal processes and innovative technologies used for data collection, maintenance, monitoring and analysis.

High-tech solutions provide our firm with efficiency in all aspects of internal communication, data sharing, project management and even staff appraisal platforms. We understand the importance of big data processing and analysis, as well as the challenges arising from working with vast amount of data.

The combination of highly experienced business analysts at Grant Thornton Armenia with one of the best data processing software in the market enables our clients to receive the highest quality services available in the market.

In addition to the traditional services provided by Grant Thornton Armenia, the use of analytical tools such as Tableau has enabled us to perform deeper analyses of various aspects of our client' operations, particularly:

Working Capital analysis

Top Customers analysis

Accounts Receivable and Accounts Payable analysis

Intramonth cash cycle analysis

Sales and profitability analysis

Portfolio and customer analysis

Investment analysis

Contact us if your business is looking for powerful models into an easy-to-use experience. With our support your company will have the right tools to process and analyze vast amount of data, conduct in-depth analyses, use powerful analytics and watch data-driven decisions spread.

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Tags # Business Intelligence (BI), # Data Analytics #Big Data # Digital transformation #Digitalization # BI tools