

Big Data & Analytics

Meeting Notes

November 13, 2012 3:00-4:00pm ET

In attendance:	Company Name
Peggy Withrow	Integrated Workplace Strategies, LLC
David Salony	Cisco
Julie Petersen	McKesson
Clay Hayden	Merck
Bob Schuur	SCBE

Agenda

Discuss how often and when we would like to meet

- preferred method to communicate with each other virtually
- the direction of research activities *
- how we can leverage the technology survey that will be distributed in the near future

* Initially we can focus on just a couple of activities, but the proposed topics so far include:

- define what CRE does well today
- research what CRE can learn from other industries
- recommended reading (e.g. Thomas Davenport “Analytics at Work” or “Enterprise Analytics at Work”)
- look how other industries address capacity planning (airports, hotels, universities)
- identify what tools are best-practice or leading-edge
- to ask ourselves if we are confident that we are asking the right questions
- identify where the challenges and gaps are gathering the appropriate data
- explore technology opportunities to illustrate data more effectively to analyze options and present value-driven solutions

Meeting Notes

1. The preferred method of communication is an email and a direct link to a file document (in lieu of attaching a large file). Webinars and conference calls are effective but make provisions to document in some format for those who are not able to attend at the schedule time.
2. The recommended reading that was discussed at the Big Data & Analytics’ round table at the Orlando Summit was “Analytics at Work” (“Enterprise Analytics” by Thomas Davenport. It would be great to have a 1 or 2-page summary of the significantly relevant points from the book.
3. Eleanor confirmed that CNG members have access to the SPP microsite even if they weren’t formally affiliated with the SPP Community.
4. The Technology Task force, led by Charemon Tovar, has a survey that is ready for distribution to SPP members. We should review the content to see what our group might leverage from the results and if there might be an opportunity to add another question or two that would be pertinent to our research.

5. Research topics were discussed and the most popular
 - a) Are we looking for the right output and information so we know to ask the right questions?
 - b) Identify tools that can help visualize the data for better scenario analysis and presentation
 - c) Research what other industries have done with Big Data & Analysis – what can we learn and apply to CRE?
 - d) Existing Data – how can ensure that it isn't stale? What are the opportunities for the data we already have?
6. Based on feedback from members on the call and input from previous discussions , the issue that seemed to resonate with most was to understand the outputs CRE needs so we know what questions to ask. Dave and Clay offered to co-lead an effort to focus on the “are we looking for the right output?” Comments about this topic:
 - a) Too much is focused on “bread and butter” metrics: SF / person, cost / SF, people / seat,
 - b) How can we relay this information to executives for decision-making?
 - c) Are we measuring the right things?
 - d) Are we comparing apples to bowling balls?
 - e) Some information is more harmful than good
7. Whatever path this group takes, one of our goals is to elevate the relationship between the end user and service provider.

Next Steps	Assigned	Due
1. Peggy to contact Charemon about technology survey to review content.	PJW	12/03/12
2. Dave and Clay will co-lead an effort to think of activities this group can move forward with to help “define the output” related issues to discuss at the next meeting.	DS/CH	12/11/12
3. Reading summary from “Analytics at Work” by Thomas Davenport	???	TBD
4. Verify that Derek (who could not make the call) still interested in what we can learn from other industries and apply this to capacity planning?	PW / DCB	12/11/12
5. Next Meeting scheduled for December 11th 3 – 4 pm ET	Info	---
Assigned Activities from previous meeting:		
6. Distribute Meeting Notes to participants, members that expressed interest earlier in this research group and entire SPP Community.	PJW	Complete
7. Collect comments and feedback from email distribution list. Derek has volunteered to help with administration (thank you!).	DCB	Complete ?
8. Verify with CNG that the task force is approved and can move forward. Resubmit request to SPP Board.	PJW	Complete