

### Overview

The Alberta Council of Technologies is advocating for the creation of an Alberta centre for the commercialization of analytics technologies and skills. The initiative was discussed and endorsed at both the 2012 and 2013 industry Analytics, Big Data, and The Cloud Conferences. The following draft Terms of Reference have been prepared to guide the conducting of a consultation for formalizing the design and development plan for the "Centre".

Once project terms, terms of reference, and payment scheduled are finalized it is anticipated that it will take 100 days to go from initial consultation to final report. We estimate the cost of the following consultation at \$25,000. The preferred contributors of \$5,000 each include: Athabasca U, City of St. Albert, ATCO I-Tek, AITF, NAIT, IBM, Cisco, Deloitte, NABI, Telus, Bell, U of Alberta, U of Calgary. ABCtech will retain an oversubscription in an account dedicated to development of the Analytics industry.

### The Opportunity

The Analytics market is significant. Analytics is a rapidly evolving technology stemming from computing science, increasing the demand for data scientists, and warranting the attention of organizations and jurisdictions whose prosperity is derived from data-based decision making. Analytics has become popularized as the process by which large data sets generate information for aiding - and even automating decision making. Since decision making is integral to all management processes, analytics has extraordinary service implications. The availability of large data sets and access to tools for deriving relationships among the associated variables promises to increase productivity, reduce errors, and decrease costs.

### Targeting Alberta - A ready beneficiary

Alberta has extraordinary advantages to leverage for establishing itself as a leader in the development of the Analytics industry, while benefiting from its contribution to economic diversification, increased competitiveness, increased productivity in both the private and public sector, and improved public services. The breadth and depth of the industry's talent and diversity, enterprise and applications, were clearly demonstrated through the 2011 Seminars "Off-loading intelligence. When machines decide!" and the follow-on Conferences in 2012 in Edmonton and 2013 in both Edmonton and Calgary. It is time for an Analytics Centre.

### Terms of Reference

The following Terms of Reference are to establish the proposed Alberta Analytics Centre as an NGO supported by members of an industry advisory with academic/research, business/commercial, and requisite support services, serving to guide the development of the industry Centre. The Centre will function to:

- Increase public-private collaboration for developing and deploying analytics applications
- Develop and introduce data management and analytics tools to Alberta industry
- Serve as an information exchange for training - in applied research and commercialization, to expedite the development of an Alberta Analytics industry
- Provide public education and developing networks for increasing awareness and preparing for the adoption of analytics applications

The consultation will help establish the Centre's offerings as central to supporting development of the Analytics industry. The consultation will address:

1. Collaboration. Obtain broad academic, industry and government input in recommending a vision statement, mission and design of the Centre's program(s) and the associated partnerships recommended for establishing and operating the centre.
2. Market. Identify and recommend the initial market(s) to be served by the Centre and the associated services
3. General Resourcing. Identify the primary equipment, talent, budgetary resources, and location required by the Centre for each phase in the Centre's development.
4. Management Processes. Identify the primary organization structure, communications options, decision making mechanism, accountability processes and leadership required by the Centre
5. Options. Consider alternatives that may have features applicable to the Alberta economy
6. Financing. Identify financing options and pose a 5-year capital and operating budget based of a developmental plan.

The Consultant will provide progress reporting throughout the consultation:

- Ongoing. Report to the co-Chairs of the Alberta Analytics Industry Advisory, one of whom will be a Director of ABCtech
- Periodic. Receive advice from the advisory, through a progress and a draft final report
- Final. Submit an electronic and hard copy of the final report to the ABCtech co-Chair of the Alberta Analytics Industry Advisory.

ABCtech will provide the consultant with email access to a) the Analytics Industry Advisory including information of parties with an expressed interest in the Centre, b) ABCtech's Directory of 15,000 including the 1,750 with Infotech & Analytics interests, and c) the attendees of the Analytics seminars and Conferences.