

# Mesurer la maturité analytique de votre organisation

stratégie – analytique – maturité

**Stéphane Hamel, MBA, CWA**

Directeur, Services Stratégiques

Cardinal Path

Twitter: **@SHamelCP**

# Rappel: Salon BI 2010

## Business Intelligence

- Processus d'affaires
- TI
- ... mois
- Précis et fiable
- Discipliné et mature

## Web Analytics

- Online Marketing
- Marketing
- Jours...
- Population statistique  
marge d'erreur
- Jeune et en changement



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**Business**  
Analytics  
Maturity

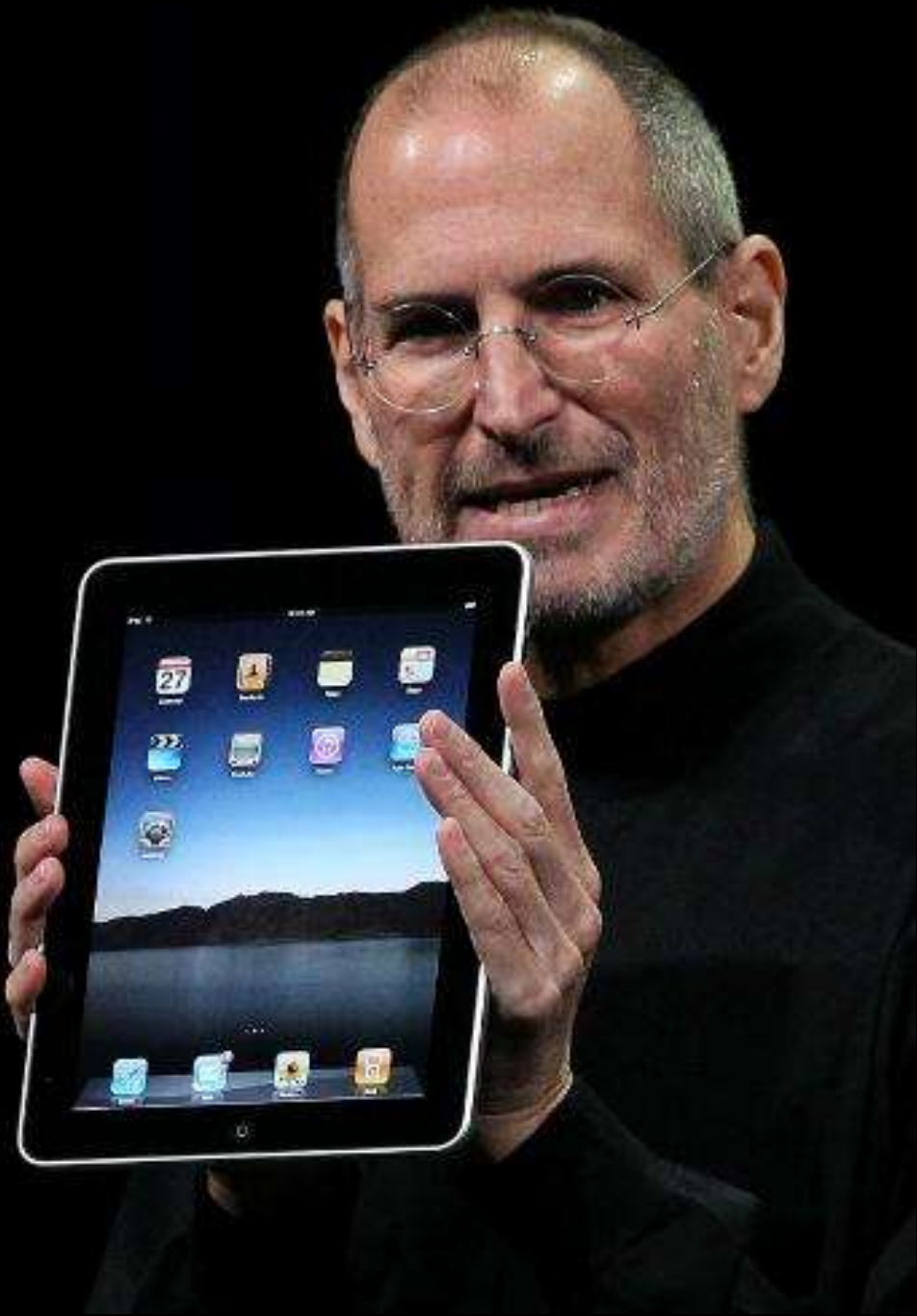


In The News

# MONEY

## Port cruising toward

residential Bywater area  
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will have to be  
line will have  
will need to  
may have  
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and industrial improvements even  
before the terminal is built.  
The port is moving forward  
with its plan to open a termin  
Poland Avenue. The agency  
requested \$6 million  
state to turn the Pe  
cargo terminal in  
cruise terminal in  
the Holland  
the port  
tract





# THE ETHICAL EXECUTIVE

*Becoming Aware of the Root Causes of  
Unethical Behavior: 45 Psychological  
Traps that Every One of Us Falls Prey To*



ROBERT HOYK

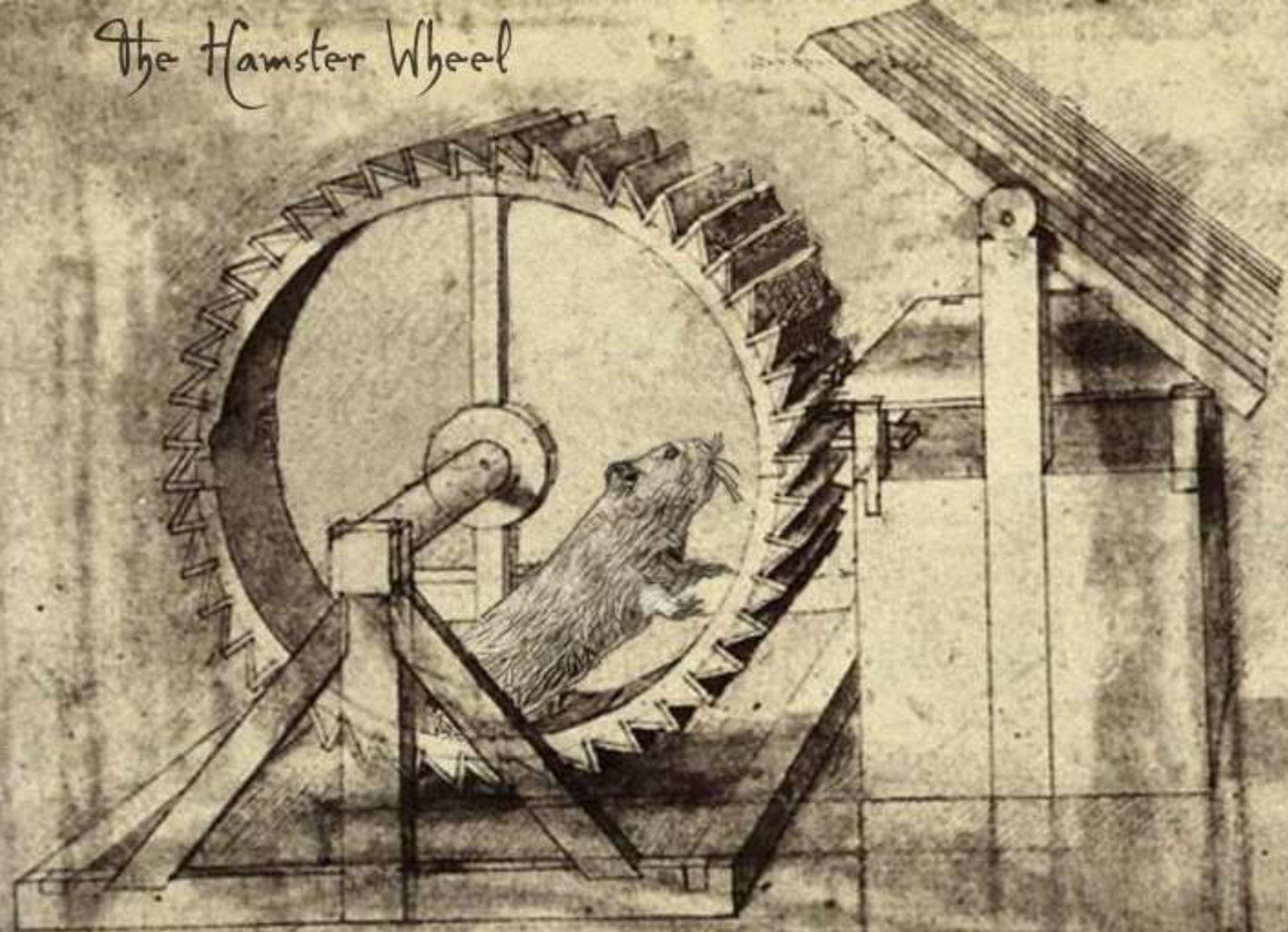
PAUL HERSEY

# Corporate Citizenship REVIEW

Creating value through  
responsible business



# The Hamster Wheel







**Attention to details & creativity in a continuous improvement process**

**Anyone can make the  
simple complicated.**

**Creativity is making  
the complicated  
simple.**

Charles Mingus  
American jazzman





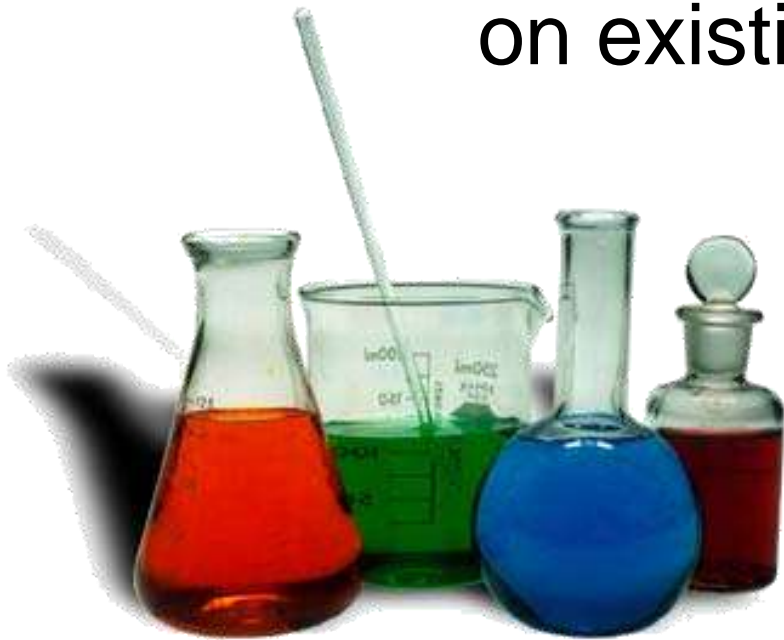
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Business  
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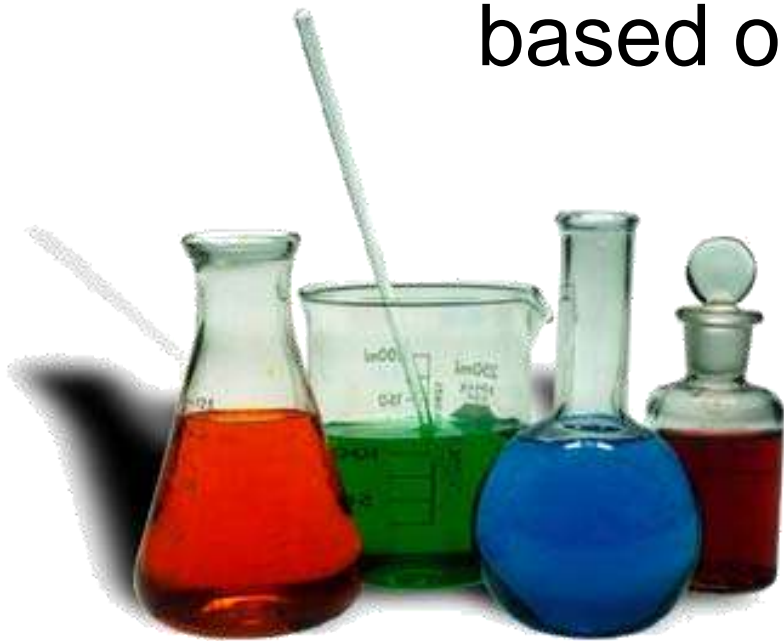
# **Analytics:** the science of analysis

How a business arrives at an optimal or realistic decision based on existing data.



# **Analytics**: the science of analysis

How a business arrives at an optimal ~~or~~ **and** realistic decision based on existing data.





## **Analysis**

The process of breaking a complex topic into smaller parts to gain a better understanding of it.



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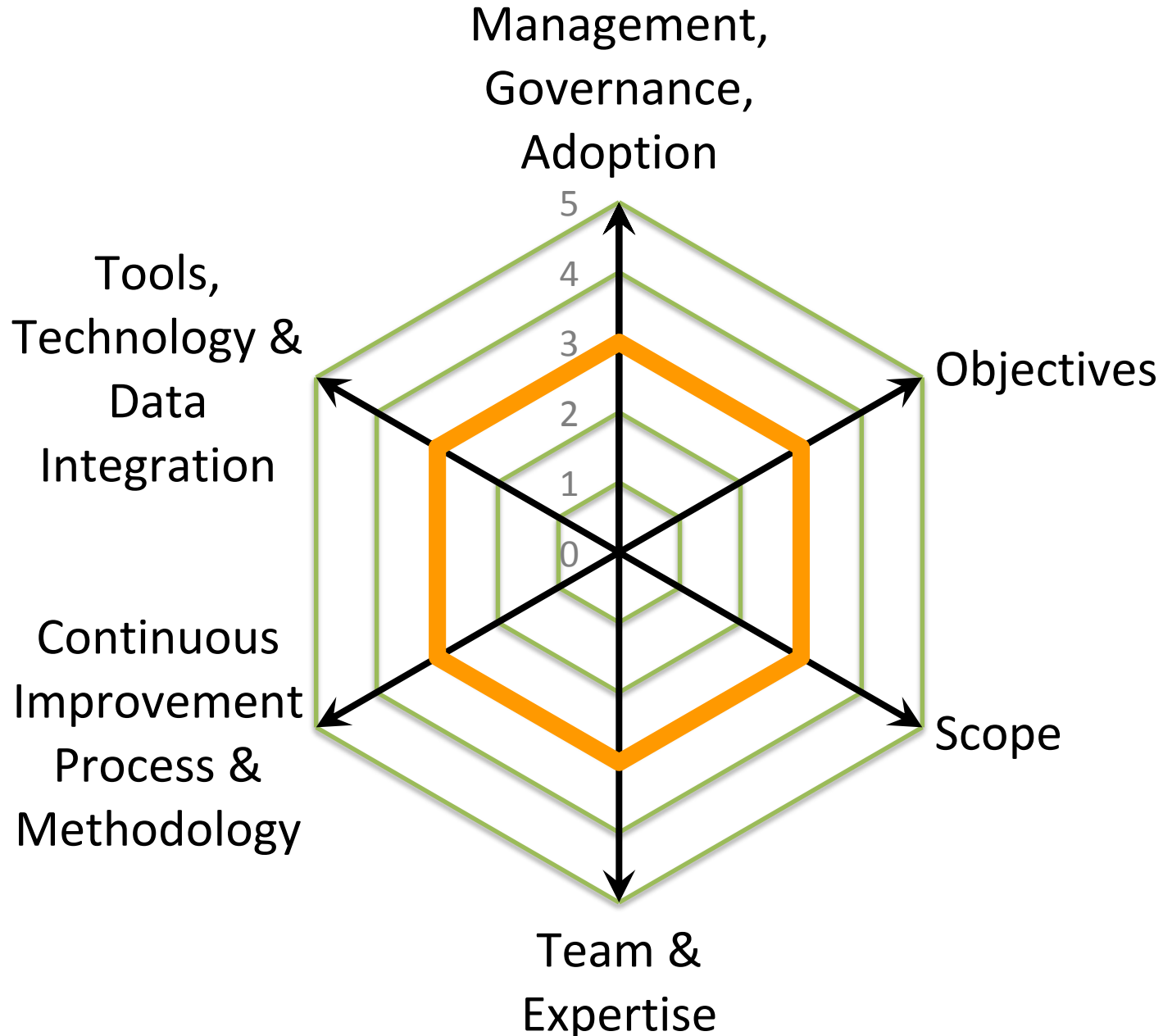
# Maturity Model

Essential elements of effective processes which describes an **evolutionary** improvement path from *ad hoc*, immature processes to **disciplined, mature** processes with improved **quality and effectiveness**.

# ONLINE ANALYTICS MATURITY MODEL®

- **CMMI**  
(Capability Maturity Model Integration – Carnegie Mellon)
- **TDWI Maturity Model**
- **Gartner Maturity Model for Web Analytics**
- **Forrester**
- **“Competing on Analytics”**, Tom Davenport
- **Stratigent Marketing Analytics Model**
- **WebTrends Digital Marketing Maturity Model**

# Critical Process Areas



# 1. MANAGEMENT, GOVERNANCE & ADOPTION



# 1. Management, governance & adoption

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What is the highest job title with accountability for online performance measurement against business objectives?

- 5. Implicit throughout the organization**
- 4. Several senior managers**
- 3. Senior manager, VP**
- 2. Director or team lead**
- 1. Project Manager**
- 0. Nobody**



## 2. OBJECTIVES

## 2. Objective

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What is the objective of your current online analytics program?

- 5. Reinventing the business**
- 4. Business optimization**
- 3. eBusiness optimization**
- 2. eMarketing optimization**
- 1. Task list**
- 0. Yet to be defined**

# 3. SCOPE



# 3. Scope

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The scope defines the size of the playing field.

**5. Beyond online → offline**

**4. Ecosystem**

**3. Single channel**

**2. Specific activity/sector**

**1. The HiPPO game**

**0. Improvising**

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## **4. TEAM AND EXPERTISE**



## 4. Team and expertise

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How is your online analytics team structured?

**5. Empowered business users**

**4. Multidisciplinary team**

**3. Distributed team**

**2. Full time analyst**

**1. Project team**

**0. No dedicated resources**

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# 5. CONTINUOUS IMPROVEMENT PROCESS & ANALYSIS METHODOLOGY



# 5. Continuous improvement process & analysis methodology

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How do you identify problems & opportunities, develop hypothesis, analyze and provide insight?

- 5. Agile organization (off/on-line)**
  - 4. Agile (online)**
  - 3. Proven methodology**
  - 2. We have our own methodology**
  - 1. My own way**
  - 0. No methodology**
-



**6. LEVERAGING THE TOOLS,  
TECHNOLOGY &  
DATA INTEGRATION**

## 6. Leveraging the tools, technology & data integration

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How sophisticated is your use of technologies?

5. **Predictive analytics, Activity-based costing**
4. **Multiplicity, merging data, Multivariate Testing (MVT), Behavioral Targeting, Lifetime Value**
3. **Segmentation, merchandising, A/B, campaign optimization, personas, KPI alerts**
2. **Defined outcomes/KPI/dashboard**
1. **Clickstream/behavioral analytics**
0. **TBD**



- ① Get down to earth
- ② Fix your issues
- ③ Gain experience
- ④ Maintain balance



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**Assignment!**

# Self assessment tool



[immeria.net/oamm](http://immeria.net/oamm)

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## Online Analytics Maturity Assesment

**Background**  
This survey is part of study on online analytics practices within organizations of various industries, sizes, geographies and organizational structures.

Please note this survey represents only a small subset of a full maturity assessment. Should you want an independent, professional evaluation, please contact me.

**Your benefits**  
This survey will assist you in evaluating your current online analytics maturity. It is based on the Web Analytics Maturity Model (WAMM) proposition.

**Contributing**

- The survey will take about 5 to 10 minutes to complete.
- The collected data will be analyzed and will contribute to WAMM future releases.
- Once filled you will receive a summary of your answers along with a visual representation of your current maturity.

**Confidentiality**  
Your privacy will be respected and your answers won't be shared under any circumstances unless specifically authorized. Only aggregated results will be published. Email is mandatory in order to insure responses validity and quality.

\* Required

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### Your employer/company

**Please provide your email \***  
Your privacy will be respected and your answers won't be shared under any circumstances. Email is mandatory in order to insure responses validity and quality.

**Can't be empty!**

**Please enter your current employer name. \***  
Company name is required to insure response validity and quality.

**In which country are you located? \***  
--- Select ---

**What is the size of your company (or number of students if academic) \***

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## Online Analytics Maturity Assesment

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Once enough data is collected you will have access to:

- ✓ Benchmark by Country/State, Company size, Company type, Industry
- ✓ Department and Job title word cloud
- ✓ and other insights!

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1. Management Culture Adoption  
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Stéphane Hamel  
shamel@immeria.net

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**CARDINALPATH**

**Stéphane Hamel**

Director of Strategic Services

**shamel@cardinalpath.com**

Tel: 418-454-2637

Quebec City, QC, Canada

Twitter **@SHamelCP**

**www.CardinalPath.com**

- ✓ ULaval MRK-6005
- ✓ Google Analytics, 7-9 décembre
- ✓ LinkedIn Web Analytics Québec  
**<http://bit.ly/wa-qc>**