

# From Data Discovery to Adaptive Decision Making

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# Speakers



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# From Data Discovery to Adaptive Decision Making

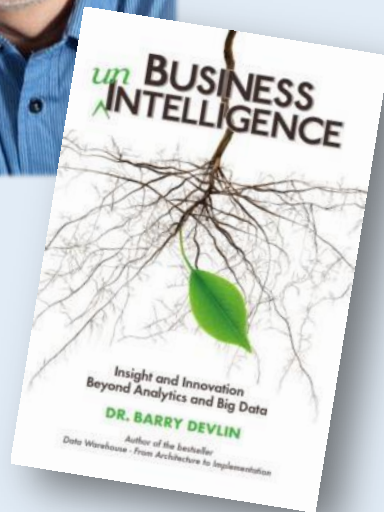
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*10 December 2014*

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# Dr. Barry Devlin



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## Founder and Principal 9sight Consulting, [www.9sight.com](http://www.9sight.com)

*Dr. Barry Devlin is a founder of the data warehousing industry and among the foremost authorities worldwide on business intelligence (BI) and beyond. He is a widely respected consultant, lecturer and author of the seminal “Data Warehouse—from Architecture to Implementation”. His new book, “**Business unIntelligence—Insight and Innovation Beyond Analytics and Big Data**” (<http://bit.ly/Bunl-Technics>) was published in October 2013.*

*Barry has 30 years of experience in IT, previously with IBM, as an architect, consultant, manager and software evangelist.*

*As founder and principal of 9sight Consulting ([www.9sight.com](http://www.9sight.com)), Barry provides strategic consulting and thought-leadership to buyers and vendors of BI solutions. He is currently developing new architectural models for fully consistent business support—from informational to operational and collaborative work.*

*Based in Cape Town, South Africa, Barry’s knowledge and expertise are in demand both locally and internationally.*



# Big Data and Analytics are Old News and New!

- Wal-Mart Data Warehouse
  - Often cited for size
    - 1991 ... 340GB; 2004 ... 460TB
    - 2008 ... 2.5PB; 2013 ... 10+PB
  - But, from the beginning, more than BI
    - *Operational BI, SCM, Predictive analytics*

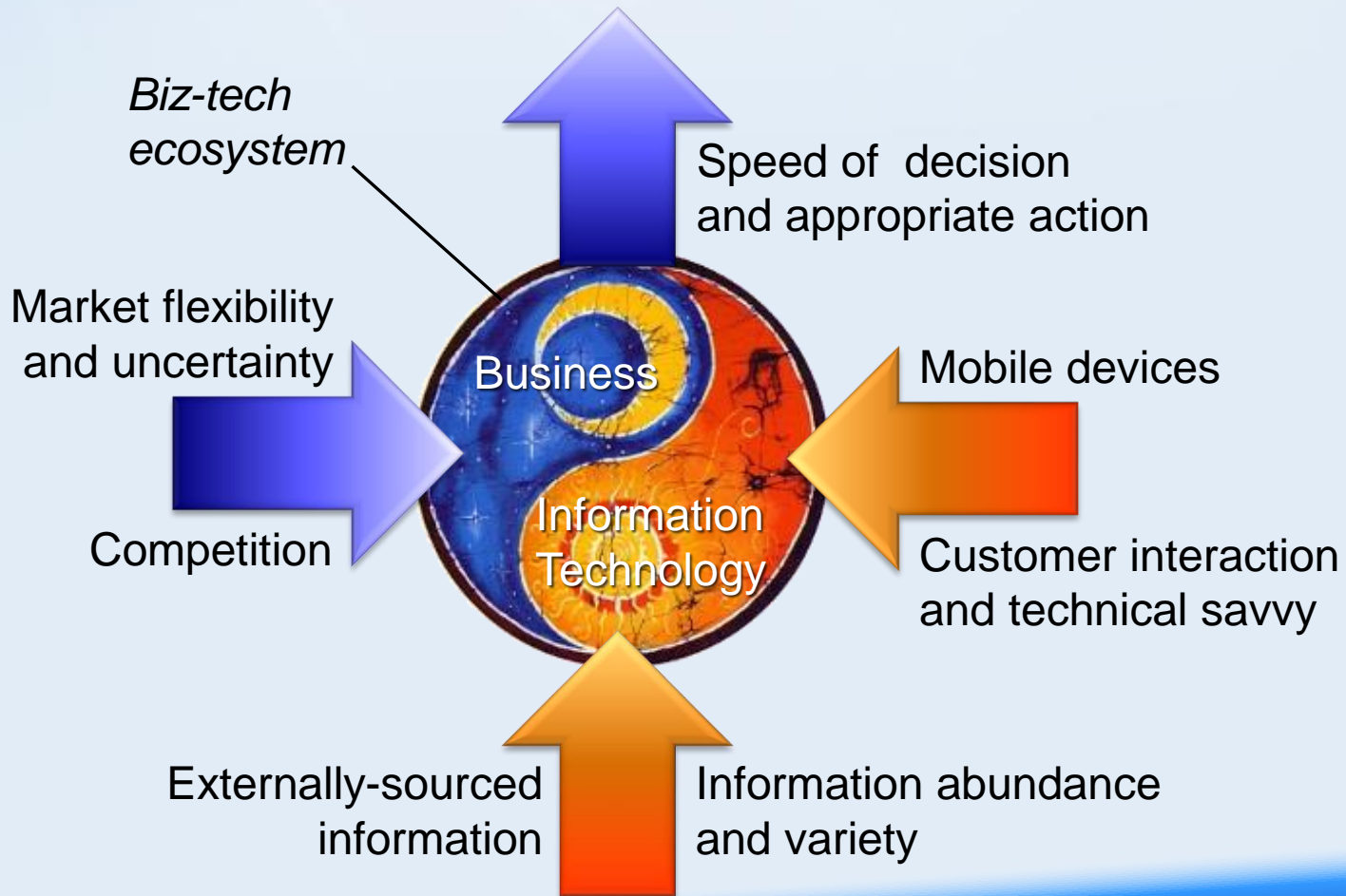


- Internet of Things drives completely new business models
  - Based on big data and analytics
    - *Motor insurance → encouragement & prevention*
    - *Hospital care → health monitoring*
- (Data →) Decisions → **Action**
  - Small and large, immediate to strategic



# The biz-tech ecosystem demands decision process.

- Data (discovery) alone is no longer sufficient

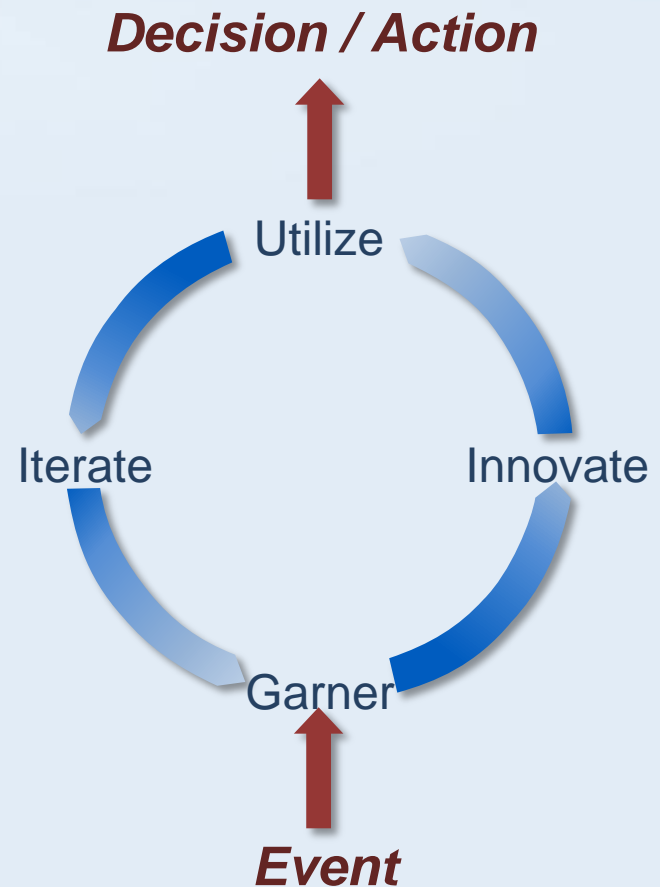


# Data discovery...another iteration of the *edge-on decision cycle*

- Driven by the urgent and novel exploration needs of users at the edge of the organization
- Ad-hoc exploration, instant iteration
- Traditionally... spreadsheets
- Recently... data discovery tools

The challenges:

- Consistency and quality
- Moving to production



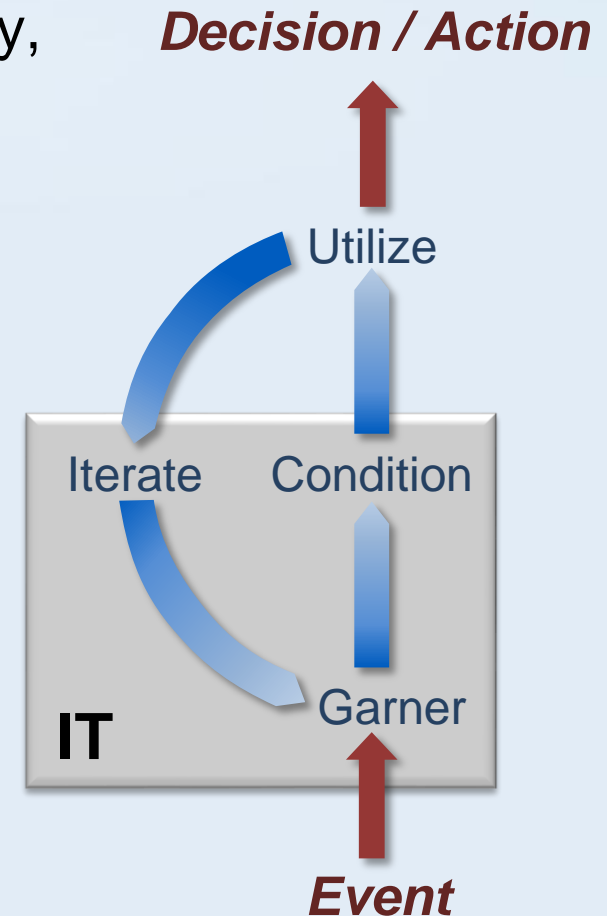
# Data warehouse (and traditional BI tools)...

## ***center-out decision cycle***

- Driven by enterprise quality, consistency, and production focus
- Requires centralized “command and control” (usually IT-driven)
- Data warehousing offered basic ad-hoc querying
- BI tools became “report generators”

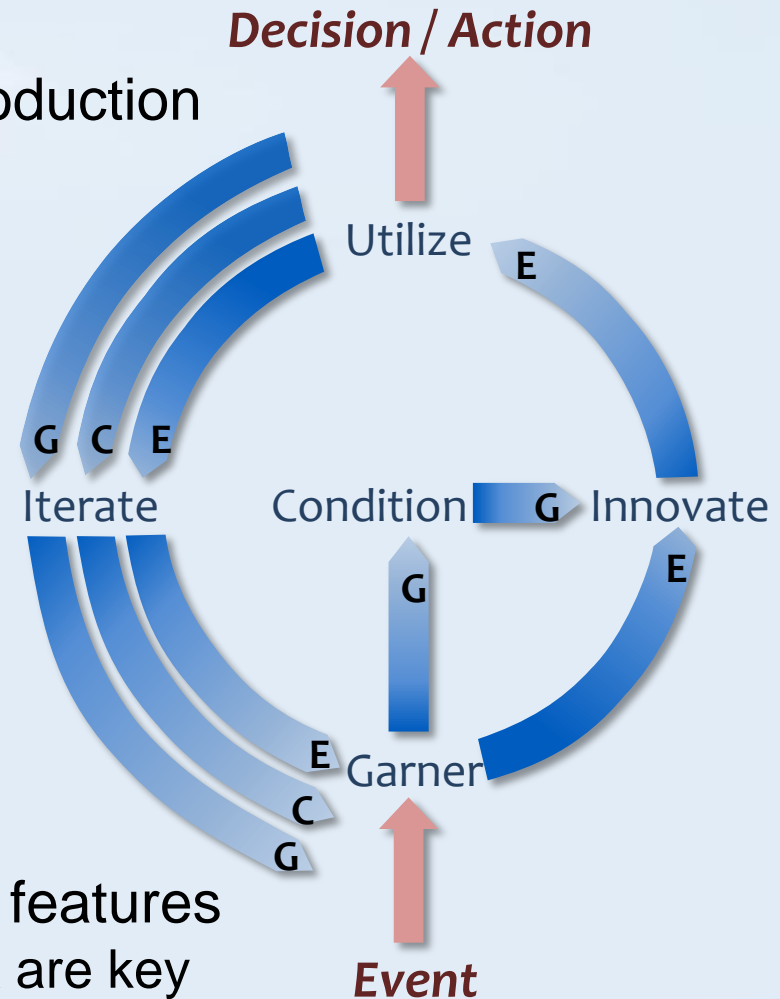
The challenges:

- Slow iteration for new data needs
- Stifles innovative exploration



- De

- Integration of data discovery and BI features
  - Collaborative function and metadata are key



# The evolving tool landscape merges data discovery and business intelligence features.

1. Data discovery tools add data management and governance features
2. New players deliver “data discovery” features
3. BI tools add “data discovery” features
4. Even Excel adds data management



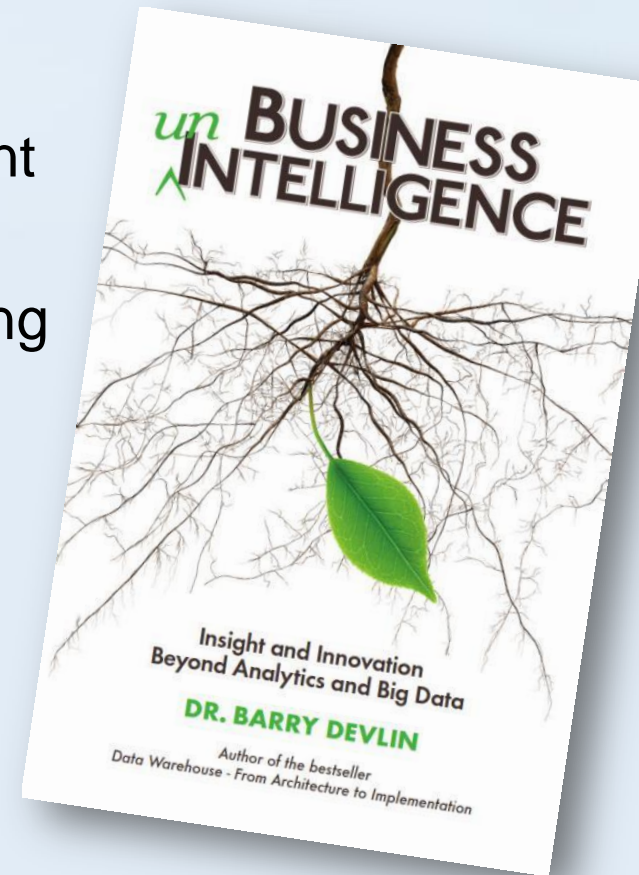
# Navigating the transition... is all about balance.

- Focus on decision making process
  - All decisions – operational, tactical and strategic – have a process
  - Sense and respond and the “MEDA” model
- Collaborative work support is key
  - Social media mining & networking tools
  - Mobile technology records “informal information” for decision behavior mining
- Predictive and other analytics all belong in the same framework
  - Data scientists and Hadoop jockeys are within the remit of the BI CoC



# From BI to Business unIntelligence

- People: Rational thought and far beyond
  - People make all decisions!
- Process: Logic – predefined and emergent
  - Decision making is a process
- Information: Data, knowledge and meaning
  - Data/information is only the foundation
- Not business intelligence...  
Business unIntelligence
- Amazon: [http://bit.ly/BunI\\_Book](http://bit.ly/BunI_Book)
- Or <http://bit.ly/BunI-Technics>: 25% discount with code “BIInsights25”



## Conclusions

1. Business decision making in a major transition with biz-tech ecosystem
2. The Adaptive Decision Cycle unites the old edge-on and center-out models
3. The process of decision making will become key to success
4. Tools are moving towards a more unified view... for now!



Thank you

Questions?

**Dr Barry Devlin**



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# From Data Discovery to Adaptive Decision Making

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# Thank you

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# Questions?



# Contact Information

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