



How to **run** your **business** with more **intelligence?**

Basics and trends in **integration**, people working
together and **information**



Who is Passionned?

Passionned



Promoting cooperation between people*

By better technology, management en behavioural competences

Consulting & project management - Audit & research

www.passionned.com



- Why is integration the most difficult part of IT?
- What do we need BI for?
- The missing link between BI and People working together
- How do you succeed with BI and how do you fail?



The problem basically

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➤ IT (system development) is about

customers
employees
products

- Top 10 Technology Priorities (2007)**
1. Business Intelligence applications
 2. Enterprise applications (ERP, CRM and others)
 3. Legacy application modernization
 4. Networking, voice and data communications
 5. Servers and storage technologies (virtualization)
 6. Security technologies
 7. Service-oriented architectures
 8. Technical infrastructure management
 9. Document management
 10. Collaboration technologies

➤ Typ

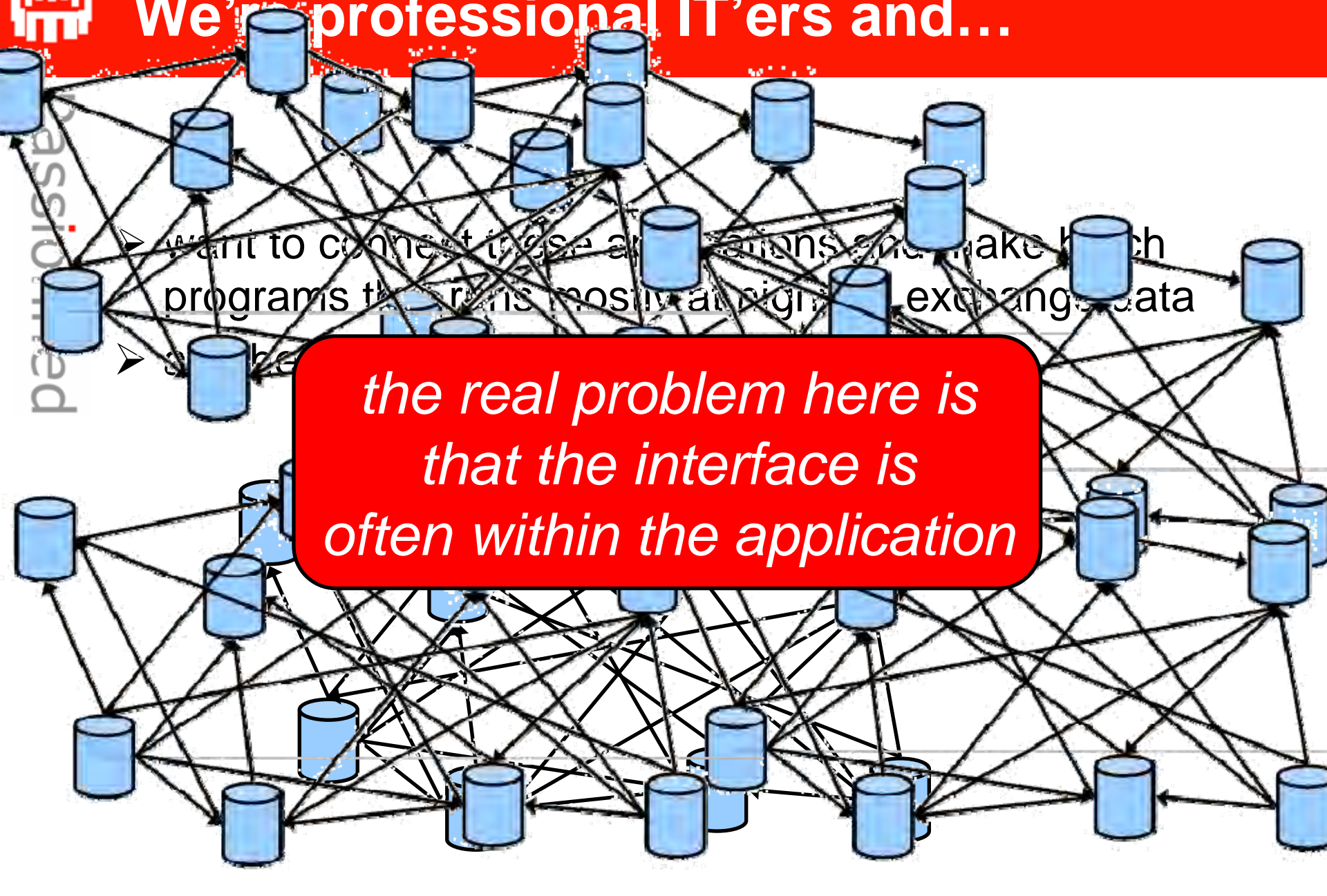
ees

employees
product groups



Finance / book keeping

We're professional IT'ers and...



▶ want to connect these applications and make which programs that runs mostly at night exchange data

▶ a the

the real problem here is that the interface is often within the application



Technical layers of integration

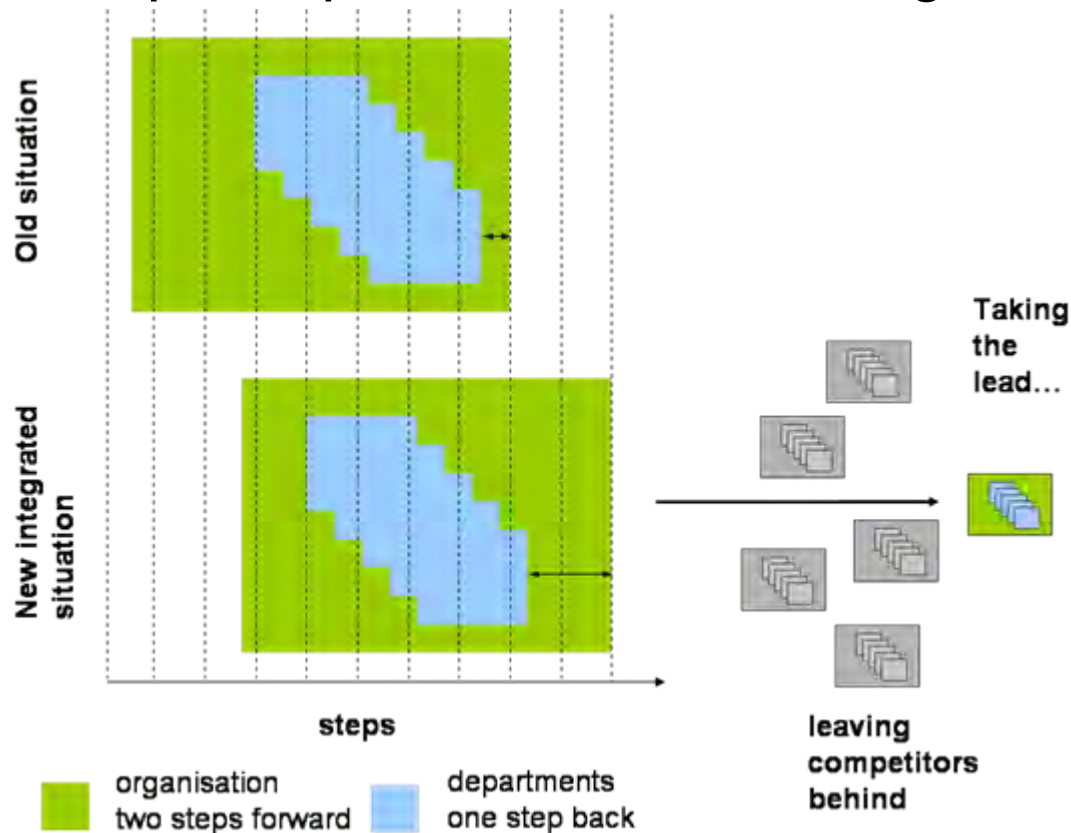
- Data – Datawarehousing
- Application – Enterprise Application Integration
- Process – Workflow systems and SOA
- Presentation - Portals

*Our understanding is:
this is all about BI, and
not just
datawarehousing...*

*these are technologies for
enhancing cooperation
between people*

Why is integration the most difficult part of IT?

1. Like ERP, with integration we have to deal with multiple departments and managers



2. First we have to deal with the technical integration, then building the applications



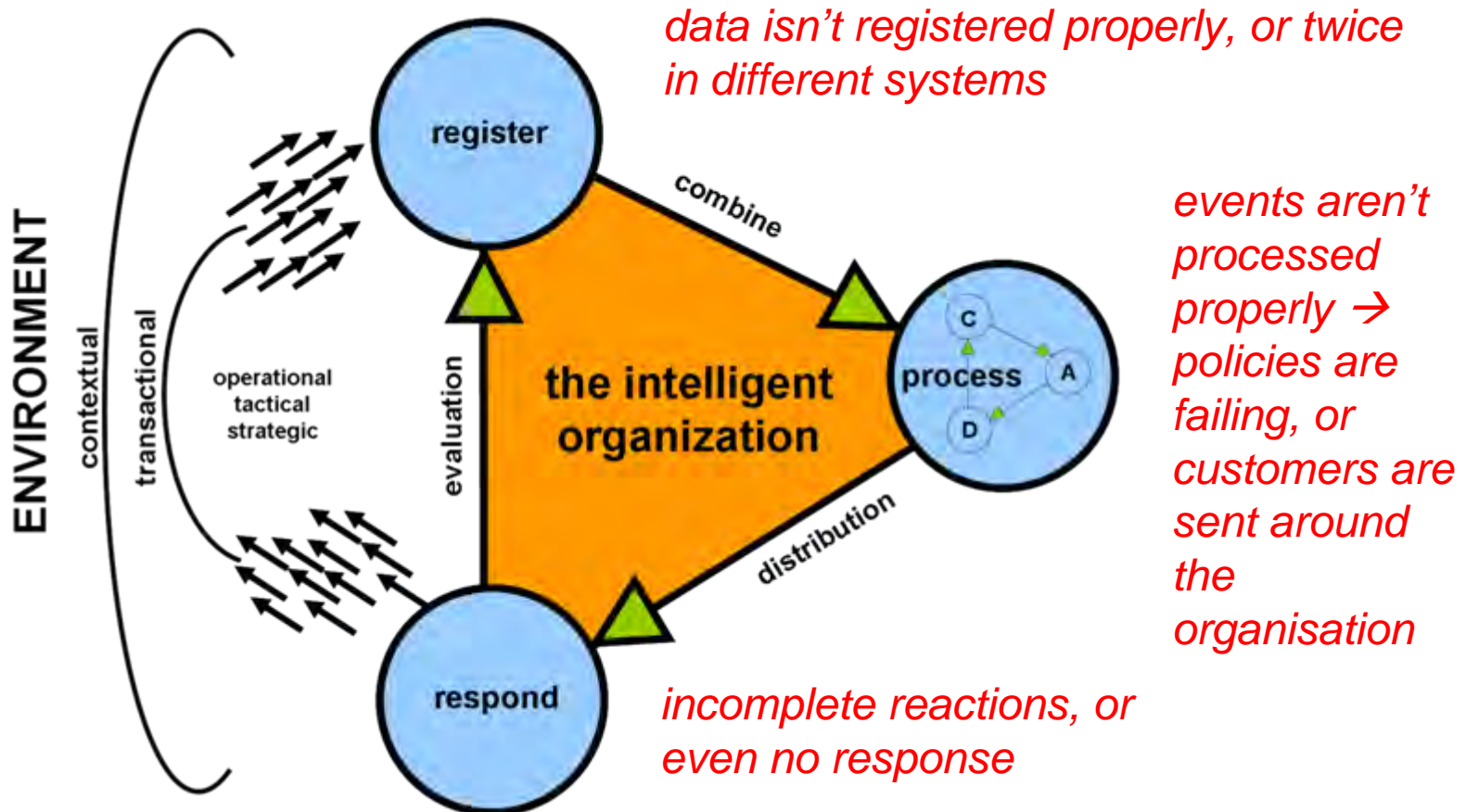
Why is integration important – customer perspective?

- Before asking why do we need BI, we should first ask why do we need integration:
 - **Conflicting information** – department A says something (completely) different from department B
 - **incomplete** – department A says something, department B should address it too
 - **Lack of transparency** – customer doesn't know where to go with his problem
 - **waiting time** – customer has to wait for too long
 - **lack of insight** – customer can't see where his request is in the process flow
 - **duplication** – customer has to deliver data twice or more
- **Even worse:** no response at all!



Why are customers facing these problems

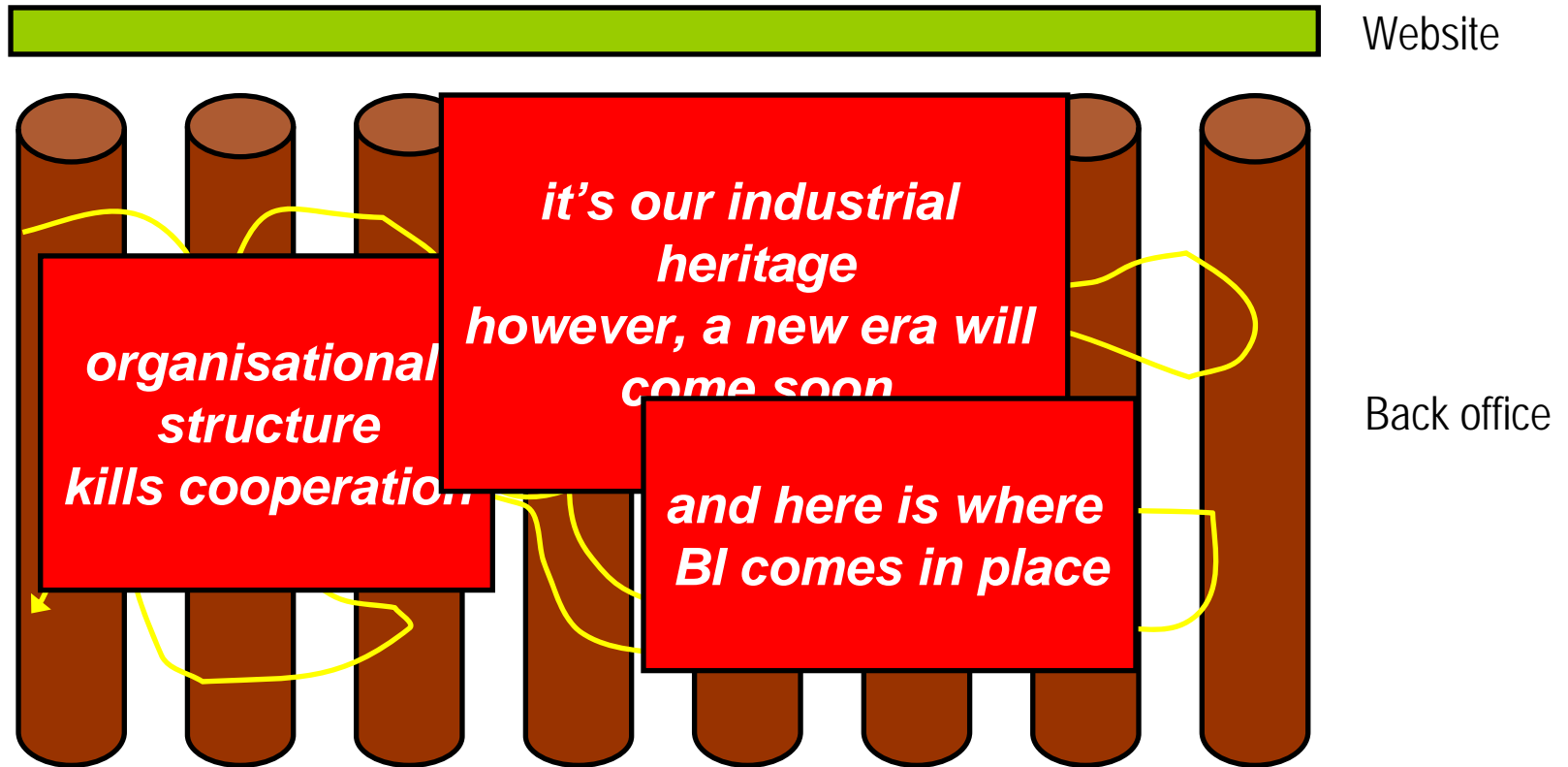
- The cycle of the intelligent organisation doesn't work properly





It's because our organisations look like this...

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What do we need BI for?

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- Insight in what has happened, what is happening now, why and what is going to happen
- Building bridges between different departments, vendors and systems
- One version of the truth
- Supporting people in their decision making
- To enable a better understanding of the business
- And so on...

That's why BI is so complex

there are so many goals, tools and applications we can think of



What is BI?

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STATEMENT:

***Business intelligence is a process,
a way of thinking, a way of doing
business or even if you
like a belief***

***but it's success has
nothing to do with technology
or tooling***

..., Measure, Refine

Rules and Models

Analytical Tools

Data Warehouses

*"The tools, te
processes re
information a
knowledge th
and optimizes performance."*

- TDWI definition



Albert Heijn - Pallas Project, Winner BI Award 2007

On top of that: three ad-hoc services:

- “Quick Service” – *data* provided within 30 minutes
- “Analytical Service” – *data & analysis* when needed
- Direct *data Access* by analytical power users

Complexity

HIGH

What might happen?

Advanced Analytics



Analysis

Why did it happen?

Olap and visualization tools



Monitoring

What's happening now?

Dashboards, scorecards



Reporting

What happened?

Query, reporting & search tools



Business Value

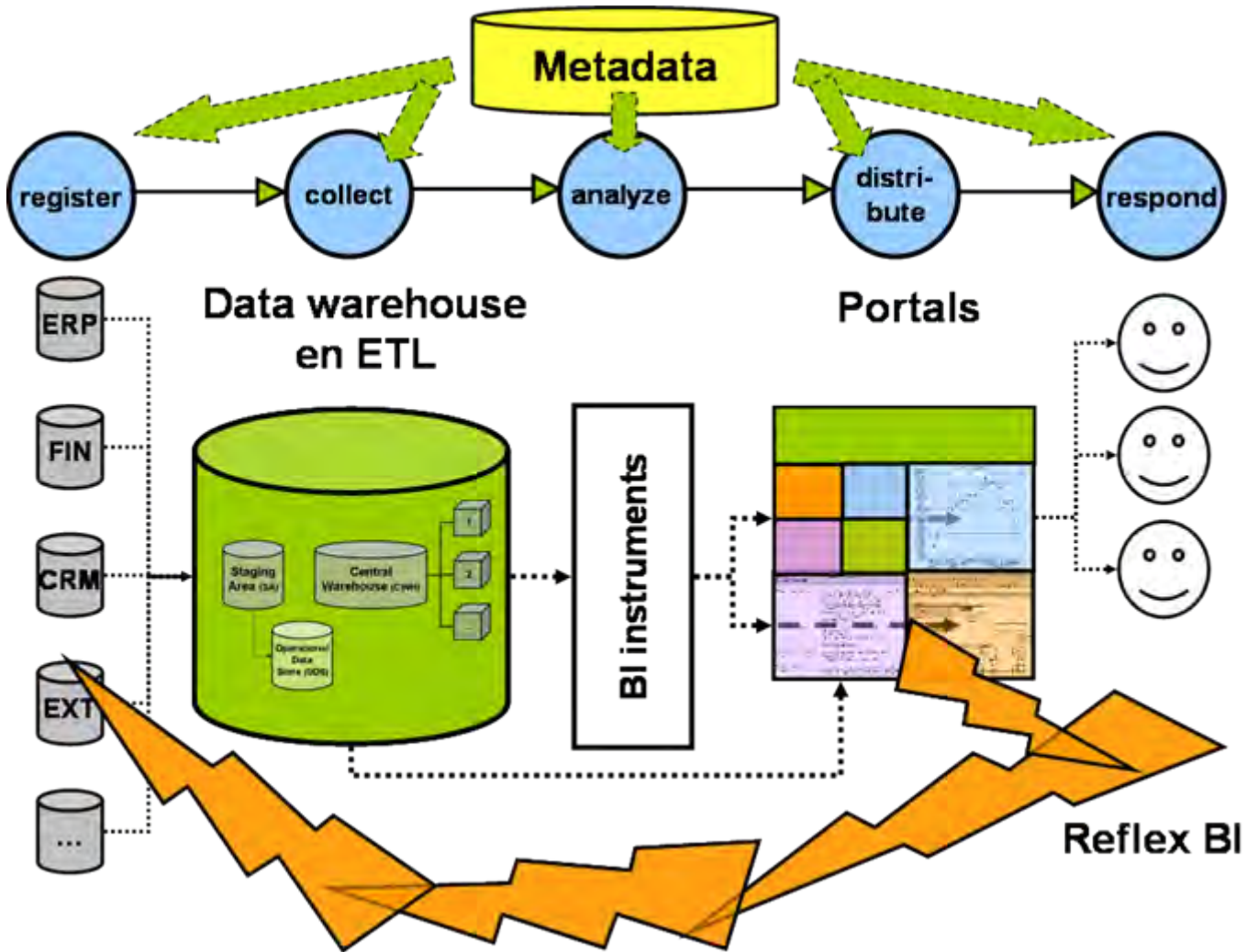
HIGH

LOW



Yes, we need a BI architecture

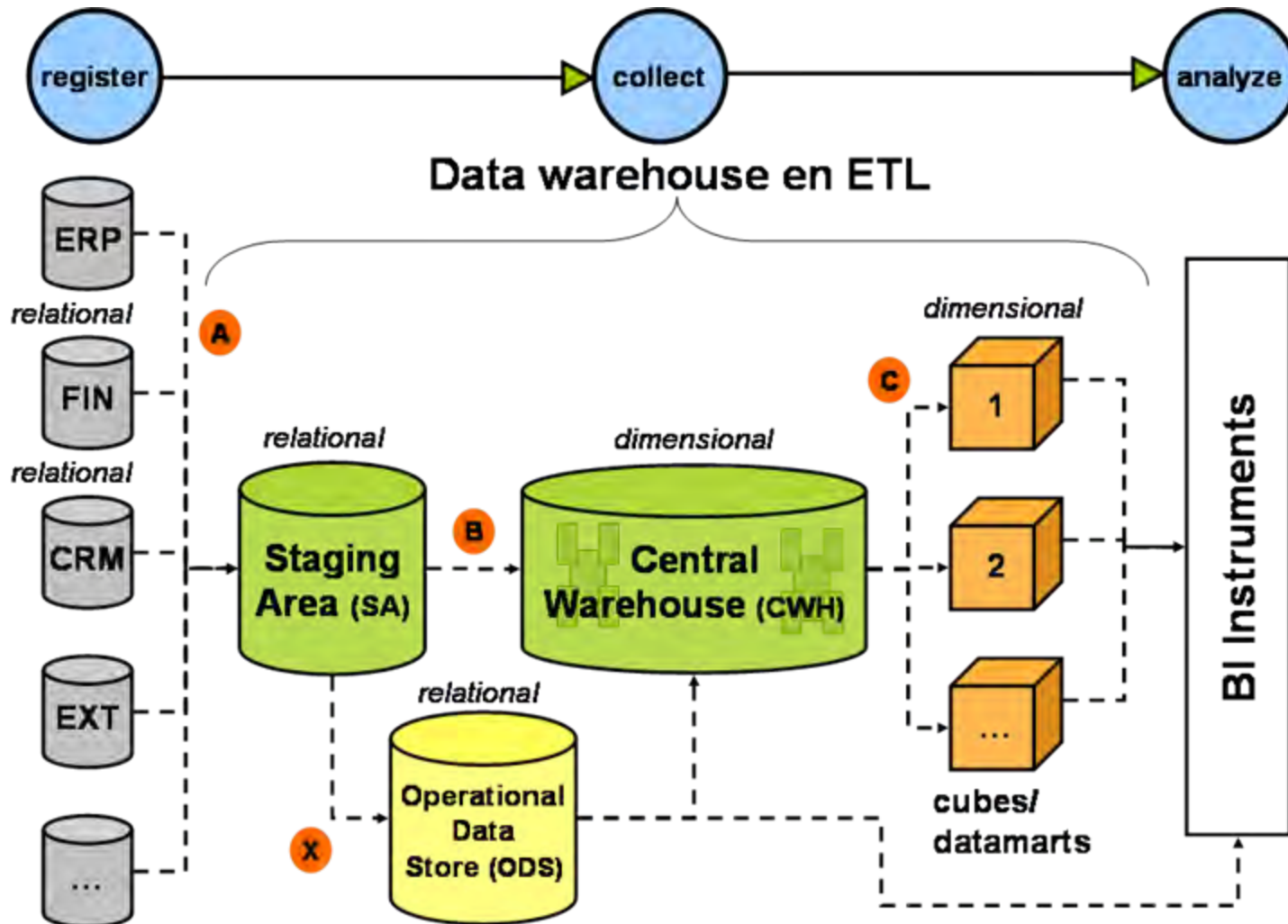
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Inside the datawarehouse

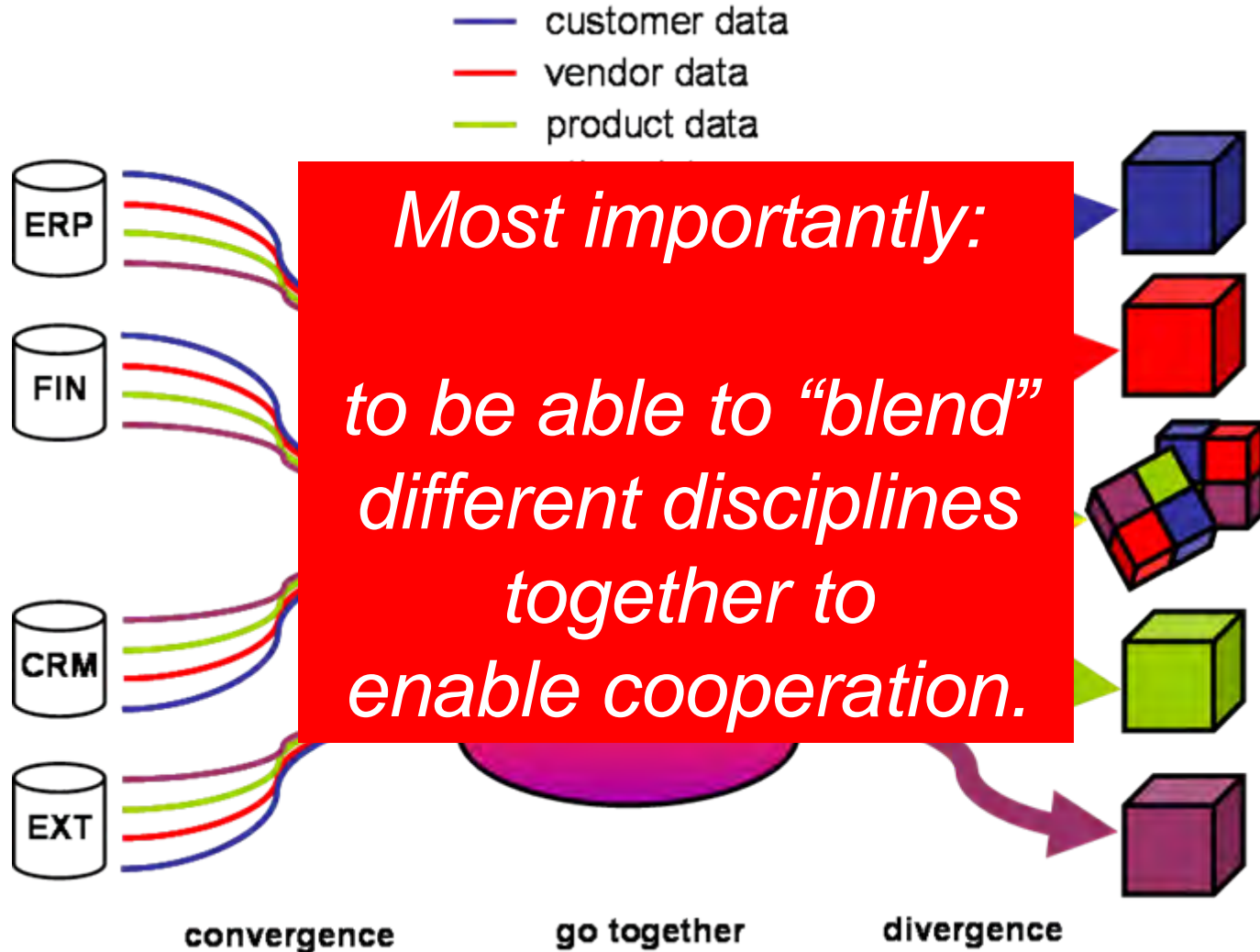
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What does a typical data warehouse do?

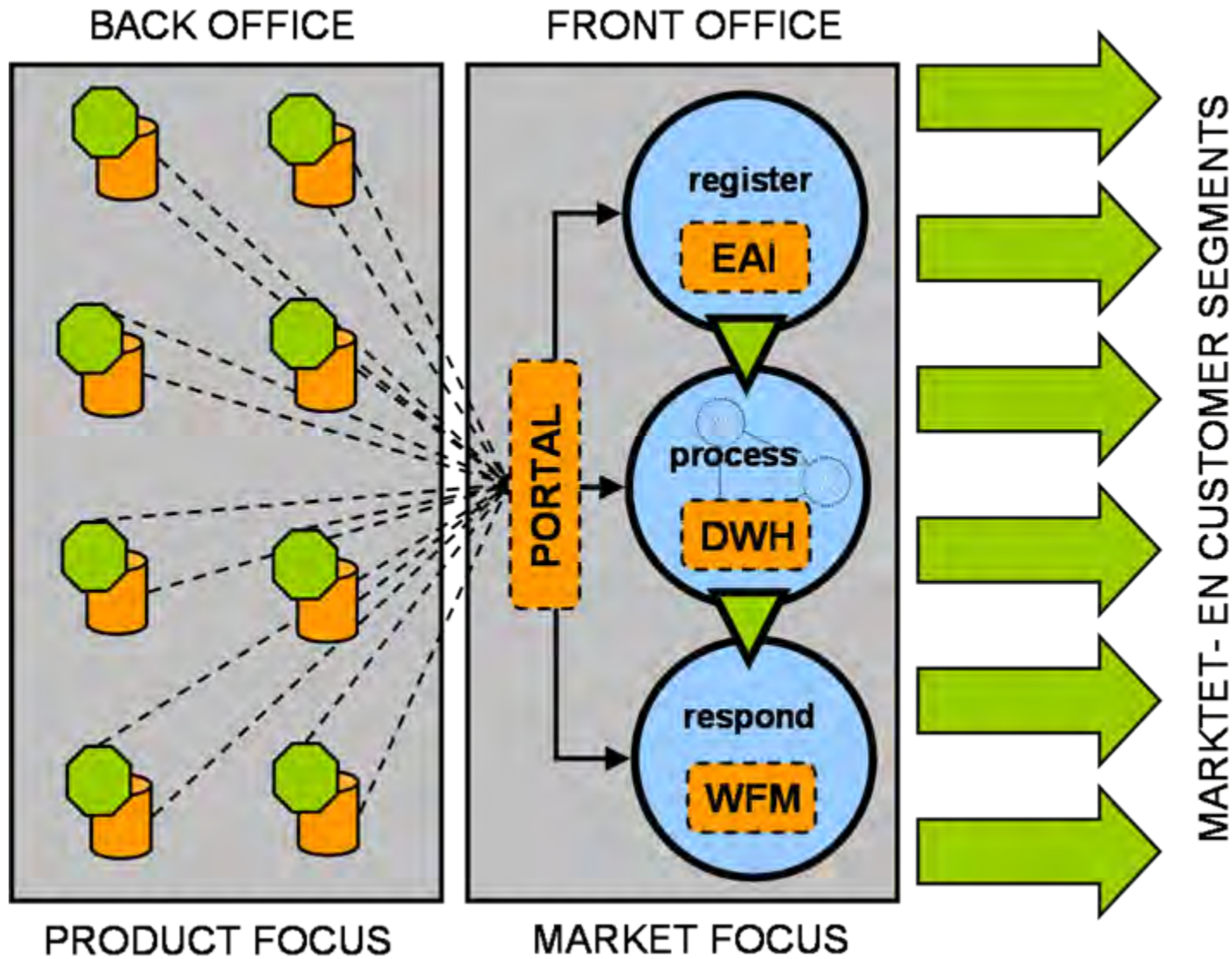
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The technical preparation for the re-orientation

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The re-orientation...

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How to fail with BI ...

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- Use Excel marts → un-cleansed and un-validated data will spread like a virus, misleading everyone
- Do not measure the usage and effect of BI
- Update information (data warehouse) once a month
- Performance reward systems only for top management
- Only use BI for understanding what has happened (the past)
- Only connect a few users (less than 10% of the population)
- Do not connect vendors and customers to your BI system

Source: National BI Survey 2007, 2006, 2005



How to succeed with BI ...

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- 1. Use information for analysis and action (57%) ▲ 2%
- 2. Use information for innovation (45%) ▲ 20%

So, don't focus on technology...



...focus on people and culture!

10. Top management involved on a regular basis (50%) ▲ 2%

11. Top management pays attention to innovation (30%) ▲ 5%

Source: National BI Survey 2007, 2008, 2005



FOKKE & SUKKE

MAKEN ALTIJD EEN STRAKKE
PROJECTPLANNING

AND THE CULTURE
TURNAROUND ?

IT'S Thursday THE 17th
AT FOUR A CLOCK



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