TIP SHEET

Top 3 Reasons to Launch a Data Analytics Proof of Concept

A proof of concept (POC) is a popular way for businesses to evaluate the viability of a system, product, or service to ensure it meets specific needs or sets of predefined requirements. Successful POCs should prove the larger value of a system, ensuring it's aligned with forwarding the company's longer-term strategic objectives.

When it comes to the evaluation of data analytics solutions, POCs provide a system that will deliver widespread value to the company. Data analytics POC projects should show that they can bring a data-driven perspective to a range of the business's strategic objectives, and specifically address these main focuses:

1

Identify Opportunities
Eliminate pain points. Just thinking about a POC requires your team to reflect on pain points within your existing solution. Legacy systems can lack features or scale to handle current data demands. Processes might require manual intervention to bridge gaps in the existing solution. Data has scaled in recent years, causing ETL run times to balloon to an untenable and expensive size. Further, optimizing and scaling on-premises infrastructure is a long journey of purchasing, upgrading, configuring, and maintaining on-premises hardware. Surfacing these needs and opportunities can help teams rethink the status quo.

2

Unlock New Possibilities
You won't know until you try. Running a proof of concept can help your department or team free up resources or tap into new potential. By eliminating pain points, it is possible to repurpose hours of time or budget space. Incorporating new data into your platform, accessing larger data volumes, or utilizing a different tool set can spark ideas for new patterns, processes, and analytical queries.

3

Develop an Innovative, Nimble Culture
The POC process requires teams to break out of calcified thinking and get comfortable with designing and running experiments, as well as learning from failed experiments. This can substantially impact data analytics initiatives and spur a culture of innovation – in turn driving benefits across the organization.