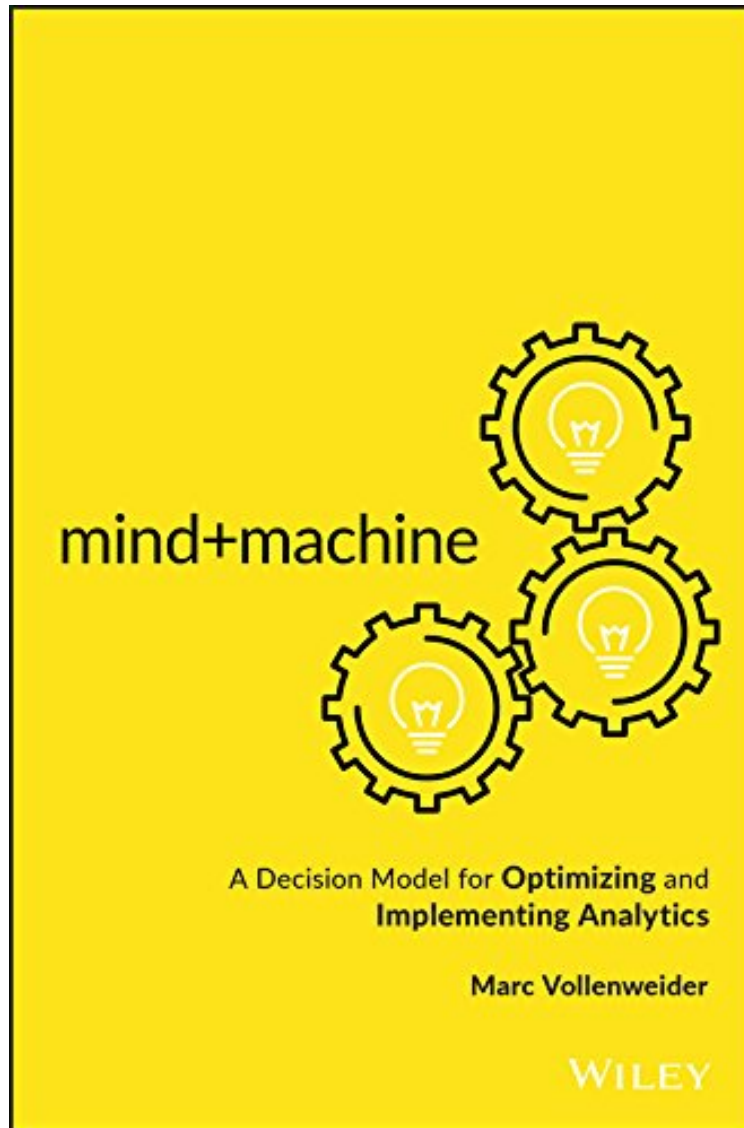


# Mind+Machine: A Decision Model for Optimizing and Implementing Analytics

*Marc Vollenweider*

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**Marc Vollenweider : Mind+Machine: A Decision Model for Optimizing and Implementing Analytics** before purchasing it in order to gage whether or not it would be worth my time, and all praised Mind+Machine: A Decision Model for Optimizing and Implementing Analytics:

0 of 0 people found the following review helpful. Five StarsBy userGreat thinking and very practical examples. Highly recommended.2 of 2 people found the following review helpful. How minds can collaborate with machines to achieve high-impact results and thereby create capabilities that did not exist beforeBy Robert MorrisNote: now has a policy

that ensures preferential placement only of reviews of books that have been purchased from . Therefore, there will be little (if any) opportunity to read reviews by those who receive a copy as a gift, borrow a copy from a friend or check one out from a library. That is really an unfair, indeed dumb policy.\* \* \*One of the biggest challenges that business leaders face is to cut through information overload to make better decisions faster. One key decision is whether or not an individual or a machine or an individual working with a machine should complete the given work.As Marc Vollenweider explains in the Preface, while providing 39 detailed case studies, "Mind+Machine addresses end-to-end, information-heavy processes that support decision making or produce information-based output, such as sales pitches or research and data products, either for internal recipients or for external clients or customers. This includes all types of data and information: qualitative and quantitative; financial, business, and operational; static and dynamic; big and small; structured and unstructured."During the course of his narrative, he focuses on subjects such as these:

- o The Top 12 Fallacies about Mind+Machine
- o 13 Trends creating Massive Opportunities for Mind+Machine
- o How to Implement the Mind+Machine Approach: 15 Perspectives

It is important to keep in mind that Vollenweider defines successful analytics as the delivery of the right insight to the right decision makers at the right time and in the right format. With regard to an analytics use case, it is the [begin italics] end-to-end analytics support solution [end italics] applied once or repeatedly to a [begin italics] single business issues] faced by an [begin italics] end user [end italics] or homogenous group of end users who need to make decisions, take actions, or deliver a product or service [begin italics] on time [end italics] based on the [begin italics] insights [end italics] delivered."Here are three of the several dozen passages that caught my eye:"There are one billion analytics use cases out there in the world. The mind+machine approach is the answer to garner their ROI. You are not alone in the quest to achieve this ROI, and you don't have to be a specialist in data science to navigate this maze. Understanding the top 12 fallacies should already equip you with a first set of intelligent questions allowing you to challenge some of the conventional wisdom use by vendors and internal functions." (Page 82)"As with every new development, there are big opportunities, but also significant potential risks to be avoided or at least managed. Overall, I believe that the [13] trends are very much good news for you, the business owners and end users. The balance of power has very much shifted in your favor." (196)"Werner von Braun, the creator of the Saturn V rocket and significant contributor to the Apollo program, once said, "I have learned to use the word impossible with the greatest caution." I hope you find inspiration in this quote for the work of mind+machine...Think of this book as the equivalent of Ariadne's ball of thread, given to Theseus to ensure that after completing his mission [i.e. to slay the Minotaur], he could come safely back home." (281)Almost all of the information, insights, and counsel that Marc Vollenweider provides will be of substantial value to leaders in almost any organization, whatever its size and nature may be. Bravo!

1 of 1 people found the following review helpful. A good help for understanding and applying analytics

By inkukuI recently read the book since it is relevant for my job. Even though some of the use cases are a bit complex, the book gives a practical approach to analytics, which aims to ensure real insights are achieved from the investments in analytics tools and teams. The author definitely achieved his objective to address non-nerds without being too simplistic. A business book to recommend for all those who at some point or another in their career are dealing with analytics or have to do 'something with data'.

Cut through information overload to make better decisions faster Success relies on making the correct decisions at the appropriate time, which is only possible if the decision maker has the necessary insights in a suitable format. Mind+Machine is the guide to getting the right insights in the right format at the right time to the right person. Designed to show decision makers how to get the most out of every level of data analytics, this book explores the extraordinary potential to be found in a model where human ingenuity and skill are supported with cutting-edge tools, including automations. The marriage of the perceptive power of the human brain with the benefits of automation is essential because mind or machine alone cannot handle the complexities of modern analytics. Only when the two come together with structure and purpose to solve a problem are goals achieved. With various stakeholders in data analytics having their own take on what is important, it can be challenging for a business leader to create such a structure. This book provides a blueprint for decision makers, helping them ask the right questions, understand the answers, and ensure an approach to analytics that properly supports organizational growth. Discover how to: Harness the power of insightful minds and the speed of analytics technology Understand the demands and claims of various analytics stakeholders Focus on the right data and automate the right processes

· · · · · Navigate decisions with confidence in a fast-paced world The Mind+Machine model streamlines analytics workflows and refines the never-ending flood of incoming data into useful insights. Thus, Mind+Machine equips you to take on the big decisions and win.

From the Inside FlapBig data and artificial intelligence dominate business news coverage, but these are far from singular solutions to any business challenge. At the core of successful decision-making is human instinct driven by experience and information. Mind+Machine is the groundbreaking guide to combining the optimally potent mix of human expertise and state-of-the-art digital machines to enhance a variety of business functions. This first-of-its-kind

guidebook by industry disrupter Marc Vollenweider thoroughly covers the entire end-to-end value chain of analytics. The overabundance of information available today creates real problems for organizations basing competitive decisions on data, and this welcome program fully prepares you to effectively apply mind+machinetrade; to accomplish tasks aimed at enhancing productivity, time-to-market, quality, and pioneering new capabilities for organizations. A-to-Z coverage takes you from contemporary definitions of an analytic use case all the way through applying analytics to pay-as-you-go commercial models, leveraging use case synergies, efficiently handling regulatory oversight, and managing individual use cases as well as portfolios of use cases. All the material and advice inside is focused on using analytics to make money and satisfy clients, which means following the framework leads to streamlined solutions requiring less money for IT, shorter development cycles, progressively user-friendly interfaces, and a solid basis for new and profitable use cases. Whether you're developing sales pitches, research, data products, or any other information-based product or decision tool, the methodology inside accommodates all types of data and information, including qualitative and quantitative; financial, business, and operational; static and dynamic; big and small; and structured and unstructured. This dependable reference quickly fits into your everyday decision-making routine when you start to: Maximize ROI from use cases and avoid the pitfalls associated with following the most common industry misconceptions about analytics Skillfully adopt all the latest trends influencing how use cases are conceived, designed, applied, and sustained over their lifecycle Command a powerful methodology for keeping your internal and external analytics providers transparent and on track Mind+Machine gives you a tangible path to taking a competitive edge with applied analytics by effectively managing portfolios of profitable use cases with a focus on end-user benefits and accurately measured ROI.

**From the Back Cover**  
Praise for mind+machine "Mind+Machine is a thought-provoking exploration of data analytics as they stand now. Marc introduces and develops several game-changing concepts, like the Efficient Frontier, Ring of Knowledge, and Use Case Methodology, showing how to apply them for the best possible return on investment. These ideas should be the cornerstone of every organization's approach to data analytics. Written for the generalist with plenty of real-world examples, it's a fascinating read that I couldn't put down." —Stefan Arn, Global Head of Technology for UBS Wealth Management and UBS Switzerland and Group IT Head for Strategic Regulatory Initiatives "Mind+Machine provides a much needed antidote for the business leader looking for actionable business insights in a world of information and technology overload. Based on his credentials as adviser to many of the world's top banks, corporations, and professional services firms, as well founder of two industry-disrupting businesses, Marc has a unique perspective on how to combine human expertise with technology to deliver high ROI business results. He simplifies a complex subject, and his approach is supported by over 40 accessible and insightful case studies. A compelling and accessible guide for decision makers and business leaders seeking sustainable competitive advantage in their markets." —Mark Bidwell, founder of The Innovation Ecosystem, chairman of BC Platforms and director at Terramera "A very interesting read. It demystifies data analytics with lots of real-world examples on use-cases, best practices and insights from industry. It also offers refreshing business angles of examining the value of analytics in terms of ROI and 'so-what'. Though it is targeted at top managers and decision makers, I find it to be a good read for technical staff, researchers and data analysts. I will use it as part of my research into big data and social media analytics." —Professor Tat-Seng Chua, KITHCT Chair Professor at the School of Computing, National University of Singapore

**About the Author**  
**MARC VOLLENWEIDER** is co-founder and CEO of Evaluateserve, an industry-influencing global research, analytics, and data management solutions provider known for its mind+machinetrade; process that combines a global network of expert analysts and best-in-class technology. The McKinsey Co. alum has extensive consulting experience in such industries as telecommunications, banking, and pharmaceuticals.