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# TDWI Education

In-Depth Business Intelligence and Data  
Warehousing Education

## The BI Pathway Approach

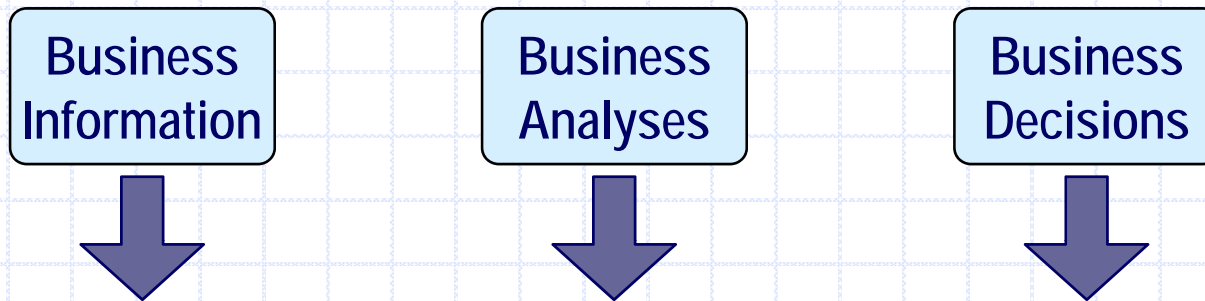
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# The Fundamental Challenge

## How Does BI Impact Business Results? - The Inputs



**In the Context of Business Processes**

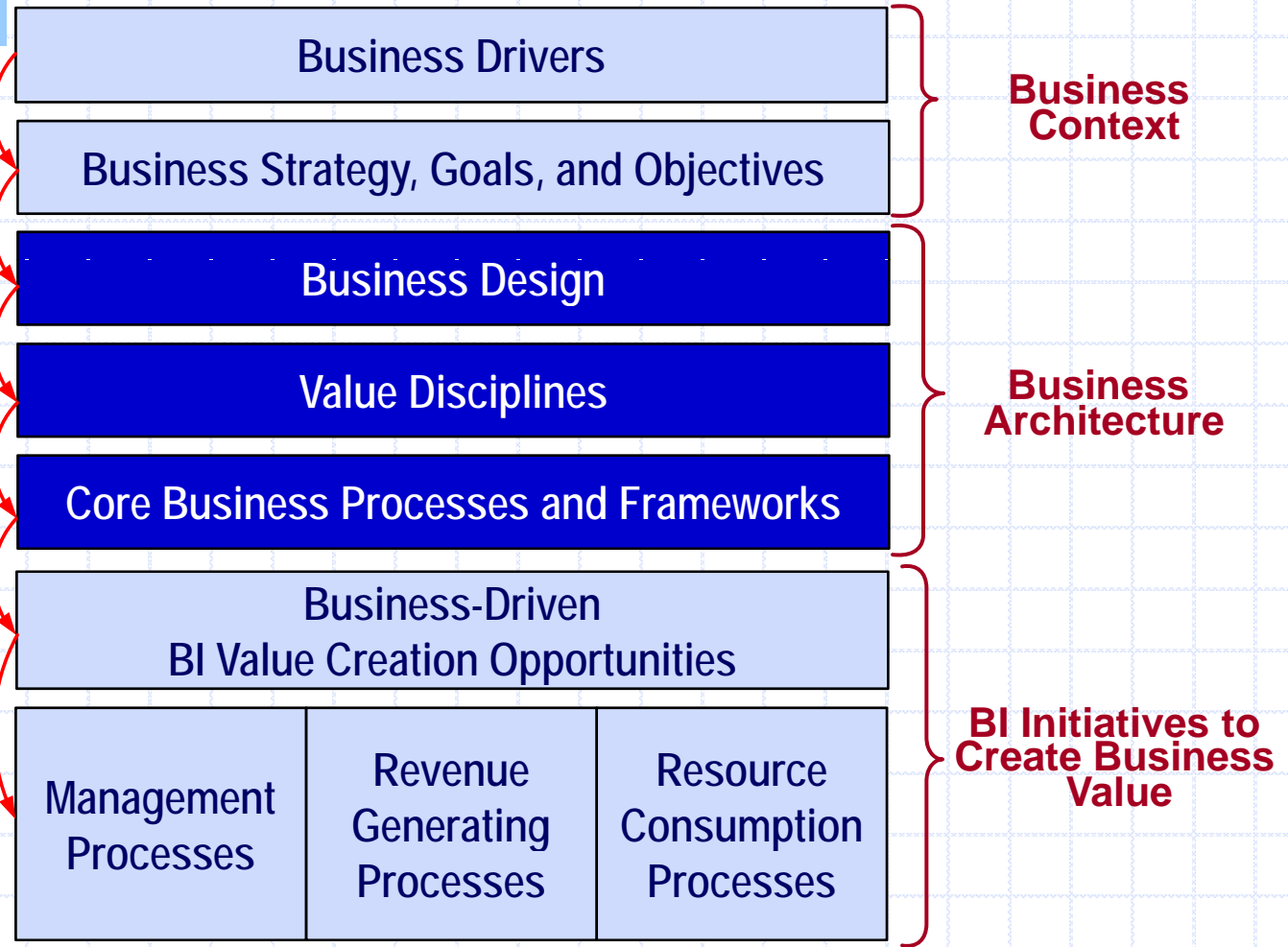
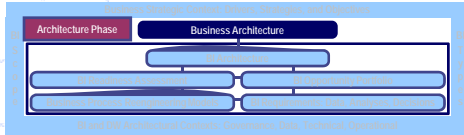
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***Business Results \$\$\$***

# Business Architecture

## Realizing Business Performance



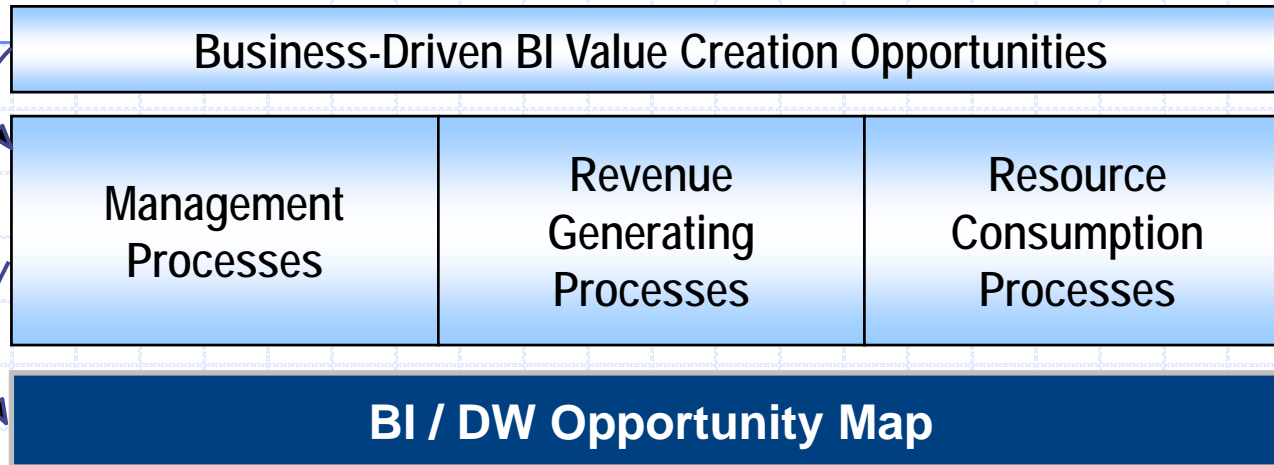
# The Fundamental Challenge

## Fundamental Questions

- ◆ What business information do we need?
- ◆ For what business analyses?
- ◆ In support of which key business decisions?
- ◆ That impact which core business processes?
- ◆ To deliver how much business value?
- ◆ Via what changes to people, processes, and technology?

# The BI Pathway Method

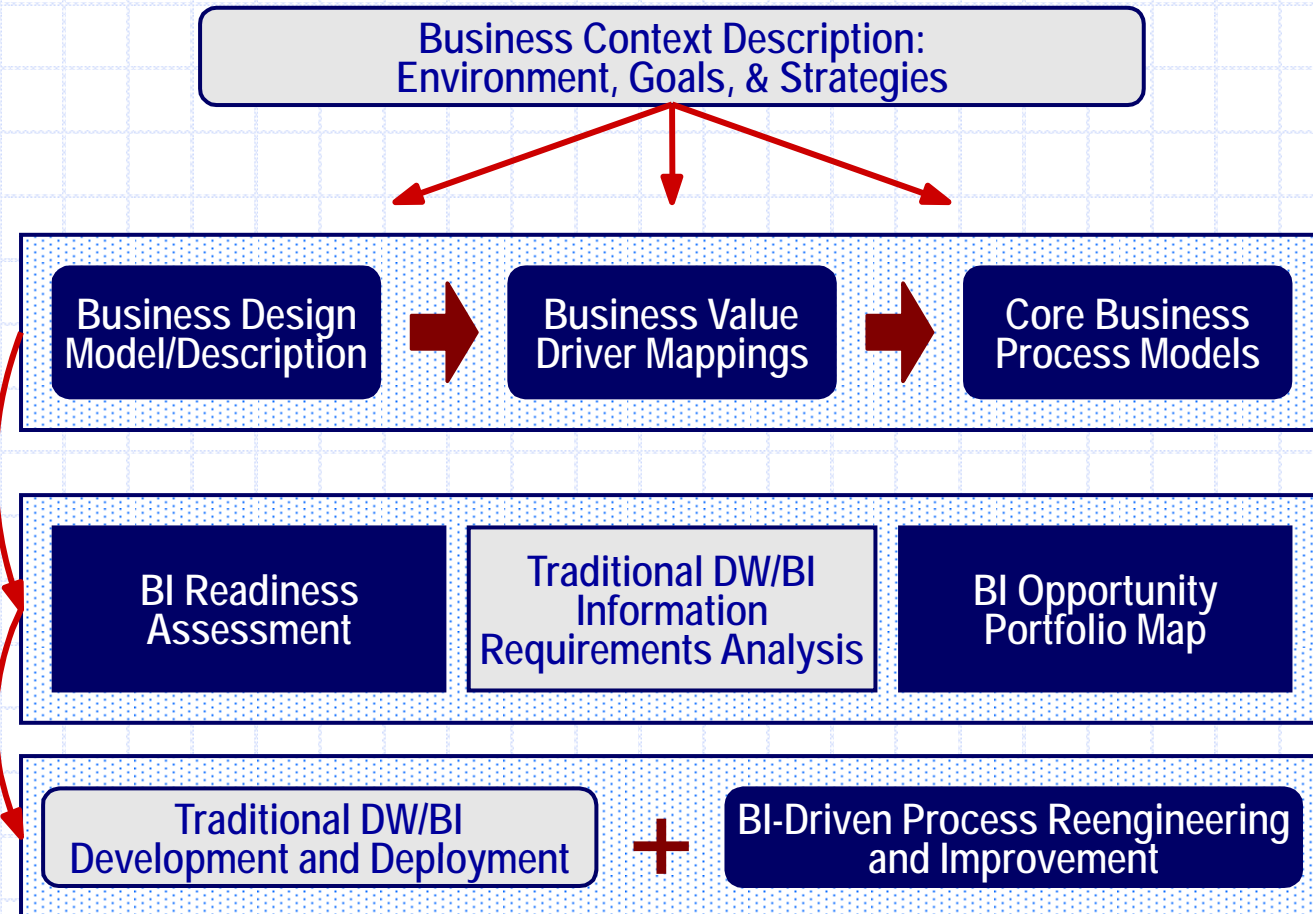
## Developing a BI Portfolio



		Ease of Execution	
		High	Low
Business Criticality	High	Opportunity A <i>Plums</i>	Opportunity B Opportunity C <i>High Risk / Reward</i>
	Low	Opportunity D <i>Easy Wins</i>	Opportunity E <i>Why Do It?</i>

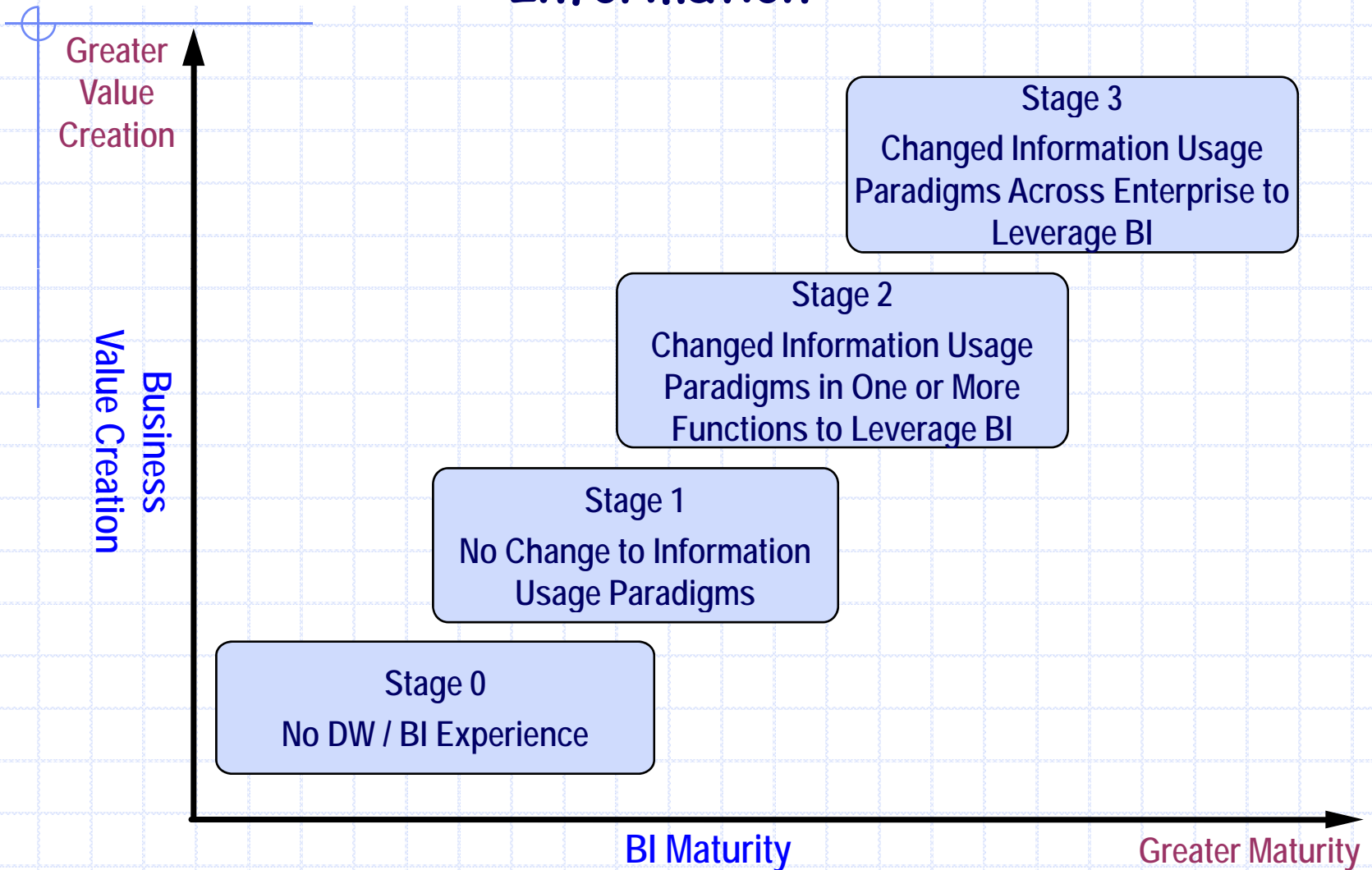
# The BI Pathway Method

## Key Elements of Business Centric Development



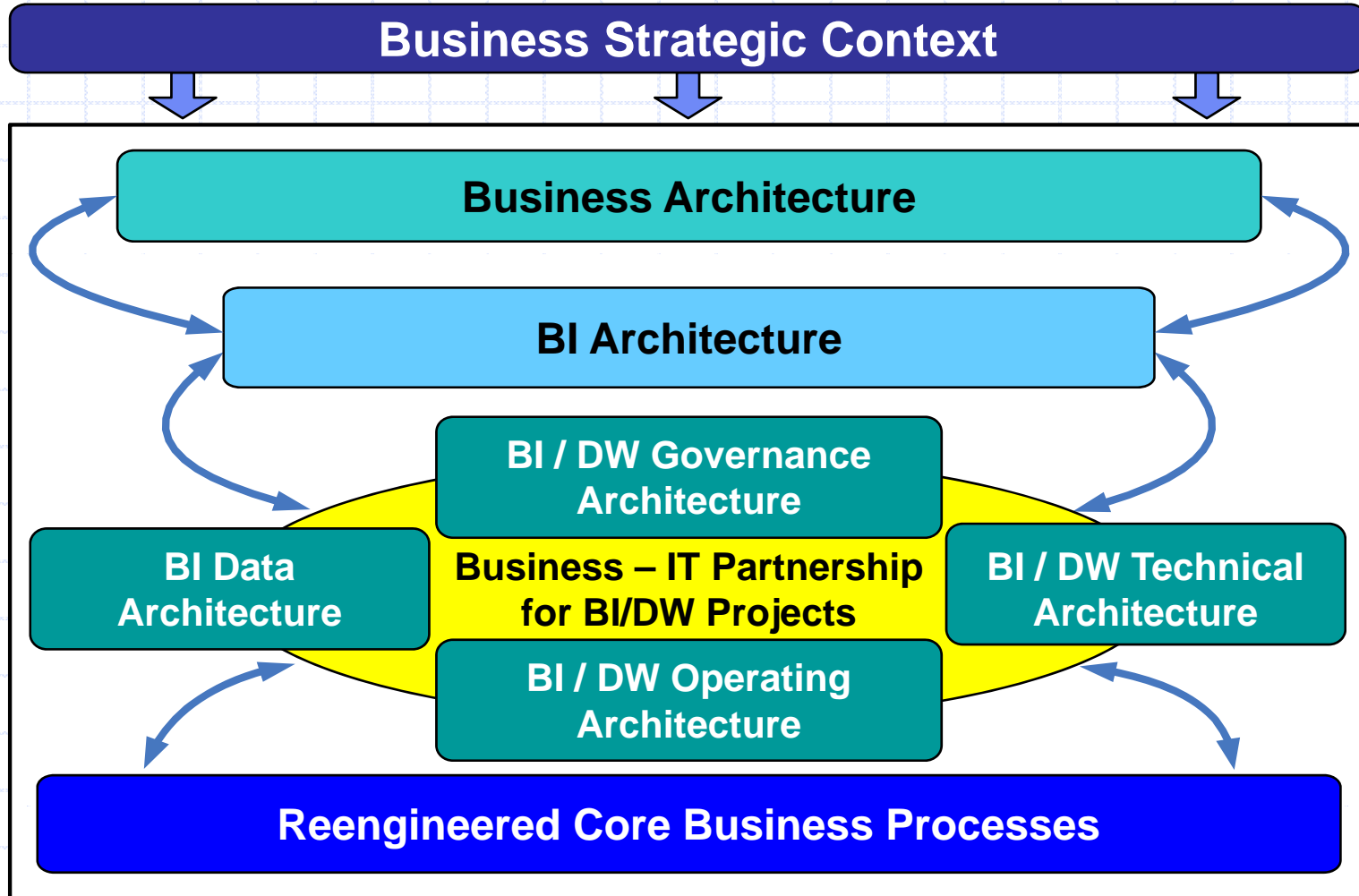
# BI Maturity

## Changing How the Organization Uses Information



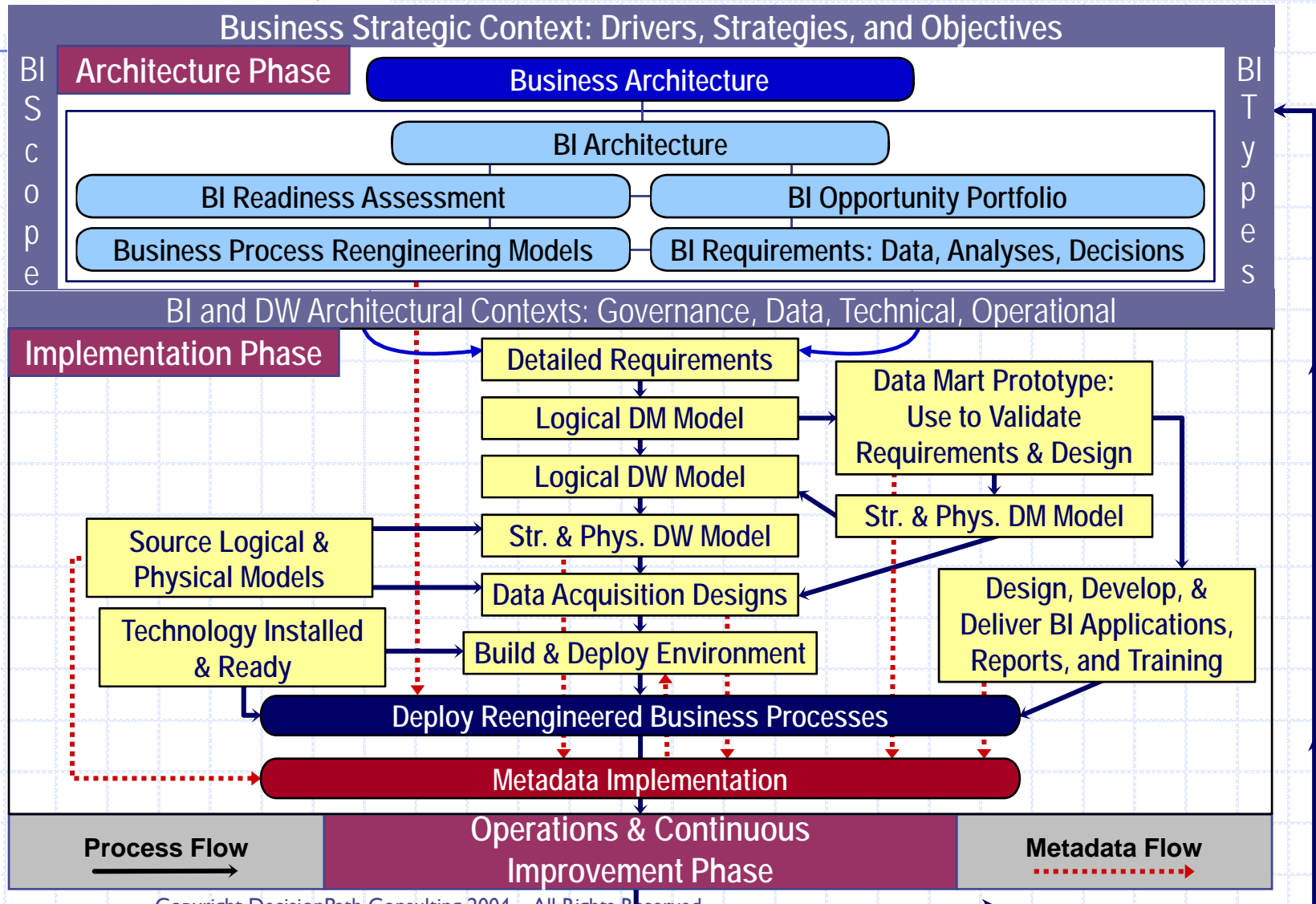
# The BI Pathway Method

## The Architectures



# The BI Pathway Methodology

## The Main Flow

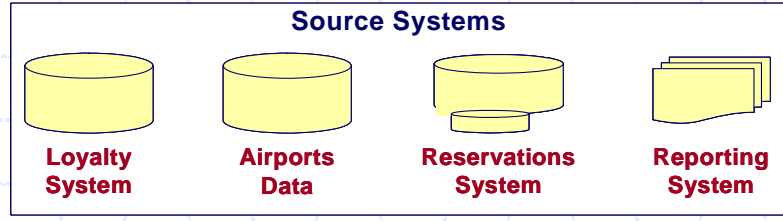
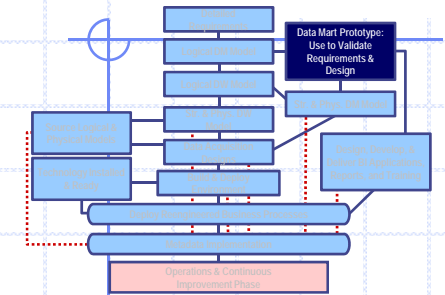


# Data Mart & Data Warehouse Design

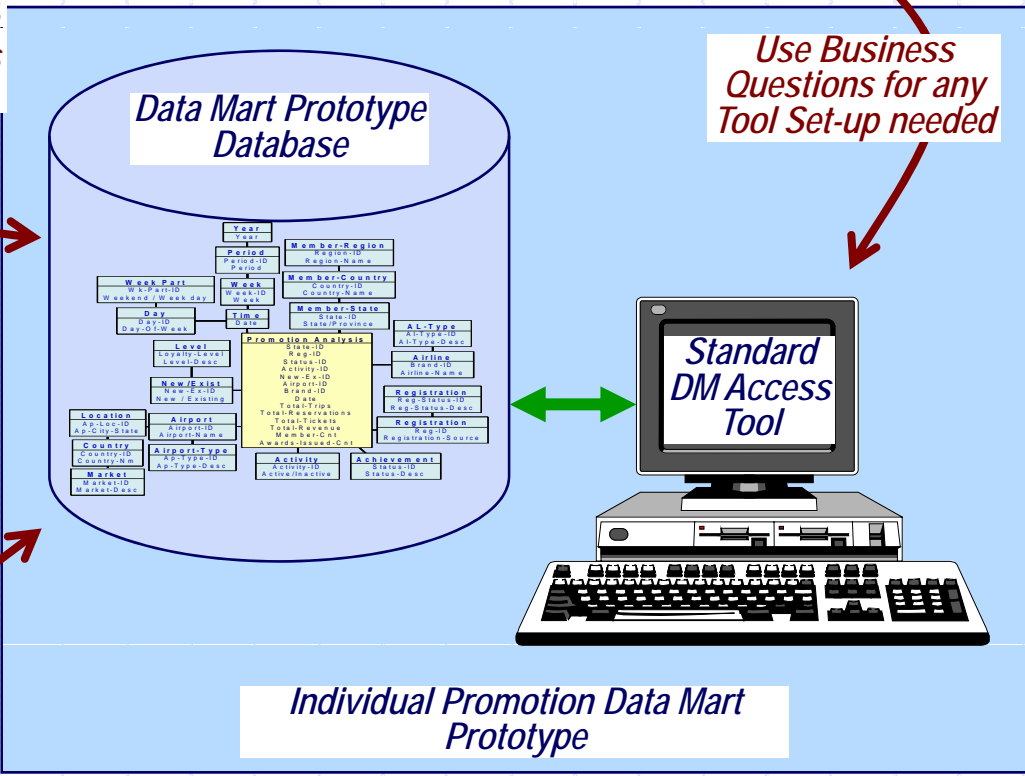
## Prototype the Data Mart

*Increment's Business Questions*

- 1. What were the number of reservations for non-registered members by airport, loyalty level, and period?
- 2. What types of promotions are competitors running by season and period?
- 3. What are the corresponding costs by campaign, loyalty level, and season?
- 4. How many members in the sample earned rewards by week and airport?
- 5. What are the number of reservations per member, by week, airport, and loyalty level?



*Get Sample Data from Increment's Sources*



*Use Business Questions for any Tool Set-up needed*

*Use Logical Model to do Basic Design*

# Summary: Creating Value with BI

## The Keys to Return on Investment

- Use Business-Centric Development Methodology
- Map/Model from Strategies to Business Design to Core Processes
- Define and Manage a BI Portfolio for Business Value Creation
- Use BI Readiness Assessment to Identify/Manage Business Risk
- Leverage Traditional Technical Development Methodologies
- Conduct BI-Driven Process Reengineering and Improvement