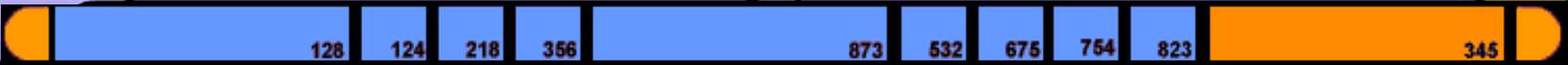


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Navigating Your Enterprise

Startrek - ing



Source to solution
The Business Intelligence Competency Centre

By Paul Ormonde-James
 PaulOrmondeJames@cybertreking.com

- The views expressed in this presentation are those by Paul Ormonde-James and not necessarily expressed by MBF Australia

Paul Ormonde-James Biography



- **Qualifications**
 - Degree with honours Cybernetic Engineering (robotics & artificial Intelligence) & Degree in computer Sciences
 - Master of Business Administration (Macquarie University) specialising in Strategic Marketing & Finance
 - Post Grad. In Company Law
- **Experience**
 - Over 25 years in the field
 - Worked to develop and apply warehousing techniques to organisations to unlock the hidden knowledge within company information.
 - Has built a number of warehouse solutions and rectified problems with warehouses. The focus has been to enable analysts to analyse efficiently
 - Currently president of the Australian chapter of The Data Warehouse Institute & Business Intelligence Institute
 - Spent 10 years on the Board of the Society for Competitive Intelligence Australia
 - Works with top organisations across the country & globally
 - Guest Lecturer at Universities on applied Intelligence and business Intelligence
 - Presenter at Business Intelligence conferences across Australia and around the World
- Known for his direct, action oriented style that tells it the way it is and delivers results.

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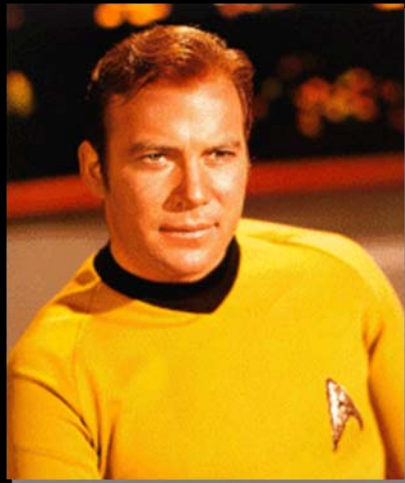
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OUR JOURNEY TODAY.....



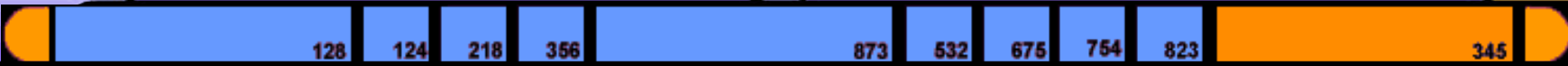
- Background to case study
- The 10 dimensions of Enterprise Decision Support Competency Centre application model.
- "How to" guide for implementing the EDSCC
- The do's the don'ts
- Questions>

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Case Study? MBF Australia



MBF Australia.....

• \$2 Billion turnover

- Financial Services
- Health Insurance provider
- Life Insurance
- Travel Insurance



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Strategic Journey – Focus for FY07 to FY09 is on Integration

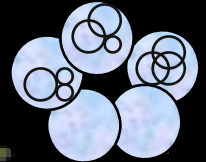
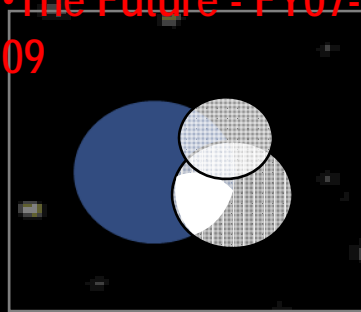
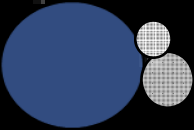
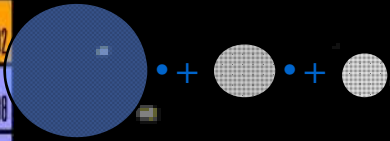
Information status and integration

•The Past - FY04/5

•The Current - FY06

•The Future - FY07-09

•Beyond - FY09



•DIVERSIFY

•OPTIMISE

•SIMPLE INTEGRATION

•SEGMENT DRIVEN

•Personal Lifestyle Protection

Group Business Intelligence Information structures to support strategy

•Multiple tools

•Multiple sources of Information



•Multiple tools

•Multiple sources of Information



•Reduced tools

•Consolidated warehouse of Information



•Single Presentation Layer

•Common tools

•Reporting

•Mgt

•Analytics



•Enterprise

•silos



•slices



•silos



•Information Diversity

•Information Diversity
•Some data quality resolved
•Some definition work done

•Simple Enterprise Integration
•Specialised marts
•Group warehouse

•Enterprise Information
•Single Version of Truth
•Group reports

Problems identified with information and delivery???



- ✓ Uncontrolled redundant data
- ✓ Data not easily accessible?
- ✓ Lack of knowledge of available data?
- ✓ Poor data quality
- ✓ Each new application designs, builds and populates its own data base?
- ✓ Inconsistent reports
- ✓ Private data bases
- ✓ No central meta data repository
- ✓ Management unclear on the importance of data & information
- ✓ No responsibility for data & Information
- ✓ Data & Information standards non existent or poor and not understood or followed?

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Benefits of the BICC to MBF staff and Management.....

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- ✓ Data is shared -
 - ✓ Reduced duplication
 - ✓ Reduction of silos
 - ✓ Reduction of costs

- ✓ Users trust the accuracy of the data
 - ✓ Reduction in analysts time searching & verifying
 - ✓ Speed of analytics and decision making
 - ✓ Corporate compliance & governance

- ✓ Data is inventoried and terminology is clear, definitions standardised
 - ✓ Accuracy of data & information
 - ✓ Confidence of data

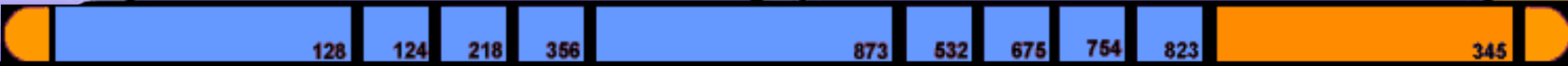
- ✓ Data is easily accessed by IT and by the business
 - ✓ Speed to analysis

- ✓ Senior management view data as an asset that is critical to the organisation and to decision making

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What is the EDSCC? What does it all mean?



Ten dimensions of the EDSCC

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Enterprise Decision Support Competency Centre

Get Data "IN"

From Multiple Sources

Get Information "OUT"

To Decision Makers

BI Strategic Program

*Enterprise Alignment *Strategic Intent *Information as a resource *Business Alignment

Data Acquisition

- Data Integration
- Data storage
- Testing
- Maintenance
- Technical Metadata
- Quality
- Archiving

Information Management

- Meta Data Mgt
- Definitions
- Dictionaries
- Thesaurus
- Data Standards
- Logical Models
- Profiling
- Requirements

Advanced Analytics

- Data Mining
- Modelling
- Predictive Modelling
- Training
- Support

Reporting, Analysis, Support

- Report automation
- Portal / Dissemination
- Analytic access
- Business Specifications / Identification
- Training & Support
- Request Management

Governance

*Policies *Procedures *Standards *Ownership & Roles *Responsibilities *Define Business requirements *Stewardship

Culture

*Executive support *Organisation support *Valuing Information *Change management

People

*Training *Career planning *Users development *Education *Understanding *User support

Technology

*Technology Assessments *Architecture *Tools *Integration *Maintenance *Testing *Support

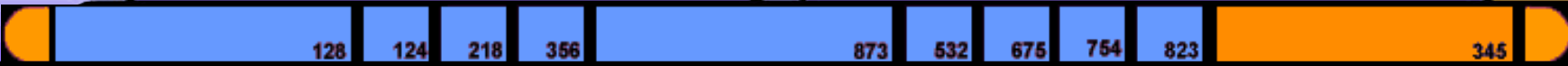
Measurement & Metrics

*KPI development *Performance management *Performance measurement *Best Practise

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How to implement the EDSCC? Rules of engagement.....



How to achieve.....



1. Audit where you are - information audit
2. Workshop organisation to understand their perception of current state and needs
3. Modify organisation perceptions to the real answer in audit
4. Develop logical information model to support strategic intent
5. Develop implementation plan based on 90 day deliverables and priorities
6. Target high value and easy wins - matrix
7. Communicate outcomes and plans - executive & business
8. Hire the best people
9. Stick to a plan - show results
10. Re evaluate plan & align

Success Rules.....

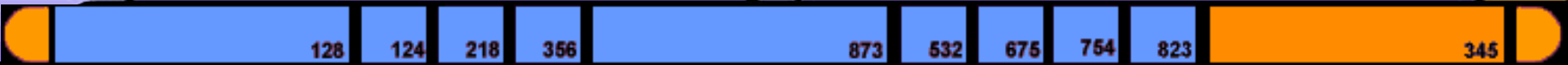


- Must have executive support
- Must have someone responsible for EDSCC that is very senior in the organisation and experienced.
- Must have MD who understands the difference in the traditional CIO role and need to change
- Organisation must see value in information as a competitive tool
- EDSCC must manage change and communication
- EDSCC must deliver small value increments NO big bangs >>>

Learning

- Important to understand the political environment in an organisation
- Need to have a clear understanding of how the IT department will react if EDSCC (BICC) is not in IT
- Need to understand whether the business case really generated positive NPV. Link to customer initiatives
- Need to employ people with the technical skills, but must have good communication skills that can persuade. Must be tenacious and resilient
- Even with the best technology, you need the right people

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Navigating Your Enterprise

Delivering confidence in decision Making

Through Applied Business Intelligence



QUESTION TIME

By Paul Ormonde-James

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