

## Creating Business Value with Business Intelligence

- The Fundamental Challenge
  - How BI Impacts Business Results
  - Fundamental Questions
- Overview of BI Pathway Method
  - Introduction
  - Developing a BI Portfolio
  - The Process of Deploying BI to Improve Business Results
    - BI Asset Creation
    - BI Value Capture
  - BI Components for Business Driven Value Creation Opportunities
  - Key Elements of Business Centric Development
    - Overview
    - Scalability
  - BI Readiness
    - Leveraging BI for Business Value
    - The BI Assessment Criteria
    - BI Readiness Assessment Survey
    - Measuring Data Warehousing Readiness
  - The Information Usage Maturity Model
    - Stage 1
    - Stage 2
    - Stage 3

## The BI Pathway Approach

- Introduction to the BI Pathway
  - Practical Considerations
  - Definitions
    - Business Intelligence
    - Data Warehousing
- BI Pathway Methodology
  - Overview the Major Phases
  - The Complete Process Flow of the Methodology
  - Main Phases and Their Deliverables
    - Context Setting and Architectures Phase
    - Implementation and Operations Phases
  - Evolutionary Development
  - Program versus Project
- The BI Pathway Data Architecture
  - Definitions of Data Architecture Components
  - Typical Data Architecture Configuration
  - Other Configurations

## The BI-Focused Architecture

- Defining the Context for the BI Program and Business Architecture Deliverables
  - Identifying Business Drivers
  - Identifying Strategies, Goals, and Objectives
- Business Architecture Deliverables
  - Identifying Business Designs, Value Disciplines, and Management Frameworks
  - Cataloging Key Management and Business Processes that Drive Value
  - Identifying Key BI/DW Opportunities for Delivering Business Value
  - The Analytic Needs Glossary, and identifying information Needs
  - The Subject Model
- Data Architecture Deliverables
  - Source Data Inventory

- Source Data Evaluation
- Partial Source Models
- Target Configuration Model
- Fact/Qualifier Matrix
- Metadata Roadmap
- Organization Architecture
  - Business and Technical Roles Needed for BI
  - The BI Centric Organization
  - BI/DW Operations Management
- Technical Architecture
  - Tools, Platforms, and Applications
  - Selection and Management Criteria
  - The TDWI Technology Framework
- Project Architecture
  - Implementation Projects
  - Pert Chart of Projects
  - Project Schedule
- Organization Development Standards
  - Infrastructure
  - Training
  - Help Desk
  - Support
  - Measurements and Monitoring
  - Data Quality
  - Naming Conventions
  - Data Governance

#### Implementation Phase Deliverables

- Detailed Requirements
  - Project Plan
  - Complete Requirements for Increment
  - Increment Priorities
- Data Warehouse and Data Marts
  - Logical Model for the Data Mart
  - Data Mart Prototype
  - Validation of Requirements and Data Mart Design Based on Prototype
  - Structural and Physical Models for Data Mart
  - Logical Design for Data Warehouse
  - Completed Source Models for Application
  - Structural and Physical Models for Data Warehouse
  - Integration of BI Data, Applications, and Business/Management Processes
    - Design BI Applications, Reports, Collaboration Paths, and Training
    - Develop BI Applications, Reports, Collaboration Paths, and Training
    - BI Process Engineering/Reengineering
    - Change Management/BI Maturity Management
  - Data Acquisition Design
    - Source to Target Maps
    - Transformations' Design
    - Carrying Out the Design
  - Metadata Design and Implementation
    - Overview
    - Metadata Capture
    - Metadata Storage and Integration
    - Metadata Access and Delivery
  - New Technology Installed, Tested, and Trained
  - All Environment Components Constructed and Tested
  - Environment Deployed into Production and Acceptance Testing Completed

### Operations Phase Activities and Deliverables

- Operate the BI/DW Environment
  - Regular Refreshes
  - All Access and Delivery Available as Promised
  - Provide Ongoing Support of Environment's Customers
- Monitor and Maintain the Environment
  - Collect Required Metrics
  - Evaluate the Metrics against the Standards
  - Collect Problems and New Requirements
  - Adjust the Components as Necessary
- Manage Change to the Business Intelligence/Data Warehousing Environment and Associated Business Processes
  - New Information Needs
  - Measure Impact of Information on the Results of the Business Processes
  - Identify Adjustments to the Business
  - Target Business Changes and Business Intelligence/Data Warehousing Environment Changes
  - Implement Changes and Cycle Back to Architectures Phase

### Tying It All Together

- Path to Success
- Getting Started on This Path
  - Determine Where You Are
  - Set Long and Short Term Goals
  - Define How You Will Reach the Goals and How You Will Know When You Are There
  - Take the Appropriate Actions
  - Evaluate Results
  - Cycle Back