

International Institute for Analytics honors Cisco with 2017 ANNY Excellence in Analytics Award

Portland, Ore. (Oct. 12, 2017) – [The International Institute for Analytics \(IIA\)](#), the leading independent research and advisory firm focused exclusively on helping clients improve their analytics performance, named Cisco the winner of the 2017 ANNY at IIA’s [Analytics Symposium](#) in Chicago.



IIA CEO Jack Phillips and CAO Bill Franks present the 2017 ANNY Award to Sri Srikanth and Corey Sykes from Cisco

Cisco’s marketing division won the Excellence in Analytics Award for its Marketing Accountability analytics initiative. Cisco marketing’s analytics team guided the organization to focus on three key performance indicators tied to several core functions: customer and partner engagement, lead generation, and marketing-sourced bookings. Dashboards track the three indicators and assess performance across all of Cisco’s marketing activities on a daily basis.

Marketing functional teams use the dashboards to plan, execute and enhance campaigns, and senior leadership use them to optimize investments.

“Cisco’s marketing analytics project stood out for its clear, measurable business impact and is a great example of well-executed change management,” said IIA Chief Analytics Officer Bill Franks.

“Congratulations to Cisco for its highly effective analytics initiative.”

“We are pleased to be recognized by IIA. Every single marketing activity can now be planned, goaled, tracked and optimized in a common context with a clear understanding of its relative impact towards organizational and corporate goals,” said Svein Olslund, Senior Director of Digital Insights & Accountability at Cisco.

Organizations were invited to submit an application or were nominated by IIA’s network of analytics experts and practitioners. All nominees and applicants were asked to complete an in-depth application and were evaluated in five key areas: outcomes, ambition, scale, skills, and insights. Franks led a panel of judges who examined each application and cast anonymous ballots.

The other two finalists for the 2017 ANNY were Bank of America Merchant Services and Navistar. Previous years’ winners include Caterpillar Inc., Procter & Gamble, UnitedHealth Group, Intermountain Healthcare, Ford Motor Company, and UPMC Health Plan.

About the Analytics Symposium

The [Analytics Symposium](#) is a semi-annual event that brings together a community of analytics practitioners and thought leaders for moderated discussions on key analytics topics, industry specifics and functional applications. The most recent event was held in Chicago and featured keynote speakers from Morgan Stanley, UPS, Uptake Technologies, and several other organizations.

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, IIA works across a breadth of industries to uncover actionable insights from its global network of analytics practitioners, industry experts and faculty. IIA's research clients gain access to on-demand consulting, an extensive research library, faculty-moderated executive roundtables and expert network of practitioners. IIA also provides analytics assessments and training services designed to optimize performance 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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