

Unlocking real-time descriptive analytics for enterprise growth

Securely maintain full control of your data while accessing advanced analytics



THE BUSINESS PROBLEM

Data, data everywhere...but how to make informed decisions?

As business leaders know all too well, data is like the new oil, the essential fuel on which strategy and operations run in today's dynamic, just-in-time marketplace. Even so, many organizations still find themselves at a competitive disadvantage when it comes to data; their outdated, batch-mode business intelligence (BI) processes and on-premises infrastructures are too often incapable of processing increasing volumes and variety of data at speed and scale. As a result, they lack the insights needed to make truly informed decisions. Decisions based on accurate, timely, and holistic views of domains like customer interactions, internal operations, supply chain, partner performance, and many other large marketplace trends.

Organizations that want to take their next steps in [digital maturity](#), and the financial growth that it brings, are looking to the cloud for:



Near-unlimited computing power



Increased data storage



More advanced analytics and artificial intelligence capabilities to process data

Still, a modern technology platform alone isn't enough to transform data into action. To get the right insight at the right time to the right users, business leaders must develop a data analytics strategy that integrates real-time insights into day-to-day workflows.

THE DELOITTE AND GOOGLE CLOUD ADVANTAGE

Injecting real-time insights into the enterprise

To help develop such a strategy, and alleviate analytics issues related to scale, speed, and accuracy, Deloitte and Google Cloud jointly work with clients to integrate both streaming and near real-time data into workflows using the cloud and tightly integrated BI tools. As a result, clients are able to securely maintain full control of their data while accessing advanced analytics for faster time to insight and ultimately greater responsiveness.

As a recognized global leader in business analytics and strategy, Deloitte not only helps clients confidently and quickly harness the power, flexibility and security of Google Cloud—vastly reducing scale, performance, and cost constraints—but also teams with them to co-develop data analytics strategies that elevate customer, employee, and partner experiences. By working closely with stakeholders from the beginning, Deloitte can uncover the business problems organizations are actually trying to solve, then outline data-driven solutions.

DATA

Build custom research and synthesize multiple data sources



INSIGHT

Develop insights with leading Google Cloud analytics tools



ACTIONS

Combine insights with Deloitte's deep sector experience to make data actionable



Faster time to insight and greater responsiveness

A smart analytics success story



ISSUE: A global logistics organization was struggling to optimize the loading performance of vehicles throughout their network. They were challenged to derive meaningful insights from their disparate data sources, causing network inefficiencies and delays in customer deliveries.

STRATEGY: Deloitte developed a rapid prototyping and data migration mechanism that combined the client's data in a repository on BigQuery and defined business-focused Key Performance Indicators (KPIs). Deloitte engaged various business and IT stakeholders to develop a smart analytics platform on Google Cloud that enabled the business to visualize how a package moved throughout their network.

IMPACT: The client was able to understand and enhance the efficiency of their sorting facilities, measure package inflow and outflow against benchmarks, and enhance customer delivery by optimizing their load planning and network usage.

THE RESULTS

On-demand descriptive analytics across the enterprise

By virtue of its deep experience with Google Cloud, Deloitte is able to help organizations deliver descriptive analytics at the speed of business. Clients can achieve near real-time insights and tangible business benefits across the enterprise—improving or delivering new customer experiences, refining marketing and sales practices in near-real time, increasing supply chain visibility, empowering data-driven financial and strategic decision making, and more. They can roll out self-service analytics capabilities for employees and customers alike that combine the best of human and machine excellence to deliver value in new ways.



Google Cloud Specialization

A Google Cloud Specialization indicates the strongest signal of proficiency and experience with Google Cloud. Deloitte has been awarded with a Data Analytics Specialization for demonstrating industry leading competencies to help clients put data to work with Google Cloud's integrated big data products.

WHERE TO BEGIN

Turn insights into action

We believe to be "AI-first", you need to be "AI-, analytics-, and big data-first". As a premier partner of Google Cloud and the Global Services Partner of the Year for four consecutive years, Deloitte can help you rapidly develop actionable insights from your data on Google Cloud supported by analytics, automation, and artificial intelligence (AI). If you're ready to view and understand your data, we look forward to starting the conversation with you.

Get in touch

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