

Elevate your business with **advanced analytics**

Maximize success with the right application of AI and ML

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Advanced analytics: A new frontier with AI and ML

Everyone is talking about artificial intelligence (AI) and machine learning (ML) transformation, but how does it fit into your organization's current strategies and goals?

The reality is that AI and ML are already part of an effective advanced analytics strategy that applies intelligent statistical methods to data to uncover efficiency and growth opportunities. In fact, advanced analytics is the foundation on which generative AI can deliver capabilities like intelligent forecasting and modeling.

As the adoption of AI and ML increases, middle market organizations will benefit from enhanced operational efficiencies, accelerated decision-making processes and the ability to leverage data-driven insights for strategic growth initiatives.

It's because of advanced analytics that data has become an incredibly valuable asset, and the availability of data grows with every digital transaction, action, interaction and record. In a virtuous cycle, with more data and more types of data come more meaningful analysis and new opportunities for discovery. It's important, though, to have a solid data governance strategy in place to ensure data remains clean and of high quality so that you can have confidence in the resulting insights.

Helpful links: [Advanced analytics](#) | [Services](#) | [RSM US](#)

[Artificial intelligence](#) | [Services](#) | [RSM US](#)

Business use cases

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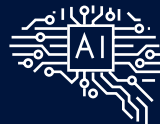
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Generative AI services for enhancing workflows



Organizations can use their data to transform business processes using generative AI tools such as Microsoft Copilot and OpenAI's ChatGPT. These new capabilities allow you to more quickly sift through data for answers and conduct detailed analyses. Depending on the organization, generative AI also can be used to create content, summarize large documents and provide interactive agents. RSM clients are averaging time-to-value horizons of less than eight weeks.

2

Product and service development, personalization and iteration



Companies are using advanced analytics and AI to help create new products and services, personalize customer experiences through behavioral research and improve product performance through predictive maintenance. More specifically, they are combining and analyzing multiple sources of data to spot patterns and outliers, and then responding with action to achieve a desired outcome. For example, a company might adjust a strategy such as customer distribution based on analysis, which then boosts product performance and improves sales.

3

Automated protection, detection and predictive maintenance



Thanks to advanced analytics and AI, risk mitigation, fraud detection and anomaly recognition can now be done at scale. Rapidly sifting through large datasets helps speed decision making and interventions. Early detection, predictive maintenance and proactive measures all reduce risk.

Business use cases

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Intelligent forecasting



Organizations can use advanced analytics and generative AI capabilities to analyze multiple datasets to more accurately forecast demand, reducing costs with more efficient planning processes that leverage macroeconomic data. In addition to analyzing their own data, organizations can employ syndicated datasets to look for specific signals that can affect business—all at scale.

5

Capacity planning and resource management



Capital-intensive companies can use advanced analytics to balance demand and supply by considering the relevant aspects of production, including workforce, local regulations, infrastructure and suppliers. Understanding the right balance of physical assets for current demand—and making decisions that enable agility to meet changing demand—simply can't be effectively achieved without advanced analytics.

Helpful links: [Advanced analytics | Services | RSM US](#)

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Featured success stories

GOVERNMENT

City of Kelowna



NONPROFIT

National nonprofit organization



FOOD AND BEVERAGE

National food manufacturer and distributor



HEALTH CARE

Corewell Health





Government

AI drives innovative growth for the City of Kelowna

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CLIENT

The City of Kelowna, British Columbia, is a pacesetter for public sector digital strategy and one of the fastest-growing cities in Canada. Leaders are using data, AI and process automation to increase efficiency and better serve the city's residents.

> Challenge

As the city's population grew, leadership set a vision for scaling public resources. The information services (IS) team, historically proactive with modernization, needed a plan to scale its service delivery and get more value from applications and infrastructure. When OpenAI introduced GPT, the City of Kelowna asked RSM for guidance on incorporating the groundbreaking technology.

> Solution

RSM worked with the city to develop an IT strategy, including a scalable data governance framework, intake channel, and comprehensive AI and automation infrastructure. OpenAI introduced its GPT during these projects, which pivoted conversations to broader use cases for generative AI. RSM guidance gave city leaders a clear understanding of how generative AI models would be used, trained and deployed, so they felt comfortable moving quickly to add generative AI.

An assessment pointed to building permitting as the best opportunity because slow permitting was exacerbating a housing and construction shortage. The RSM team developed a building permit AI assistant that was expected to deliver immediate results and reduce the length of the permitting process from months to days. The team used Copilot Studio (formerly Power Virtual Agents) integrated with Azure OpenAI services to help facilitate the building permit process with a user-friendly, chat-like experience.

Now the City of Kelowna's IS team leverages the building permits use case to manage additional permitting processes across the city, reducing time to value in other critical areas and maximizing the existing investment in AI technology.

Nonprofit

National nonprofit organization centralizes and optimizes data for better member services

CLIENT

A national nonprofit organization with a mission to elevate and help communities needed assistance with navigating change.

> Challenge

The nonprofit organization embarked on a digital transformation to make better-informed decisions using data analytics, but highly manual processes were time-consuming and yielded minimal insight. The organization couldn't analyze trends and behaviors in an efficient, trustworthy manner. Leaders knew they needed to establish trusted reporting for actionable insights in order to better serve members.

> Solution

Through a collaborative approach, the RSM team was able to assist with centralizing data into an enterprise data warehouse built on [Microsoft Azure](#). RSM designed and implemented a governance framework with an operating model for data democratization and created interactive analytics with key performance indicators to analyze member journeys. This organization is now extending their investment by exploring and building ML models to further understand their members' churn probabilities.



Food and beverage

National retailer combines internal and external data for rapid-refresh forecasting

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CLIENT

A national food manufacturer and distributor with over 200 employees embraced advanced analytics to enhance their forecasting capabilities.

> Challenge

The company needed to improve sales forecasting and planning to better allocate assets to meet demand, but they struggled to pull data together from across their entire customer base. Hourly forecasting was needed, but the effort was held back by manually intensive processes that focused on internal data only—so data on commodity markets, for example, wasn't included.

> Solution

RSM automated the company's forecasting models that covered sales, costs and commodities while leveraging millions of external datasets. The company now has a detailed forecasting model with drill-down capabilities on customers and products at a weekly level. Data is refreshed hourly, which reduces time-to-market decisions. The company experienced a 10% improvement in forecast accuracy and now has access to leading macroeconomic indications for enhanced forecasting capabilities.

Health care

Corewell Health uses analytics to improve patient experience and health equity

CLIENT

Corewell Health is a not-for-profit health system providing health care and coverage with an exceptional team of 60,000 dedicated people—including more than 11,500 physicians and advanced practice providers and more than 15,000 nurses providing care and services in 21 hospitals, 300 outpatient locations and several post-acute facilities.

> Challenge

Corewell Health has a strong focus on enhancing patient satisfaction and reducing health disparities, but the organization struggled to unify patient experience data across hospitals and the various units within them. Additionally, this data was not connected to details about patient health and treatment, so spotting patterns and anomalies that contributed to dissatisfaction and disparities was difficult. This blind spot hindered the organization's ability to comprehensively identify problems and fix them for better results. Leaders sought a data-driven approach to improve the overall patient experience and promote health equity.

> Solution

RSM developed an advanced analytics approach for Corewell Health, integrating patient experience survey data with clinical records and enabling a holistic view of patient interactions. This allowed for the identification of key factors contributing to dissatisfaction and facilitated the implementation of targeted strategies to improve communication and care. The insights derived from this unified data approach helped Corewell Health improve overall patient satisfaction and operational efficiency.

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Build scalable success with advanced analytics

ML and AI's extensive capabilities to improve business performance are more accessible, affordable and powerful than ever—and all are within the reach of middle market businesses.

Many organizations focus solely on technology, but as the case studies in this playbook demonstrate, other essentials for enabling successful scalability with advanced analytics and generative AI include strong technical capabilities, deep industry knowledge and a holistic business approach that starts with the business problem, not the technology solution.

Is your organization ready to begin strategically deploying advanced analytics? Consider these foundational questions to identify areas of focus:

- Are you struggling with operationalizing your analytics?
- How can you use your data to solve your business challenges of today and tomorrow?
- How is your organization revamping its business strategy to align with AI and ML?
- What patterns, trends and outliers exist in your data today that should be influencing business decisions?
- How are you thinking about responsibly deploying and governing analytics solutions?

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[Artificial intelligence | Services | RSM US](#)

Ready to explore your advanced analytics capabilities?



EXPLORE MORE WAYS ADVANCED ANALYTICS SERVICES CAN TRANSFORM YOUR BUSINESS.

From understanding customer preferences and satisfaction drivers to outlining product demand patterns, middle market organizations now have access to advanced data solutions and a wealth of data resources.

RSM's **advanced analytics and AI solutions** enable you to achieve targeted business outcomes, including increasing profitability, enabling data-driven decisions, improving operational efficiency and managing risk.

We bring both a comprehensive advanced analytics and AI methodology and significant experience across a variety of industries.

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