

Prepare Prior to Your “Big Data” Initiative Supporting Your Enterprise Value-Creating Activities Utilizing Information Value Network Modeling and Analysis

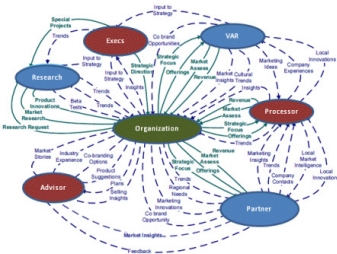
“Big Data”, the analysis and modeling of large amounts of data, at high velocity and of varying data types, is proving to be an extremely valuable tool supporting business improvements in diverse areas, from SKU optimization to Marketing perception in social media, to law enforcement enhancements.

Many organizations are asking the question, “how do we start utilizing big data and where?” This is what we call the Preparation Phase for big data utilization. Where across the entire Information Value Network of and organization does real value-creating information exist and how is it determined?

CIO Services, LLC offers an exciting new methodology for conducting an Information Value Network Analysis, iVNA™. Extending beyond process analysis and linear value chain analysis, our Information Value Network Modeling and Analysis offering examines the interconnected information that exists in a Value Network ecosystem, which provides the best potential for added-value gains out of big data insights. Basic Value Network study has been around for several years, but became more active in 2011-12 (works of Verna Allee, Graham Durant-Law, the OMG) and because of the tie-in to the hot topic of social network analysis. We extend this study area to address *information* across the extended enterprise.

It used to be that organizations built value by vertically integrating the activities which made up the end product to the customer. The reality today however is that organizations more often than not are integrated into a value producing network which is made up of multiple other organizations. The roles, relationships, transactions, deliverables (both tangible and intangible) which make up this value ecosystem must be understood because they all can add to value creation.

We extend value network analysis to specifically focus on the information availability of an organization (company) to support and prepare for value creation in a follow-on big data analysis and modeling exercise. To get started, contact us info@cioservices.us to schedule a low cost workshop in iVNA™.



Q) Is this applicable to my organization?

A) If your organization is anticipating a big data initiative, consider using this evaluation methodology for:

- Confirmation that your data to be analyzed are strategic
- Determination of gaps in business value-added information available in the enterprise network
- Redesign or upgrade of current information analysis programs
- Setup or changing enterprise information exchange processes
- Analysis of specific Ecosystem or Enterprise your company “plays” in
- Expansion of roles, activities or players in the Ecosystem
- Determination of two-way value which passes between Customers, Partners, Clients and other actors in the Ecosystem or down to the internal company level

Q) Why iVNA™ we just want to improve business operations?

A) Information is a resource which supports the strategic capabilities of an organization. Information capabilities are used to add OR receive value to/from transactions or relationships between roles of an activity, either within your immediate organization or within the networked Ecosystem.

To effectively evaluate the capabilities-support provided by information, it is critical that value-added transactions are identified and evaluated to pinpoint the most important value-adding activities. That is where big data programs will get the biggest “bang-for-the-buck”.

In addition, most organizations today are in business networks, not business islands. This perspective needs to be explored in any potential big data program implementation.

Q) What is Information Value Network Analysis?

A) In a nutshell – the Ecosystem roles and transactions (both tangible and intangible deliverables) of an organization’s activities are examined to identify where value is being added (e.g. provide a service) and received (e.g. receive payment or knowledge) – looking for gaps wherever they may exist, where if mitigated would provide overall additional capabilities towards meeting the organization’s mission.

Q) What would we get out of a iVNA™?

A) The following are just some of the possible outcomes. It is somewhat dependent on the scope of the network and specifics of the question being addressed.

- An understanding of the organization’s position in the information value-creating network
- Core capabilities and future capabilities (includes IT) needed to meet information value-creating needs.
- Identification of gaps in activities and capabilities of utilizing enterprise network information
- A map of how roles and relationships interplay within the organizations activities and information
- An understanding of the extent the organization is/ should be involved in converting tangible and intangible deliverables into information value
- The extent the organization has created informational structural bonds within the Ecosystem; for good or bad.
- Quantification of value for ranking of information
- Ways to create, extend, and leverage information value within the organization and the network Ecosystem