Business Intelligence and Performance Management – Increasing and Improving Business Insight

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New Investments Increasingly Focus on Optimization
Organizations Striving for Competitive Advantage

Business Optimization Growth
is 2 Times Faster than
Business Automation

Competitive Advantage

Optimization
- Financial Risk Insight
- Dynamic Demand Planning
- Customer Profitability

Information Agenda

Automation
- ERP & Financials
- Supply Chain Management
- Call Center Operations

Faster Processing, Reduced Costs

Application Agenda
Business Intelligence & Performance Management

- Resolve Issues and Plan for the Future

How are we doing?

Why?

What should we do?

Financial Management

Revenue

Planning

Reporting & Analysis

Performance Management

Expense

Asset Management

Reports show an increased Cost of Goods Sold due to rising fuel costs. This understanding of impact to other expenses and profit will help in planning for the future.
Performance Management is Relevant Across the Enterprise

How are we doing?
Scorecards and Dashboards

Why?
Reporting & Analytics

What should we be doing?
Planning, Forecasting and Budgeting
The Performance Management Journey

Customer Phases

- **Departmental BI Applications**
- **Enterprise BI Capabilities Independent Planning**
- **Coordinated Decision Making**

**What Do Companies Need To Support their Performance Management Journey?**

*Common Platform for ALL Performance Management needs, not a “Suite”*

*Leading SOA capabilities make BI available as a service for easier integration*
First wave of Business Intelligence

- Focused on operational problems
  - Implemented as projects
- ’Data and tools’
  - ‘Build it and they will come’
- Departmental solutions and decisions
  - Data in silos
  - Multiple data warehouse technologies, methodologies and practices
  - Very little information delivery outside of the silos
- Data system dependant solution
  - BI for erp-x
- But still managed to create information centric culture to many organizations!
  - BI Champions
Business Intelligence today

- Solutions becoming Enterprise assets
  - BI & PM platforms
  - Enterprise DW
  - Standarization
  - Compliance and governance requirements
  - Service models for usability and operations developing

- Solutions becoming ERP agnostic
  - Very little true single-erp solutions in the end
  - Adaptability to change is critical
Business Intelligence today

- Solutions extending to all management processes
  - Planning
  - Forecasting
  - KPI’s / Metrics / Scorecard coming back?
- Solutions becoming cross-functional
  - Sales -> Production -> Procurement
- Still hot topics areas seeking for operational efficiency
  - Spend analysis
  - IT costs
The Performance Management Framework
**Business Intelligence today**

- Focus in getting the value out of systems!
- Focus in deployments
  - Measuring benefits - difficulties?
  - Change management
- Partner selections critical
  - Need to understand what is required from partners
  - High value Partners expected to challenge not just implement
- Driving better value of existing software investments
- Resourcing more focused than before
  - Programs instead of projects
  - BI Competency Centers to control the process
IBM Cognos BICC Foundation Service: Combining Strategic and Tactical Functions

Successful BICC implementations combine both Strategic and Tactical Functions
What is going on with technology vendors?

- Big players are expected to be able to handle the ever-widening requirements for information and Business Intelligence
  - Real-time BI
  - Databases having OLAP, DW etc. Extensions
  - SOA
- Small players trying to enter through point solutions
  - Dashboard
  - Visualization
- Some ‘new’ technologies becomeing mainstream
  - 64 bit
  - In-Memory
What’s next?
Holy grail has not been found.. Search continues ...

- Single-Version of truth still driving factor
- Data integration in focus
  - Master Data Management
    - As part of a BI system
  - Data Quality technologies becoming generally available
    - ‘Beyond marketing’
    - Data profiling
  - Unstructured data
    - eMail, documents
    - Search engines enabling first wave
Enhancing usability

- Delivering information based on event
  - More than alerts...
- Mobile usage
  - Location Intelligence
- User interfaces that adapt and can be customized for different user profiles
  - Based on roles, data
  - Mashups
- Workflow and Business Processes linked to BI
- Predictive analysis & Data mining
  - Delivery of information generated by specialist
BI 2.0 ???

- Eventdriven, real-time BI
  - Utilizing SOA and integration layers
  - Actions and workflow in delivery
- BI services
  - SOA
- Collaboration
  - Business Blogs
  - Virtual spaces ??
- EDM – Enterprise Decision Management
  - Merge into PM ?