



ANALYTICS MYTHS AND MISCONCEPTIONS BUSTED

01

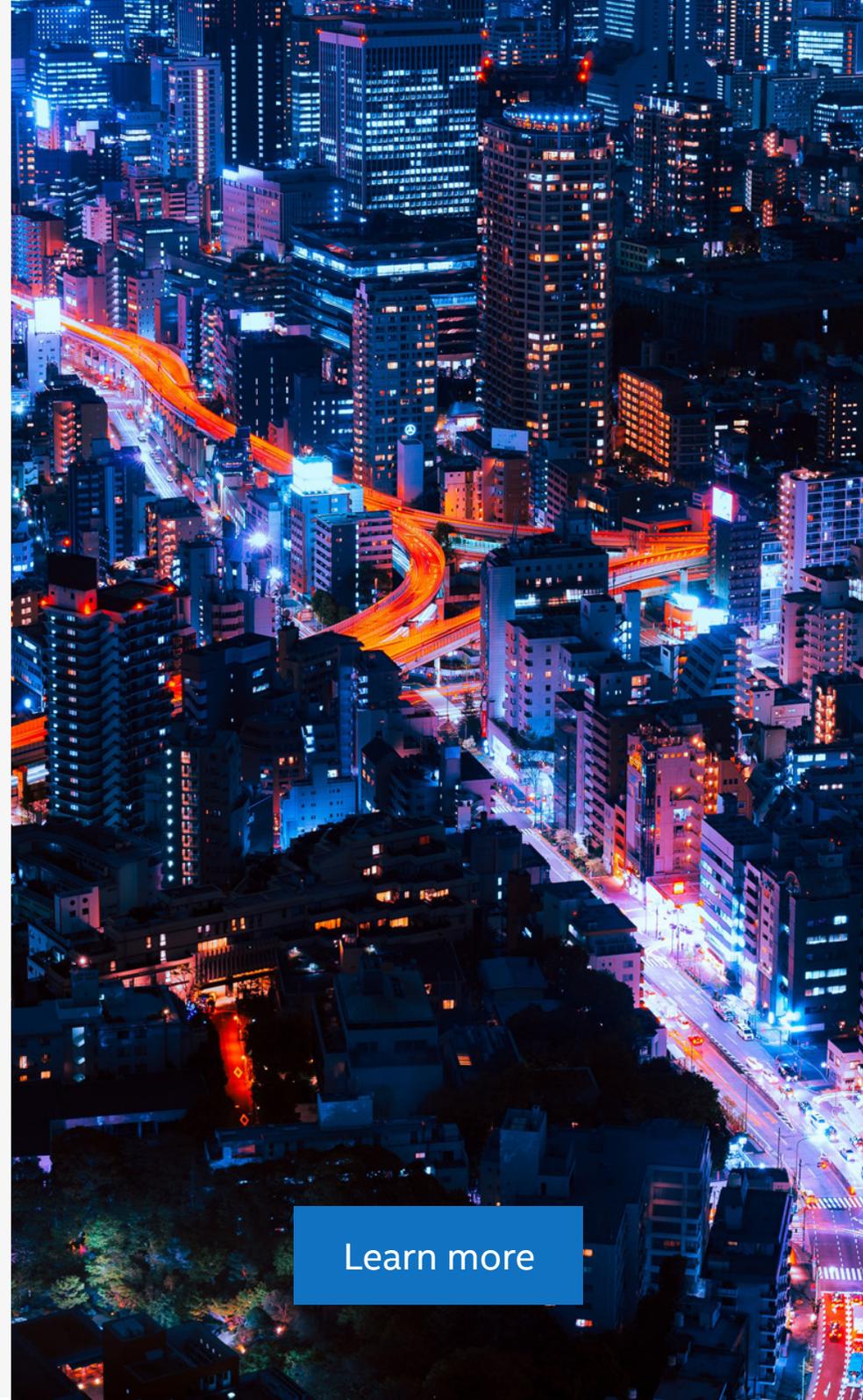
“To deploy artificial intelligence, we have to invest a lot in new hardware and dedicated infrastructure.”

MYTH

TRUTH

You can actually start on the familiar Intel® technology-based infrastructure you already have and scale from there. There's no need to make large up-front investments.

[Learn more](#)



02

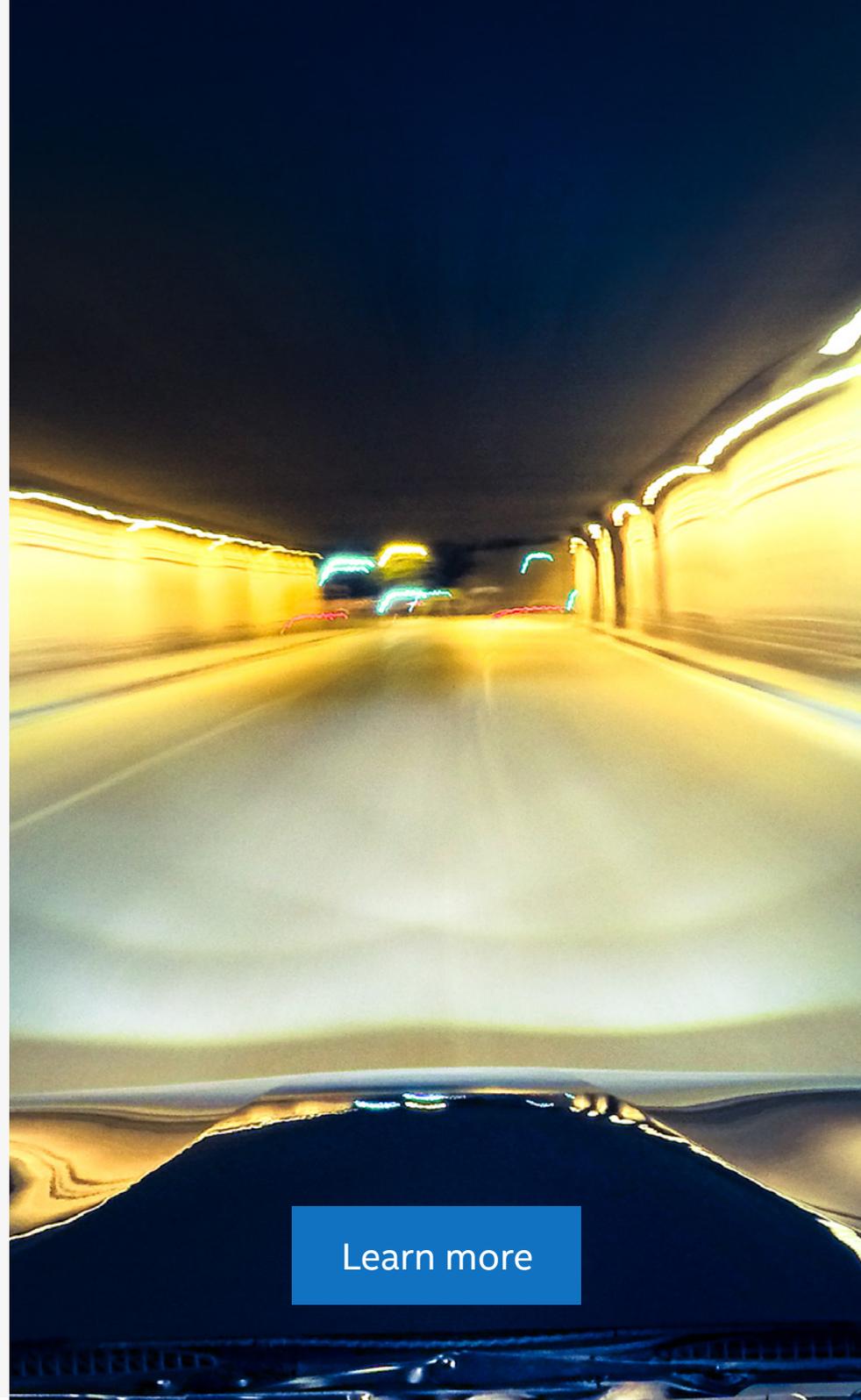
“We don’t need advanced analytics like machine learning for our business.”

MYTH

TRUTH

All businesses need analytics, no matter what size they or their industry are. What’s important is understanding the key business issues within your own organization and exploring how advanced analytics can help you solve them.

[Learn more](#)



03

“We have a lot of data but analytics doesn't work.”

MYTH

TRUTH

It will – you just need to make sure your data is organized, trusted, secured and manageable. There are methodologies and tools available to help you do this.

[Learn more](#)



04

“We will need to hire a bunch of data scientists.”

MYTH

TRUTH

You can find or build analytics talent within your organization, and provide employees with applications that can turn them into a workforce of citizen data scientists.

[Learn more](#)



05

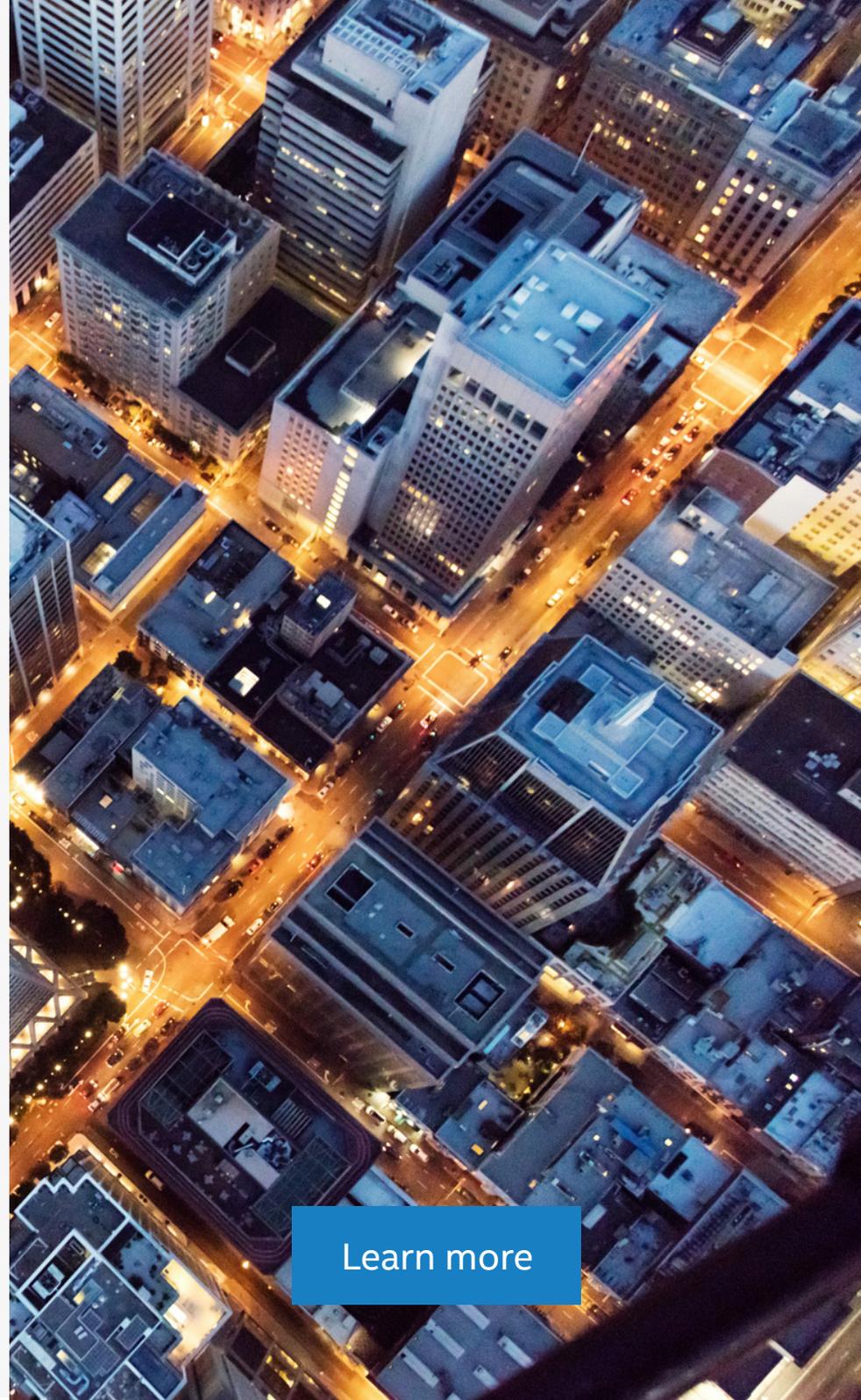
“Measuring everything is good.”

MYTH

TRUTH

Measuring for measuring's sake won't get you very far. Start with a defined business problem and use that to set your measurable objectives and key performance indicators.

[Learn more](#)



06

“Advanced analytics means we need to hire additional IT staff.”

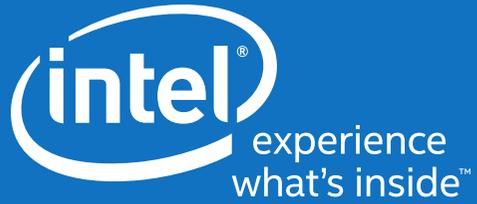
MYTH

TRUTH

You can use your existing IT workforce to scale your analytics capabilities. Use your Intel® technology-based platforms for enhanced scale, cost efficiency and flexibility to support your business' progression to advanced analytics.

[Learn more](#)





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