

# CASE STUDY

## Business Intelligence

*Data Analytics Roadmap & Strategy*



### CLIENT BACKGROUND:

A public research university founded in 1855 and located in East Lansing, Michigan, that serves as a model for land-grant universities

### THE BUSINESS CHALLENGE:

With an eye to the future, the university was uncertain about its approach to data reporting, analytics, technology and resources. They were seeking guidance and a strategy to address their:

- Use of data for reporting and analytics and if it was positioned for the future.
- Reporting initiatives that were running over budget and not delivering the expected results.
- Technology footprint and identify one that would support their future data and analytics needs.

### THE BAKER TILLY APPROACH:

- Conducted a comprehensive review of their current data analytics capabilities across 30 dimensions using our proprietary Business Intelligence (BI) roadmap database of questions. This helped pinpoint top areas of concern and opportunity.
- Performed an analysis and developed a recommendation summary for key sponsors which addressed immediate impact and longer term vision of a data analytics strategy.
- An assessment of their current staff and review of individual skill sets.

### THE BUSINESS IMPACT:

- Recommendation document focused on outlining and structuring the appropriate data analytics initiatives to better align with the business objectives of the university's various departments.
- The roadmap and analysis helped to justify the expense the university was incurring to build the foundational reporting data structures.
- The roadmap outlined key resource requirements that would be needed along with recommendations on the right mix of full-time and part-time employees. This allowed the university to better plan for future expected resource costs and design a resource plan that would allow them to be flexible and help control costs.

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