

2018 “ANNY” Excellence in Analytics Award: Call for Entries

Applications for the International Institute for Analytics’ ANNY Award now open



Portland, Ore. (May 24, 2018) – [The International Institute for Analytics \(IIA\)](#), the leading independent research and advisory firm focused exclusively on helping clients improve their analytics performance, is now accepting applications for the [2018 ANNY Excellence in Analytics Award](#). The ANNY Award recognizes an organization’s application of advanced analytics to drive measurable business results at the project or organizational level.

To apply for the ANNY, complete the [application](#) and email it to anny@iianalytics.com. All applications must be submitted by Aug. 17, 2018 and will be reviewed by a panel of IIA Experts led by Co-Founder Tom Davenport and CAO Bill Franks. The panel will select three finalists and ultimately the winning recipient. Finalists will be notified by Sept. 14, 2018 and invited to attend the [Analytics Symposium – Atlanta](#) on Oct. 10, 2018, where the winner will be announced.

“I look forward to reviewing this year’s ANNY contenders,” said CAO Bill Franks. “It’s always a great showcase of analytics teams and leaders creating positive impacts on their enterprises.”

Applicants will be evaluated on the following criteria:

- Outcomes: Evidence of sustained, measurable success against planned targets and objectives
- Ambition: Evidence of innovative and unique quantitative analytical techniques being applied
- Scale: Level of coordinated internal resources to foster a meaningful, enterprise-wide analytics program
- Skills: Evidence of a commitment to improving analytical skills of all user types across the enterprise
- Insights: Evidence of higher quality insights and decision-making resulting in the analytical activity

Last year, Cisco’s marketing division won the Excellence in Analytics Award for its Marketing Accountability analytics initiative. Previous years’ winners include Caterpillar, 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 upcoming Symposium will take place Oct. 9-10, 2018 in Atlanta.

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, 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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