The Insighter

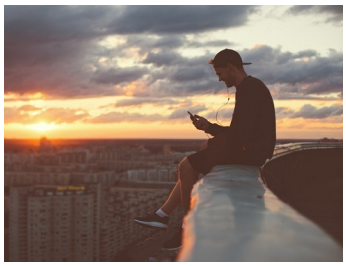
August 28, 2018

Monetizing Data: New research highlights keys to identifying and capturing ROI on analytics

July, 2018, by Michael O'Neil

The Vision2Value community continues to gather steam with publication of a third report in its ongoing initiative to provide guidance to analytics professionals. Created via the input of 17 analytics experts from across the industry, the report, *Monetizing Data: Identifying and Capturing ROI on Analytics*, establishes a framework that practitioners, executives and entire organizations can use to optimize the use of data in their operations.

Structured around three different scenarios - identifying the source of data value, best practices in data monetization, and the use of metrics - the report explores timelines and the relative benefits of activity in each of these areas. To learn more about report content, and its V2V Meetup launch, click here.



Edge computing - how important is it?

August 14, 2018 by Don Sheppard

Touted as cloud's most recent competitor, edge computing has emerged as the current darling of the IT marketing set. But is edge more that the latest tech buzz word?

Don Sheppard has tackled the line between market speak and IT innovation in this look at edge infrastructure solutions. His well researched edge primer considers definitions, technology drivers and emerging deployments - with questions outstanding on what the real

impact of edge will be going forward.

A delicate balance: melding unity and diversity in self-serve analytics

August 20, 2018 by Mary Allen

On its digital transformation journey, the United Way is negotiating some difficult waters. Looking to share information collected by the central research team to encourage performance improvements at the local member level, United Way Worldwide recognizes the diversity, dispersion and autonomy of its 1800 global member organizations.

As Lisa Bowman,CMO for United Way Worldwide, explained, “the reality is because of our structure and disparate needs, United Ways work very differently in each community. For example, United Way focuses on education, but education may look completely different in Miami and Minneapolis vs. Mumbai. It’s all education work, but it’s different.”

To respond to this challenge, the leadership chose to deploy a central data repository based on the Information Builders platform - enabling self-service for individual members who exhibit not only different needs but also different technical capabilities. To learn more about United Way efforts to square the central/distributed circle, click here

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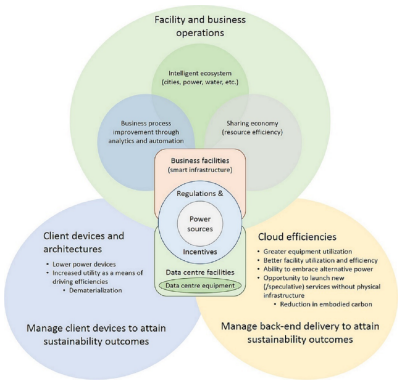

Save the date! For Sustainability, advanced IT and the triple bottom line future

October 4th, brought to you by InsightaaS and the IoTCC

Activities in the IT world aimed at reducing carbon footprint have been identified with various labels over time: green IT, sustainable tech and IoT, in some cases, have all been used to describe a "smart" building or other "smart" system. But how has the underlying technology foundation for these activities changed? And how the multiple inputs to carbon reduction - cloud, end user computing, networking, IoT, analytics, advanced reporting, IT efficiency - are working together to making change today was the discussion challenge for the IoTCC Sustainable IT working group.

With this dialogue complete, InsightaaS and the IoTCC have just confirmed a Meetup date and location to launch publication of the next report in our community-based research series, *Sustainability, advanced IT and the triple bottom line future* More detail to come, but mark October 4th at 6:15pm on your calendar for a visit to Workhaus, Wellington St. to join the discussion.

To register, or for more information, contact Steve Symonds

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About InsightaaS

The Insighter is a bi-weekly e-newsletter that, like its parent website InsightaaS, is dedicated to exploring "the 'why' in enterprise technology."

Our enews offers unique and depth perspective on Analytics, Cloud, Data Centre, IT Management (including security), The Internet of Things, and Vitamin Y, a concise view of industry trends and events. If you are interested in staying current with our research, featured content and editorial coverage in these areas, click on any of the articles in this e-newsletter. If you are interested in a steady stream of thought leadership, click on the link below and we'll subscribe you!

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