

# Analytics for Everyone

## How can we get there?

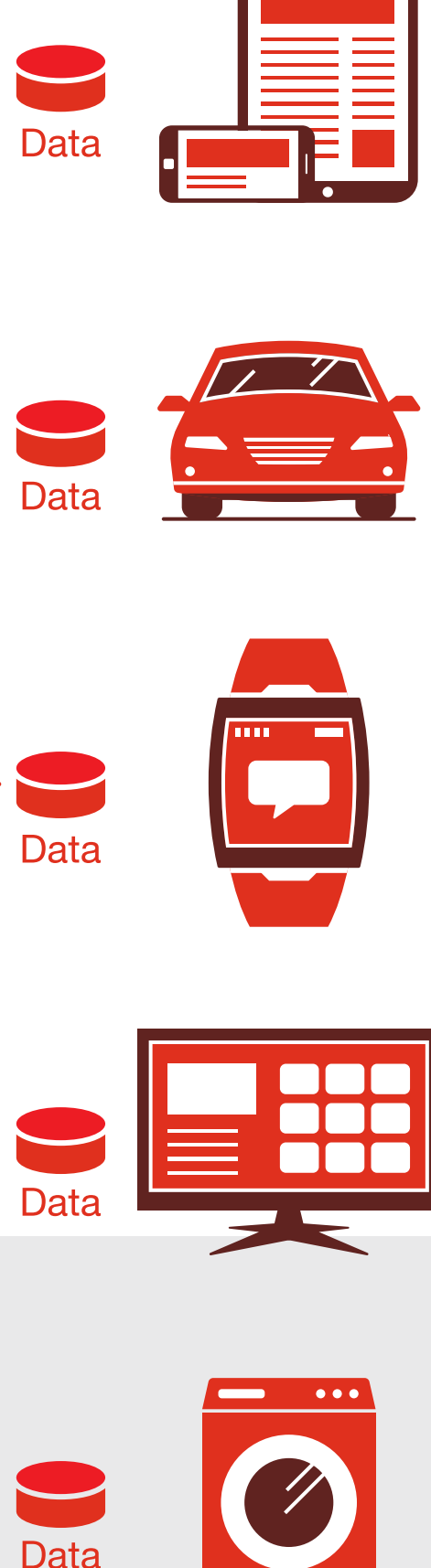
**89% of US businesses are investing in data and data analytics.<sup>1</sup>**

**Why?**



**A mobile, connected world = more data than ever before**

Mobile devices, wearables, and connected products are creating more data than ever before, increasing the need for data mining and analysis across every facet of the business.



**85%** of CEOs say that digital technologies related to data and data analytics are creating high value for their organizations.<sup>1</sup>

**Meanwhile, the pace of change is unrelenting.**

Amid the barrage of information, employees must make decisions faster than ever.



**Most businesses can't cope with the data influx.**

Outdated IT architectures, business unit silos, and disparate systems hamper decision-making among employees.



**41%**

41% claim that their systems can't make sense of large volumes of data from different sources<sup>3</sup>

**30%**

30% claim trouble in identifying useful data<sup>2</sup>

**21%**

Only 21% say senior management is "fully prepared" to make their most important decisions in the next 12 months<sup>2</sup>



**At work:** Locked data in disparate systems creates challenges in using data to support decision-making



**At home:** Access to real-time data creates insights that make decisions easy

- Real-time restaurant reservations
- Real-time directions and local traffic conditions
- Real-time and personalized data on physical exertion and calories burned



**Get ready to leverage data, in real-time, across your enterprise.**

To outperform, digital capabilities and data analysis can be embedded in every process and accessible to everyone – anywhere, anytime, on any device.

PwC combines strategy, business transformation and digital capabilities with the Salesforce Analytics Cloud to help enable insights and innovation across your organization.

**Get connected with data for everyone. PwC and Salesforce.com can help.**



Explore the **Salesforce Analytics Cloud Playground** to see for yourself how data can come to life for your business.

<http://sforce.co/17MHXVW>

**Activate the value of Analytics Cloud**

PwC helps our clients achieve rapid value through Salesforce Analytics Cloud. We leverage our leading data and analytics capabilities along with our front office and Salesforce.com competencies.

Quickly provide data driven insights across business units

Enable data sharing and collaboration to manage key performance indicators

Allow any business user to explore, group, measure, filter, view and unlock data

**Ready to activate the value of analytics for your organization?**

**Contact**  
Brian O'Rourke  
Salesforce Analytics Lead, PwC  
Mobile: 571-221-7708  
Email: [brian.k.orourke@us.pwc.com](mailto:brian.k.orourke@us.pwc.com)



For more information, please visit: [www.pwc.com/salesforce](http://www.pwc.com/salesforce)

Source: <sup>1</sup> PwC's 2015 Global CEO Survey  
Source: <sup>2</sup> PwC's Global Data & Analytics Survey 2014: Big Decisions™  
Source: <sup>3</sup> PwC's 2014 Digital IQ Survey