



## Driving Analytics Performance in the GCC

### IIA Launches its Services in the GCC with Intuitu Analytics Partnership

Portland, Ore. (June 6, 2017) – [The International Institute of Analytics](#) (USA) and Intuitu Analytics (UAE) are excited to announce the signing of an exclusive partnership to offer IIA services in the GCC region. IIA is the authority on analytics maturity and best practices focused on improving the analytics performance of individuals, teams, and enterprises. IIA helps clients compete on analytics and make better decisions with confidence.

IIA's services include the company's proprietary Analytics Maturity Assessment (AMA), which measures how well an organization uses analytics to increase revenue, reduce costs, optimize performance and improve overall decision making. Additional IIA services include the Research & Advisory Network (RAN), training, and consulting.

"Intuitu Analytics is proud to bring to the region best practices and research from the author of *Competing on Analytics* and Co-Founder of IIA, Prof. Tom Davenport and the IIA team," said Dr. Mohamed Guidoum, CEO and cofounder of Dubai-based Intuitu Analytics

The IIA services will be showcased during the 2017 Big Data Series, May 15-16, at the Intercontinental Hotel in Abu Dhabi. Intuitu Analytics is a sponsor of the event and its CEO a Workshop leader.

"As a global firm, IIA is thrilled to expand into the GCC region and bring our services to its analytics leaders and practitioners. We look forward to a successful partnership with Intuitu and bringing our analytics expertise and offerings to this part of the world," said Jack Phillips, IIA Co-Founder and CEO.

### About Intuitu Analytics

[Intuitu Analytics](#) is the first UAE-based big data analytics startup. Formed in 2013, Intuitu Analytics strives to advance the big data analytics in the GCC region by spreading the awareness about data-driven approach to management, offering consulting services, providing training & certification, and delivering analytics technology solutions. To deliver on its mission, Intuitu Analytics signed strategic and exclusive partnerships with the world's leading organizations in the field. More on <http://intuituanalytics.com/>.

### About IIA

[The International Institute for Analytics \(IIA\)](#) is an independent research and advisory firm for organizations committed to accelerating their business through the power of analytics. Co-founded by Tom Davenport and CEO Jack Phillips in 2010, IIA works across a breadth of industries to uncover actionable insights from its global network of analytics practitioners and industry experts.

IIA's research clients gain access to on-demand consulting, an extensive research library, moderated executive roundtables and its expert network of practitioners. IIA also provides analytics assessments and training services designed to optimize performance at every level in the new data economy. For more information about IIA, its services and how you can become a member visit <http://www.iianalytics.com/>.

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