



Book: Competing on analytics: the new science of winning. Updated

Authors: Thomas H. Davenport and Jeanne G. Harris

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After ten years of the very successful first edition, this highly revised new edition provides a view on what has changed since then, what has stayed the same, and the future promise of distributed computing & analytics (and AI). For the latter, the Internet of Things (IoT) will provide near-the-source access to data without having to have centralization of data. The book is not mathematical in nature and focus on the two key strategic elements of using analytics for competing: it is NOT a technology issue but an organizational and people challenge. The key question is when your organization is ready to properly use analytics to compete (and win). The DELTA model presented by the authors is a stage-set roadmapping guide to organizations. The book emphasizes predictive, prescriptive and autonomous analytics from a very large set of business applications and functions. This is sign of the strategic value of sophisticated analytics. As one of the reviewers of the first edition (Rob Neyer) stated: “Do you want to ride the analytics horse to profitability – or follow it with a shovel?”

Some remarkable quotes.

- “Don’t get ahead of users”.
- “...human resource is perhaps the most important capability an analytical competitor can cultivate”.
- “A rigid architecture won’t serve the business needs of the business...”

Lessons and inspiration.

All data must be:

- a) Accurate & Relevant
- b) Connected & structured
- c) In the right amount to be processed

Beware of the “Solow Paradox” where computing/analytics are everywhere but in productivity.

Think how to informatize your products and services to innovate your value proposition. Create and exploit information asymmetries.