



DRAFT

Business Intelligence / Performance Management

Executive Information Session

July 29, 2010

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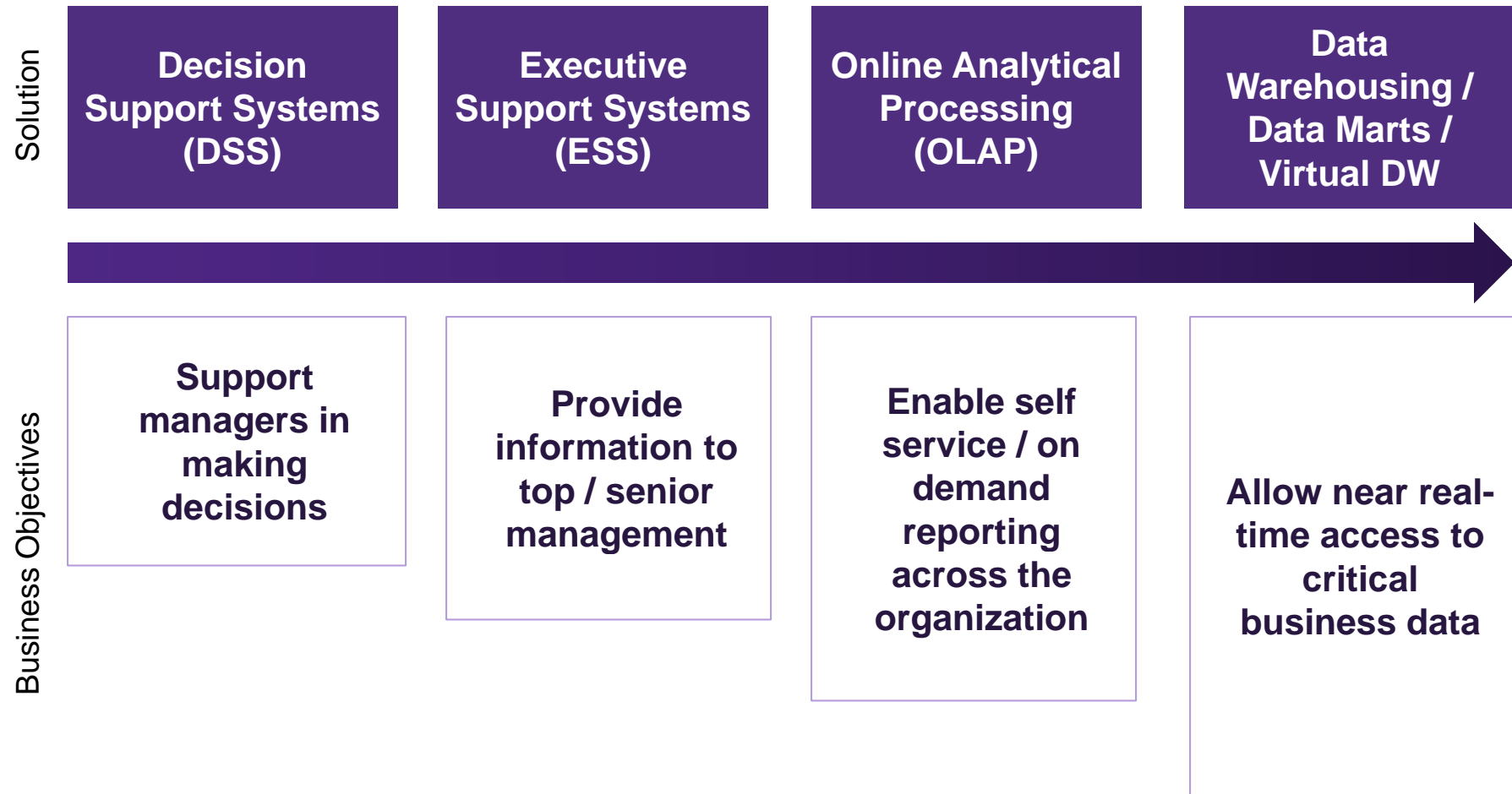
What is BI / PM?

Business intelligence is a broad set of processes and technologies that turn raw data into actionable information.

Traditional features of BI include:

- Reporting
- Dashboards
- Performance Management
 - Metrics / KPIs
 - Scorecards
- Analytics

The Evolution of BI



The Business Case for BI / PM Solutions

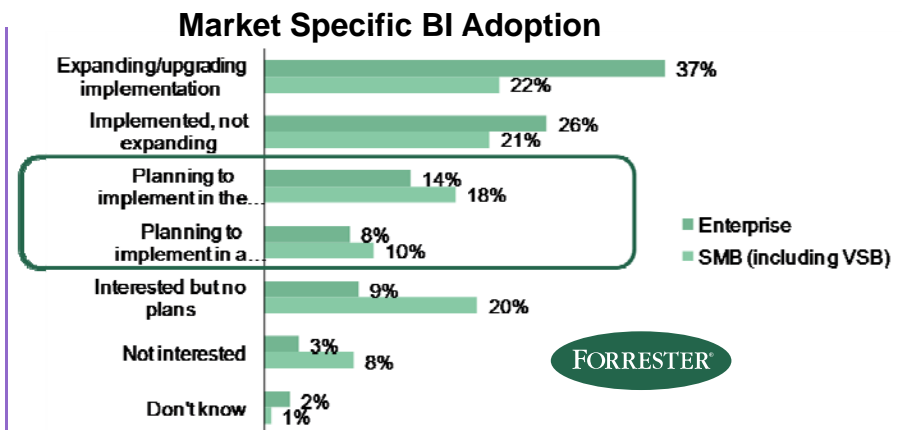
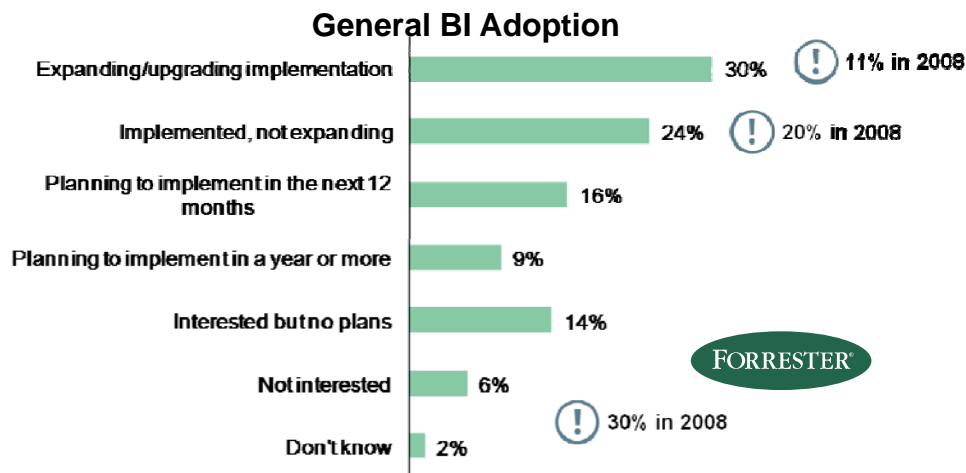
- Billions invested to implement ERP and "second wave" technologies
 - Accumulation of transactional data in disparate source systems
- Organizations had grown rapidly prior to 2007
 - Organically and through acquisitions
- "Siloed" reporting processes with no "enterprise" view of the business
 - Most organizations and systems not fully integrated
- Recent recession forced companies to re-focused their BI efforts
 - "Survival" has dictated market position maintenance
 - Growth strategy oriented changed to cost efficiency optimization
 - Emergence of "performance management" moniker
- ***Businesses must be able to capitalize on all this rich data***
 - Transactional systems do not adequately facilitate data analysis
 - Typical reporting solutions are manual and time intensive

The Business Case (continued)

- Mature BI solutions "changes the game"
 - Software enables intuitive, real-time access to the disparate data sources
 - Easily accessed by users at all levels of the organization
 - Technology infrastructure is cheaper than ever before
 - Processing power, memory and storage is exponentially faster
- BI can provide companies a competitive advantage in today's market place
 - Perform real-time operational analysis
 - Better manage KPIs to make accurate / actionable decisions
 - Streamline reporting processes
 - Effectively facilitate the strategic planning process
- ***However, BI / PM is not your typical IT systems initiative***

Analysts Predict Strong Market Adoption

- An annual survey of CIOs conducted by Gartner Research consistently identifies BI as a top priority **Gartner**
- Recent Forrester Research "*Latest BI Adoption Trends — Still Strong And Going Ballistic*"



Common Business Challenges to be Solved

The Problem	The Imperative	The Solution
Data is Inaccurate or Inconsistent	Provide Data Quality	<ul style="list-style-type: none">• Data is reliable and can be used to support decision making• Data stewards own key data elements
Information is Siloed	Establish an Enterprise Perspective	<ul style="list-style-type: none">• Standardized metrics by business process across departments, apps, etc• Single version of the truth
High Amount of Manual Effort	Automate	<ul style="list-style-type: none">• Data extraction / processing is automatic• Solution is scalable to provide for increased data volume
Reports Are Passive / Rigid	Enable Consumers to Become Producers	<ul style="list-style-type: none">• Analysis is placed into users hands• Users are self sufficient for day to day needs

Solutions Tailored to Unique Audiences



Information Workers

Information Empowered Employees

- Data Visualizations
- Self Service Reports



Power Users

Business / Technical Analysts

- Ad Hoc Data Requests
- Advanced Analytics



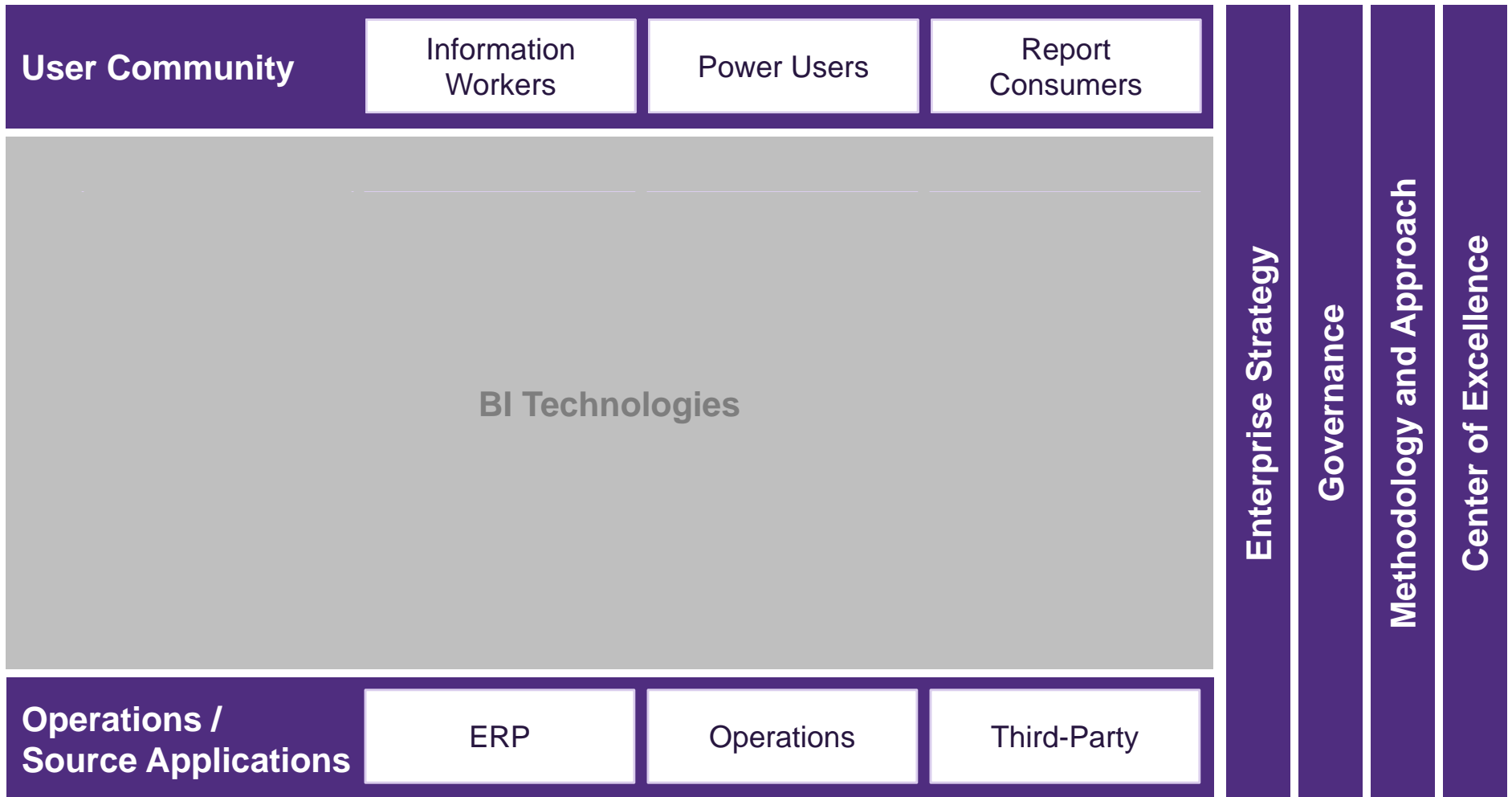
Report Consumers

Executives / Management

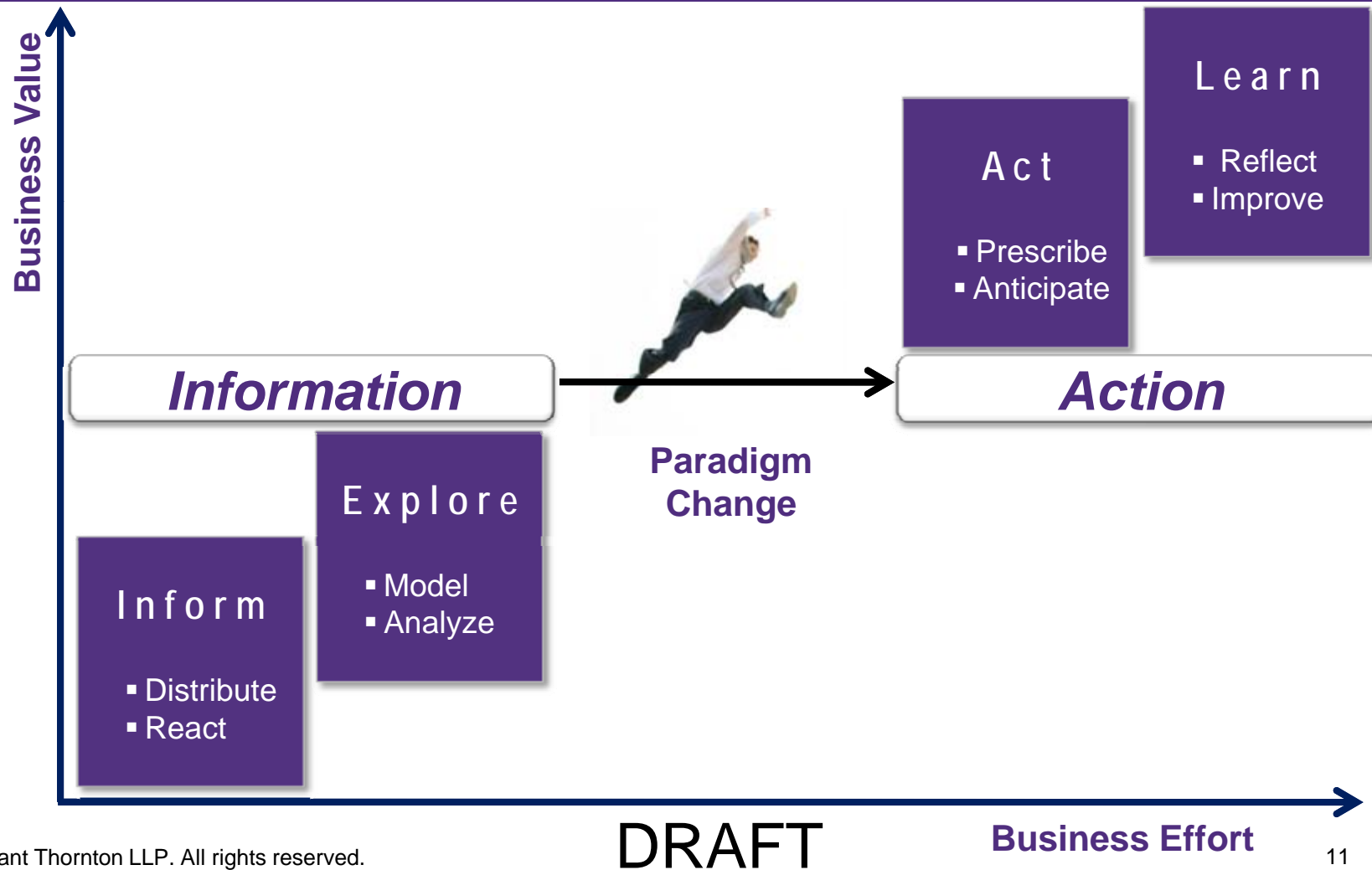
- Dashboards
- Reports



Successful Solutions – Not Just About Technology



Managing the BI Maturity Model



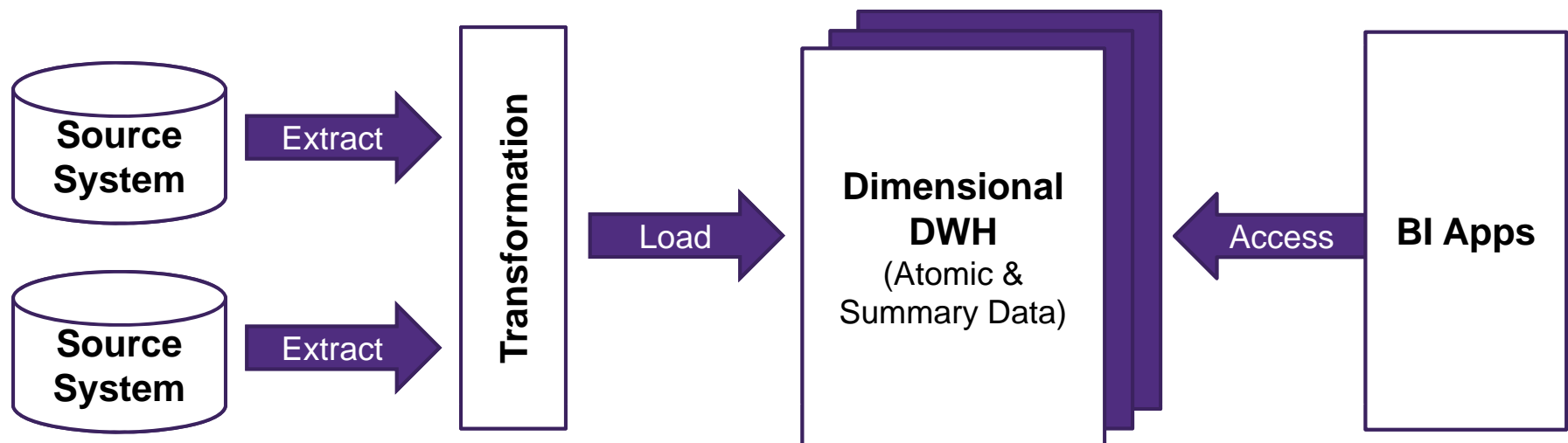
Putting the Parts Together

The Kitchen

- Raw materials transformed into delicious meals
- Must be highly organized / efficient
- Delivering consistent quality is key
- Requires talented chefs
- For safety reasons, patrons are not allowed in the kitchen

The Dining Room

- Food (quality, taste, presentation)
- Décor (appealing surroundings)
- Service (prompt delivery, received as ordered)
- Cost



"Data Warehouse Dining Experience" – The Kimball Group

The Technology Vendor Landscape



- "Full-stack" vendors
 - Microsoft
 - IBM (Cognos)
- Enterprise Applications
 - SAP (Business Objects)
 - Oracle
- "Pure-play" niche vendors
 - Information Builders
 - MicroStrategy
 - SAS
 - Others

Underlying Architecture Philosophy

Move Data

- Traditional Data Warehouse
- Multi-Dimensional Cubes
- Actual ETL Process
 - Extracts data from source systems
 - Accumulates and Consolidates into warehouse
- Pros:
 - Provides ability to “clean” data
 - Centralizes data and provides redundancy
 - Provides a standardized source / foundation
- Cons:
 - Requires setting up a full ETL process
 - Typically more time and cost intensive
 - Less “real-time”

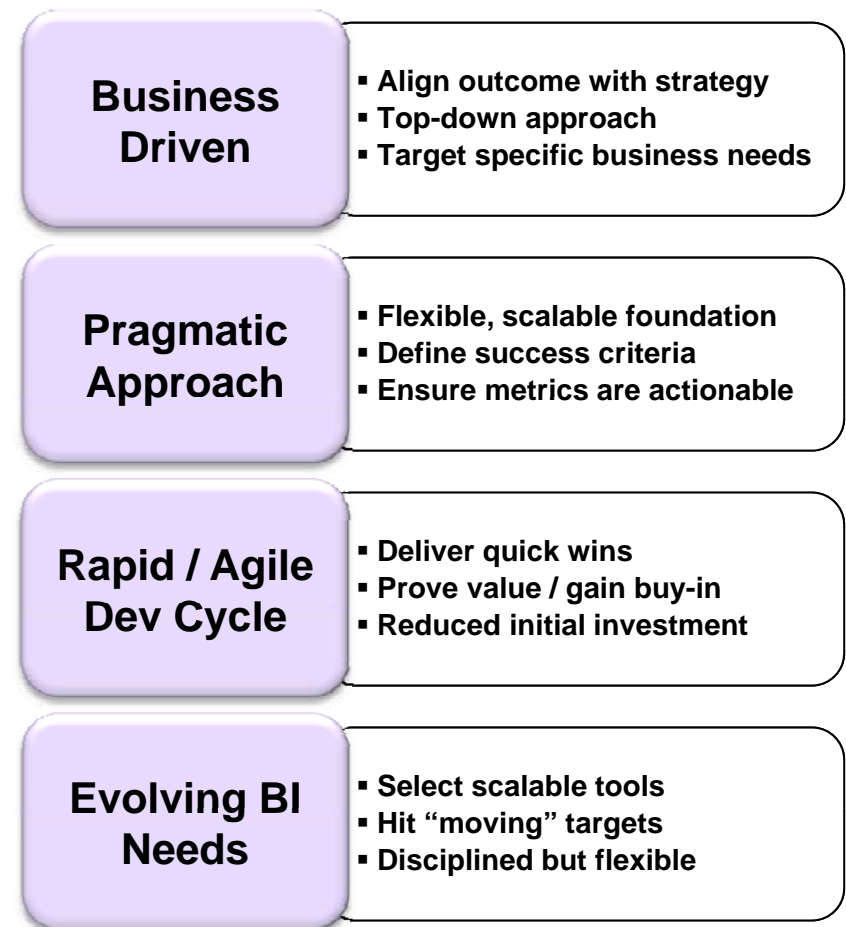
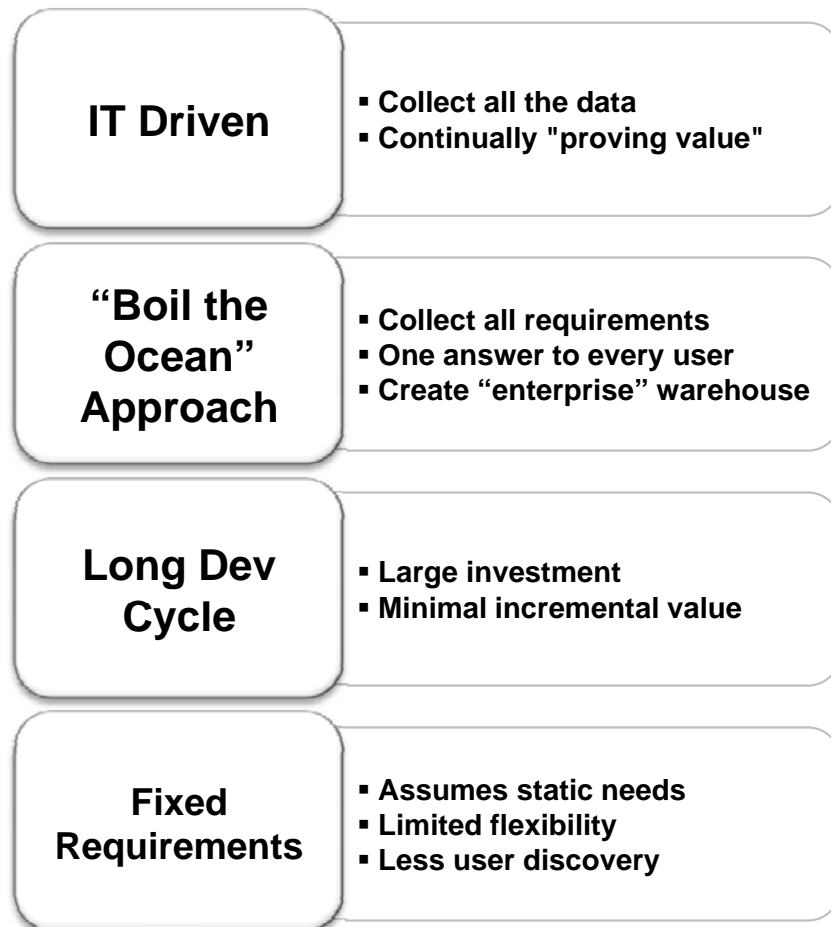
Don't Need to Move Data

- Single Metadata Layer
 - Data is sourced from transaction system or DW
- Virtual ETL process
 - Metadata layer maps and transforms data for analysis utilization
- Pros:
 - No big architectural / development work
 - Not dealing with a separate “application”
 - Quicker turn around
- Cons:
 - Typically tied to a single vendor / technology
 - Can't take investment in knowledge or architecture in a different vendor direction.

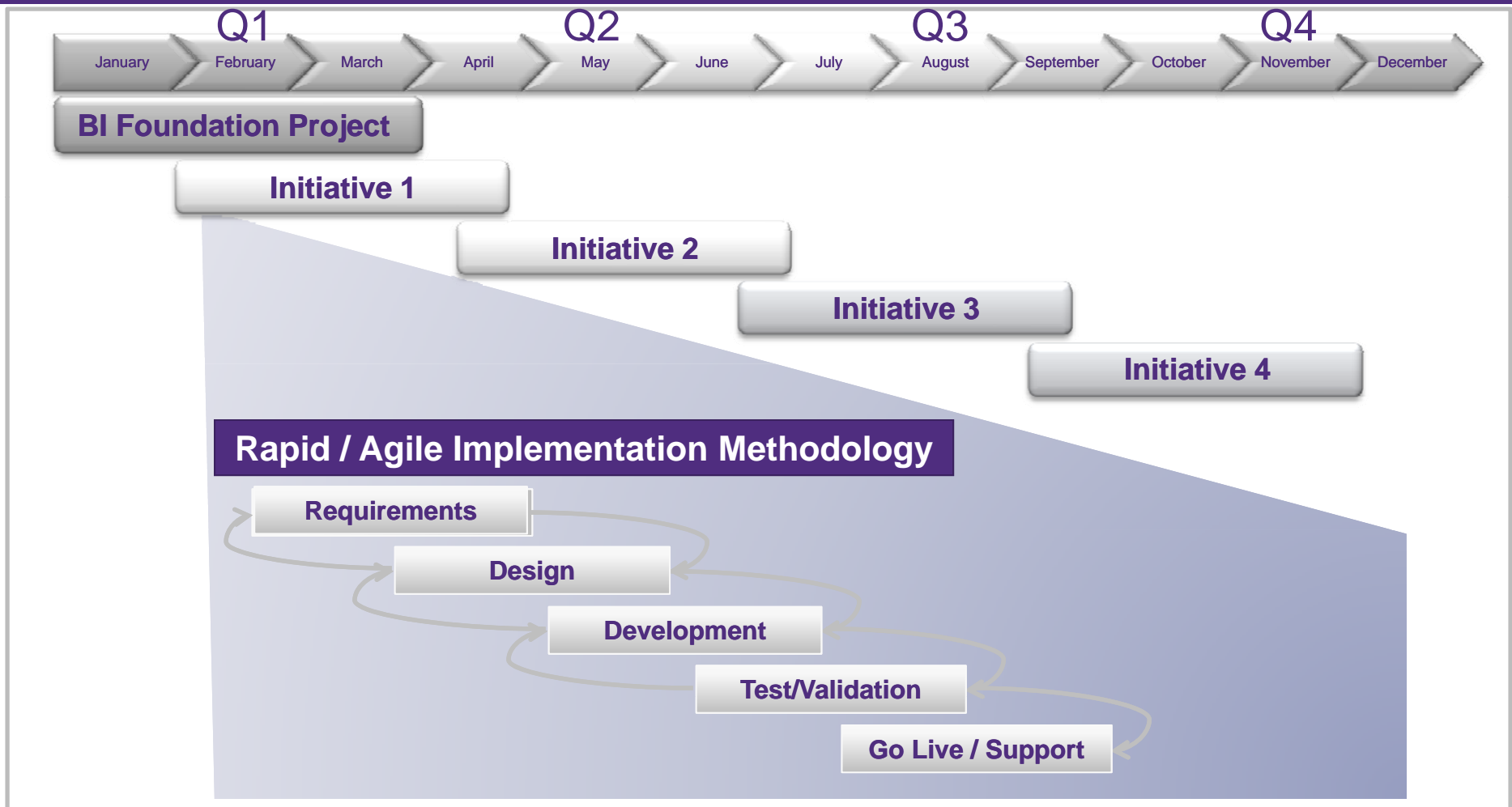
Implementation Considerations

Typical BI Perspective

Our Perspective



Pragmatic Yet Agile Implementation Methodology



Q & A