San Diego IIA / ISACA Joint Seminar

Using Business Intelligence to Drive Organizational Efficiencies

Wednesday, April 11, 2012
Handelry Hotel and Resort
San Diego, CA
The Plan

• What is Business Intelligence
• Who Uses It and Why
• Recent Examples
• How Does It Work
• Implementation Obstacles
• What Does It Take
• Implementation Principles
• Where Can You Get It
What is Business Intelligence – Part 2

- Data Analytics
- Reporting
- Decision Support System
- Executive Information System
- Dashboard / Scorecard
- Online Analytical Processing

DATA USAGE
What is Business Intelligence – Part 1

**DATA PREPARATION**

- Queries
- Data Integration
- Data Mart
- Data Warehouse
- Data Quality
- Master Data Management
What is Business Intelligence – Working Definition

- Person – Technology Based System
- Provides Information to Users
- Supports Decision Making
- Within Control Boundaries
Who Uses It and Why

Strategic Planning

- Business Modeling
- Project Evaluation / Prioritization
- KPIs / Scorecard(s) / Dashboard(s)

Tactical Realization

- Divisional Operations / Budgets
- Project Initiation / Tracking
- Responsibility / Variance Analysis

Operational Execution

- Departmental Operations / Budgets
- Activity Evaluation / Analysis
- Real Time / Ad hoc Reporting
Recent Examples

• Healthcare – Executive Dashboard
  – Produced metrics to measure clinical, operational, business development and financial performance across the company
  – Designed to provide executives with actionable information in an expanding business

• Education – Executive Dashboard
  – Produced fundraising pipeline and financial results with drill downs by donor, fundraiser and school updated in real time
  – Designed to provide executive management with fundraising results by school, constituent type and purpose

• Professional Services – Management Reporting System
  – Produced management reports for Region / State / Territory / Area / Store
  – Designed to provide all levels of management with information on financial, operational and statistical performance of the various units

• Insurance – Executive Dashboard / Cost Allocations
  – Produced all financial and management reports including revenue and budget based performance using full cost pricing models for all products
  – Designed to provide executive management with fully allocated financial results by region, state and product up to three times per day
How Does It Work – Before BI

People

- Sales
- Customer Service
- Marketing
- Purchasing
- Warehouse
- Manufacturing
- Administration

Technology

- Sales Applications
- Sales Database
- Customer Relationship Applications
- CRM Vendor
- Supply Chain Applications
- Supply Chain Database
- Administrative Data
- Administrative Systems

Executive Management
How Does It Work – After BI

People

Sales
Customer Service
Marketing
Purchasing
Warehouse
Manufacturing
Administration

Technology

Sales Applications
Customer Relationship Applications
Supply Chain Applications
Administrative Systems

Sales Database
Customer Relationship Database
Supply Chain Database
Administrative Data

Executive Management
BI Application
BI Database

BI System

Implementation Obstacles

- Cost / Benefit
- Talent
- Management Uncertainty
- Organizational Structure / Ownership
- Organizational Politics
- Disparate Systems / Information Silos
- Data Quantity
- Data Quality
- Metadata Definitions
What Does It Take – Critical Areas

• Sponsor
• Users
• Great Definitions
  • The Right Software Tools
  • Technical Skills
    • Hardware
What Does It Take – Technology Layers

- Sales Applications
- Sales Database
- Customer Relationship Applications
- CRM Vendor
- Supply Chain Applications
- Supply Chain Database
- Administrative Data
- Administrative Systems

EXTRACT

TRANSLATE

LOAD

DATA STORAGE

BI Database

DATA MODELS

Business Analytics

BI Application

REPORTS

Dashboards

Scorecards

Portals

User Queries
Implementation Principles

• User Involvement / Proper Sponsorship
• Clear Scope Definition
• Be Selective / Keep it Simple
• Facilitate Detailed Requirements Early
• Get Quick Wins
• Leverage Infrastructure / Architecture Skills
• Establish Governance
• Manage Change
• Ensure Flexibility
### Where Can You Get It – Vendors by Revenue 2008 - 2010

<table>
<thead>
<tr>
<th>Company</th>
<th>Revenue ($M)</th>
<th>Share (%)</th>
<th>2008-2009 Growth (%)</th>
<th>2009-2010 Growth (%)</th>
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- Top 3 vendors account for 46.8% of the market
- Top 10 vendors account for 75.2% of the market, up from 57.9% in 2003
- The 4 large "stack" vendors (SAP, Oracle, IBM and Microsoft) continue to consolidate the market, owning 53.8% of the market share
- Large vendors have further consolidated previously acquired BI tools onto common architectures

Source: [http://idcdocserv.com/228442](http://idcdocserv.com/228442)
Where Can You Get It – Forrester Wave Enterprise BI Platforms

As on Q4 2010
Where Can You Get It – Gartner Magic Quadrant for BI Platforms

Source: Gartner (February 2012)
Thank You!
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