

## **TELECOMS & UTILITIES SUFFER FROM TOO MUCH MANAGEMENT INFORMATION AND AN INABILITY TO EXPLOIT IT**

Trinity Horne, who commissioned *Source* to produce the research, believe this new report highlights the opportunity to apply advanced mathematical techniques to help managers feel confident about their ability to make the best, informed decisions. Just 14 per cent of telecoms/utilities companies believe their existing source of management information is being effectively exploited. The report also found that over a third of companies (40 per cent) feel swamped with too much data.

*“The problem is not a lack of management information, but how existing data is being analysed to contribute to better informed management decision making,”* said Brendan Cahill, Chief Executive of Trinity Horne. *“How do managers know where to spend their money effectively? What particular assets and structures require the most attention? We believe the application of advanced mathematical techniques is the best way to make sense of complex and sometimes contradictory data.”*

The report, which surveyed over 50 telecoms and utility companies, introduces the concept of applied analytics - the process of harnessing raw data which then undergoes complex statistical analysis by experts to provide innovative insights.

Brendan Cahill concluded:

*“What makes this approach innovative is that at its heart is a sophisticated model in which all of the data points can be analysed in conjunction with each other.”*

The report also found that almost half (43 per cent) of managers in the sector said that conflicting managerial priorities presents a major barrier to using the data they do have effectively.

**-ENDS-**

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## **About Trinity Horne**

Trinity Horne specialise in evidence based business transformation primarily to the telecoms, utilities & IT sectors but also to the finance & government sectors. Their outcome driven approach, industry leading methodologies and proven ability to implement sustainable change uniquely position Trinity Horne to drive tangible results in operational environments.

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