

## Data Innovation Lab

# Approaching advanced analytics like a Venture Capitalist

**You should aim for a 10x return on your investment in advanced analytics. It's easier than you think to get started.**

Everyone is talking about Machine Learning and Artificial Intelligence — at Mudano we are enabling our clients to do much more than just talk about it.

By establishing a Data Innovation Lab, you can rapidly apply techniques in data science to identify and realise tangible business value from your data.

Our proven Lab approach brings together: the skills your team needs, a rapid, repeatable process and secure, flexible architecture blueprints.

Whether you are a group-level Chief Data Officer or a local business function, we can help you configure and rapidly deploy a Lab to fit your environment and deliver a measurable step-change in value, compared with traditional analytics approaches.

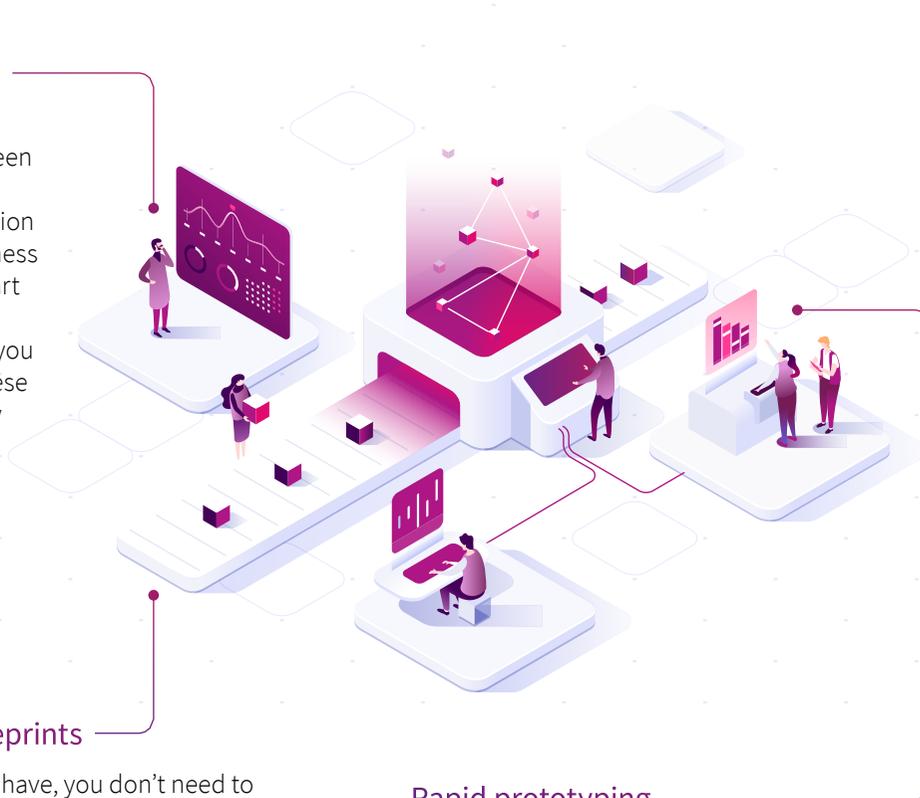
# A Data Innovation Lab is a catalyst to accelerating value from advanced analytics

## Hitting the ground running

This isn't our first rodeo; you'll be surprised how fast we can get you started. With our experience and existing assets, it can take as little as two weeks to start experimenting.

### Data specialists

Labs require close collaboration between data engineers, scientists, visualisation designers and business experts. We kick-start Labs with our own resource then help you to find and grow these skills independently in your own team.



### Technology blueprints

Start with what you have, you don't need to spend millions on new software licenses. We map your landscape onto our capability blueprints and the Lab will help evolve your architecture based on proven need and valuable use cases.

### Rapid prototyping

Our Lab process is experiment-led. It enables you to rapidly prove multiple business hypotheses in parallel in just six to eight weeks.

## Why are Data Innovation Labs so effective?

### Maintain focus on business value

Data and analytics development should not be driven by technology and architecture. The Lab process starts from understanding the value the business wants to achieve, and continuously measures progress against this goal.

### Change perceptions of what is possible

A Lab provides an example of new ways of working and flagship use cases to inspire other business areas with the potential and achievability of using advanced analytics.

### Start small and prove value before scaling investment

Lab experiments are rapid and far more cost effective than large technology change programmes. Use the Lab approach to take evidence-based decisions on where to make those investments.

### Create momentum for change

Get out of the cycle of selling and pushing analytics to business users. Create excitement and demand through a unique Lab identity and powerful success stories which bring it to life and generate a fear of missing out.

### Prototype your strategy

Be the change you want to see. Instead of tackling your analytics strategy with long-term linear programmes, jump straight to the end. Use a Lab as a controlled environment to adopt new ways of working, new skillsets and a new culture. Use it to learn what works for you and make your team part of the journey.

# Whatever your business area, whatever your constraints, a Lab can unlock value from your data

## “ Are we ready for this? ”

Don't let these common misconceptions stop you:

### “Our ambition is unachievable”

You can see a massive opportunity to unlock value from your data – but it feels too big to tackle and you don't know where to start.

### “We don't even have the basics right”

It feels like there are years of expensive foundational data work ahead before you could even think of applying advanced analytics and machine learning.

### “Advanced analytics is not a leadership priority”

The organisation is tired of spending millions on data programmes which haven't delivered the value they promised. There is scepticism and limited buy-in for investment in analytics.

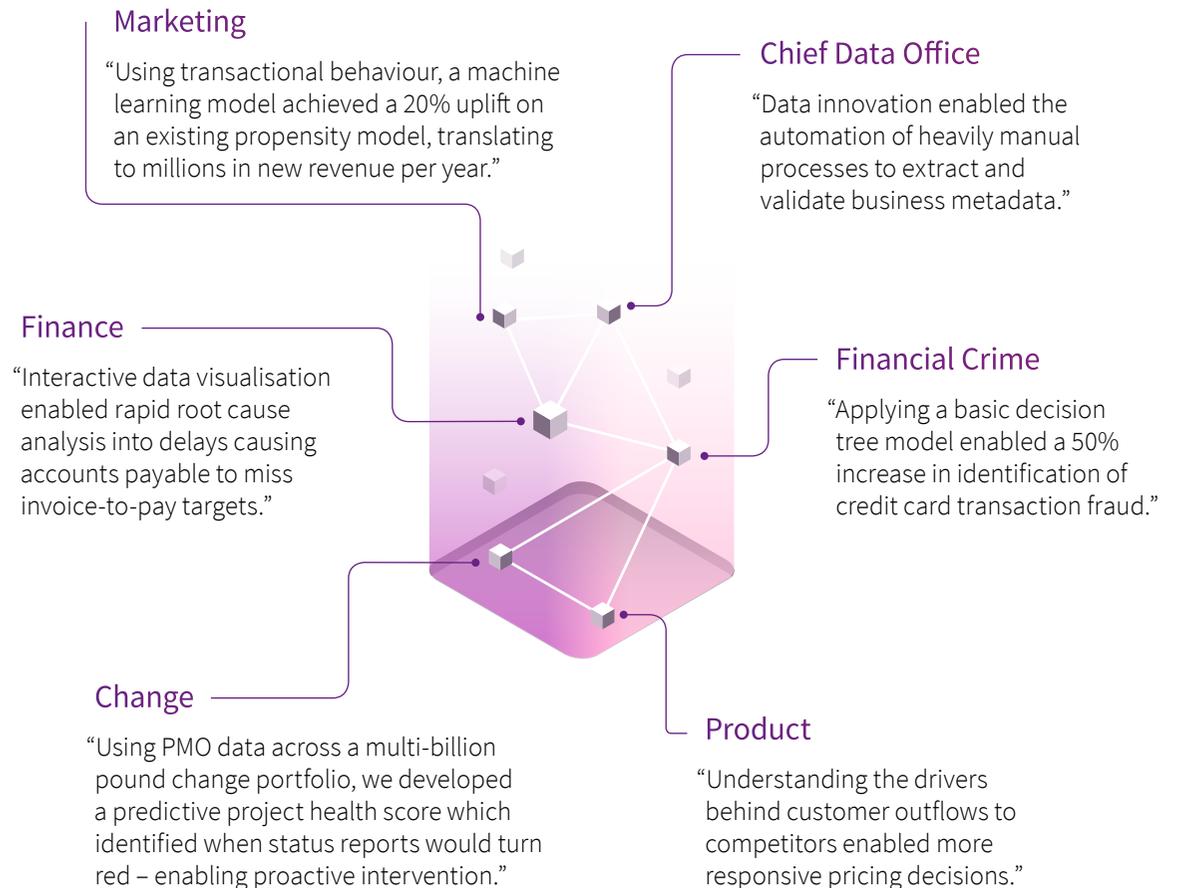
### “We need to move quickly”

You have a short window to make the case for the value of advanced analytics. You can't wait months before seeing tangible results.

**The Lab approach is designed specifically to overcome typical organisational challenges.**

## Not just theory. What value have our Labs delivered?

We have a wide array of real world examples where our Data Innovation Labs have unlocked value across diverse business areas.



# Start small and accelerate at your own pace. Labs are designed to run one or more teams in parallel, depending on your needs

## How does the Lab operate?

Our Lab process follows five stages which help to break down your big business opportunities into hypotheses we can test, rapidly experiment to prove value, and support scaling-up of successful solutions.



### Value

Our Business Value Workshops help you to think big but start small. Our process guides you through identifying opportunities, breaking them down into manageable experiments and prioritising the most valuable ones.



### Discovery

Prepare for experiments by profiling and understanding the data you have available. A secure Lab environment and processes break down barriers to enable rapid data sourcing.



### Experiments

Following an agile process, test your hypotheses in a series of two-week sprints, with business demonstrations each week. In just three to four sprints you will develop a rapid prototype ready to test with real customers.



### Proving

Test your prototype in the real world with a sample of actual customers. This is where you prove whether the prototype delivers the value you expect it to.



### Scale

Once value has been proven, the Lab will support efforts to scale up the solution.

## What does a Lab team look like?

Each experiment in the Lab is run by a small cross-functional team of three to four specialists. The core delivery roles are:

- Initiative Lead
- Data Scientist
- Data Engineer
- Visualisation Engineer

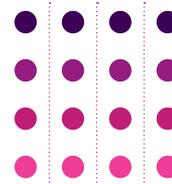
Depending on your needs and how fast you want to go, you can scale the Lab horizontally, running multiple experiment lanes in parallel.

In addition to the delivery roles, a thin layer of enabling roles, including a Lab manager and architect, ensure the effective operation of the Lab.

### Enablement



### Delivery lanes



## Get in touch

We'd love to bring the Lab approach to life for you and your organisation through more use cases and demos. Why not drop us a line?



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