

Turning BI Mavericks into BI Mavens

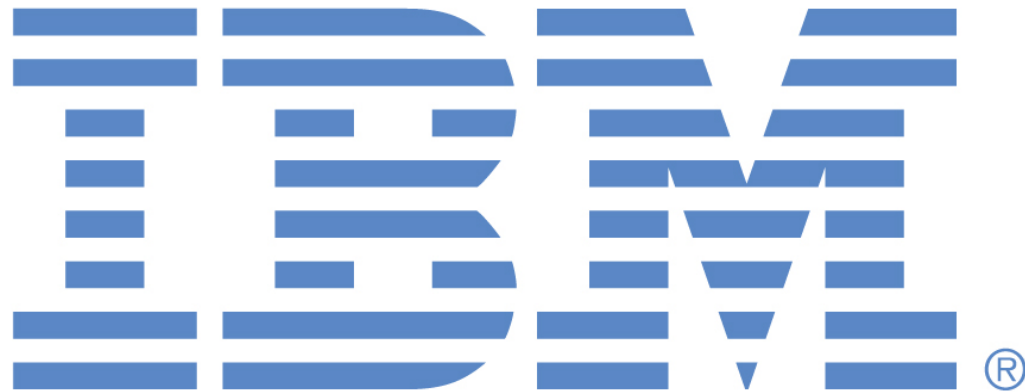
Bridging the Gap Between Business Analysts and IT

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June 26, 2012

T D W I R E S E A R C H



Sponsor



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A thought leader, visionary, and practitioner in the rapidly growing fields of business intelligence and customer focused analytics – Claudia Imhoff, Ph.D., is an internationally recognized expert on analytical CRM, business intelligence, and the infrastructure to support these initiatives – the Corporate Information Factory (CIF). Dr. Imhoff has co-authored five books on these subjects and writes articles (totaling more than 100) for technical and business magazines. She is also the Founder of the Boulder BI Brain Trust, a consortium of independent analysts, practitioners and consultants (www.BoulderBIBrainTrust.org). You can follow them on Twitter at #BBBT.



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Bridging the Gap Between Business Analysts and IT

Solve your business problems with **Intelligent Solutions**




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Turning BI Mavericks into BI Mavens

- 
- Who Are These Mavericks and What Do They Want?
 - Making BI More Accessible, Consumable and Actionable
 - Ensuring the BI Environment is Still Sustainable
 - Turning Mavericks into Mavens





The Importance of BI Analytics

- Use of BI analytics for decision making continues to be a high priority for organizations
 - Recent IBM survey¹ of 2,500 CIOs showed that 83% of CIOs see BI and analytics as how they will enhance their organizations' competitiveness
- But reach of BI analytics is often restricted to those users with experience to exploit analytics for business benefit*
 - 59% of users say that they miss information that might be of value to their jobs because they can not find it
 - 27% of managers time is spent searching for information
 - 50% say the information they obtain has no value to them

¹ ["IBM Global CIO Study: The New Voice of the CIO"](#)





BI Analytics Encourage Business Innovation

- Corporations, and people that work in them, need be innovative and creative if they are to compete effectively
 - “Those with the imagination to invent smarter ways to do old jobs, attract old customers or to combine existing technologies — will thrive.” Tom Friedman, NY Times, 10/09
- To innovate, workers must understand business processes and factors affecting business efficiency, success and failure
 - Workers can’t improve what they don’t understand
 - Workers need a personalized and collaborative decision making environment that enables them to improve processes they are directly involved in





But It's Not Getting Easier

- Increasing information volumes
 - Number and disparity of information stores
 - Information quality, accuracy, and consistency
 - Timeliness of information
 - Complexity of current decision-making systems
 - Compliance regulations
 - Acquisitions and mergers
-
- The analytics environment is extending beyond the traditional EDW
 - So who are these people using BI and analytics?





New Information Workers in 21st Century

- The workforce is evolving
 - Enterprises are undergoing a shift in workforce demographics
 - Baby boomers are retiring and younger workers are replacing them
- Expectations for workplace tools are changing as workers who grew up with computers and Internet enter workforce
 - They are always connected
 - Their information expectations are very different from predecessors
- New information workers use formal business processes, but also develop their own collaborative workflows
 - To transfer and share knowledge
 - To make specialist knowledge available to non-experts
 - To create needed analytics





Types of Information Worker - 1

- **BI/DW Builder**
 - Traditionally responsible for building BI and/or DW solutions
 - Due to budget, resource, or priority issues are often the bottleneck in deploying BI solutions
 - Examples: central/business unit IT
- **Information Consumer**
 - Consume BI to support day-to-day operations
 - Needs information to increase personal knowledge and make decisions, but may not have the experience or inclination to create this information
 - Examples: task workers, managers, executives





Types of Information Worker - 2

- Information Producer
 - Helps improve business operations, make tactical and strategic decisions, and identify new business opportunities
 - Analyzes/investigates information, and creates actionable BI and analytic models
 - Examples: power users, business analysts, data scientists

BI Mavericks!





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What Stops Mavericks From Using Enterprise BI?

- They don't trust data in enterprise BI
 - Quality, source, meaning – unknown or questionable
- They can't easily find data they need / want
 - No means of discovering what's available, exploring data for themselves
- Enterprise BI is too rigid and inflexible
 - No self-service BI available
 - Can't build or change existing solutions
- They are frustrated with delivered solutions
 - And are tired of waiting for new ones!





Make It Easy to Access Data

- Improves productivity of mavericks – they can spend time analyzing not gathering data
- BI Requirements:
 - Make data warehouse (and other sources ...) easy to access – perhaps without IT assistance
 - Support new types of business data and business content (e.g., big data, multi-structured data, streaming data)
 - Provide good performance and scalability for complex analytical workloads and high data volumes
 - Support easy administration





Make BI More Consumable

- Enables mavericks to improve information and enable more informed decision making
- BI requirements:
 - Easy to discover, access and share information
 - Published to a device and through a user interface of choice
 - Create self-service BI function – Personalized, actionable and easy to use format
 - Clear business definition and data lineage (dictionary, definitions, quality analytics, etc.)
 - Increase information content and context via information worker interaction, feedback, identifying related information





Make BI Easy to Use

- Makes formal BI environment appealing and attractive to BI mavericks
 - They can leverage and embrace environment for its performance, reliability, etc.
- BI Requirements:
 - Offer data for their personal use – make it easy to use what's available in enterprise BI
 - Make it easy to report on and analyze data
 - Support more sophisticated analyses
 - Make results easy to publish in required format





Make BI Actionable

- Create self-configurable dashboards
 - Allow them to reconfigure these according to changes in their situations – e.g., adjust budgets/headcounts, etc.
 - Embed BI in workflows – enable them to take discovered insights to next level of action
- “Embrace” the maverick’s data
 - Help them use data sets they created or gathered
 - Where possible move it to formal ETL processing in BI environment – make BI capabilities available for it
- Enable ability for mavericks to structure data as they want
 - Customer aggregates, measures, additional dimensions, new hierarchies





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What IT Must Bring to the Table

1. Access to traditional and non-traditional data
 - Must be timely – right data at right time for right decision
 - Must be secure – adherence to security and privacy policies
 - Must meet accuracy expectations – understand need for governed versus ungoverned data
2. Reduced cost and complexity
 - Budgets are small – must built it right the first time and only one time
 - Reduce excessive energy usage
 - Overly complex environments – Mean long development cycles, lowered adoption and complex maintenance





What IT Must Bring to the Table

3. Availability, scalability and performance issues
 - BI must be available 24x7x365 – no down time
 - Support for large amounts of data can be staggering – new sources of data as well (social media, sensor devices, etc.)
 - Support for performance expectations similar to operational environment
4. Fast deployment and enhancement
 - Mavericks can't wait 6 months for BI capability – self-service becoming a reality – IT can enable this
 - Business environments are volatile – BI must match daily situations of all information workers





Organizational Considerations

- IT cannot “control” all information assets used by mavericks
 - IT can work with them to ensure BI environment is “one-stop shop of information though
 - IT can develop starter templates, reports, mashups, etc., for the maverick’s usage
- But mavericks can benefit from IT involvement too
 - Backup, restore functions
 - Reliability and consistency of well-managed environment
 - Easy to lose a spreadsheet – version control has merits...
 - IT can ensure rest of enterprise gets value from maverick’s efforts by publishing, bursting, etc.





Organizational Considerations

- IT must have monitoring and oversight capability
 - Determine whether data used is “governed” (e.g., in data warehouse or MDM environment) or “ungoverned” (e.g., individual spreadsheets, external source)
 - Monitoring usage of data assets – determination of what should be governed
 - BI/DW builder needs to administer / manage infrastructure
- Note: LOB IT or experienced producers may have to take on some of traditional central IT roles
 - Security of data, adherence to privacy policies





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Diversity of Analytics

- Diversity of analytical solutions being built
 - Data analytics in data warehousing space
 - Event analytics in operational application space and web space
 - Content analytics in collaborative or unstructured content space
- Organizations need a framework to bring all these together to attract mavericks
 - Seamless integration with each other
 - Seamless integration into the operational workflows





Turning Mavericks into Mavens

1. Demonstrate accessibility / flexibility of BI environment
 - Show that analyst will spend less time gathering and more time analyzing data with BI usage
2. Demonstrate ability to act on analytical results
 - Show actionable dashboards, configurable portals, embedded BI capabilities
3. Demonstrate data lineage and quality
 - Mavericks want to know that data offered in BI is as good (or better!) than what they can gather
 - Data lineage shows history of data
 - Data quality metrics show “goodness” of data





Turning Mavericks into Mavens

4. Show interest in maverick's personal data sets
 - Show how you can help them work with their data
 - Show how you can include their data in BI environment
 - Show how you can lift data integration load from them
5. Assure maverick that IT is not trying to “control” their access or work
 - Show willingness to help maverick gain broader organizational adoption (if appropriate)
 - Publicize their work products (if appropriate)
 - Show willingness to have publish/subscribe function for their work products
 - Make environment appealing and attractive to them





Turning Mavericks into Mavens

6. Educate mavericks that partnering with IT is a win-win for both parties
 - If you help each other, business will greatly benefit from better usage of assets and resources
 - Mavericks will more easily get right data at right time – perform right work in right place
 - They will benefit from better alignment in decision-making and collaborative efforts





Summary

- Mavericks are not happy with enterprise environments for accessing and analyzing data
- Many mavericks lack confidence in accuracy and lineage of data delivered to them
- Business intelligence is used only by a fraction of the business users that could benefit from it
- Information volumes and complexity are increasing – infrastructures must be bullet-proof
- Buy technologies that make implementation and enhancement easier, faster, and simpler
- Research and develop best practices to ensure success

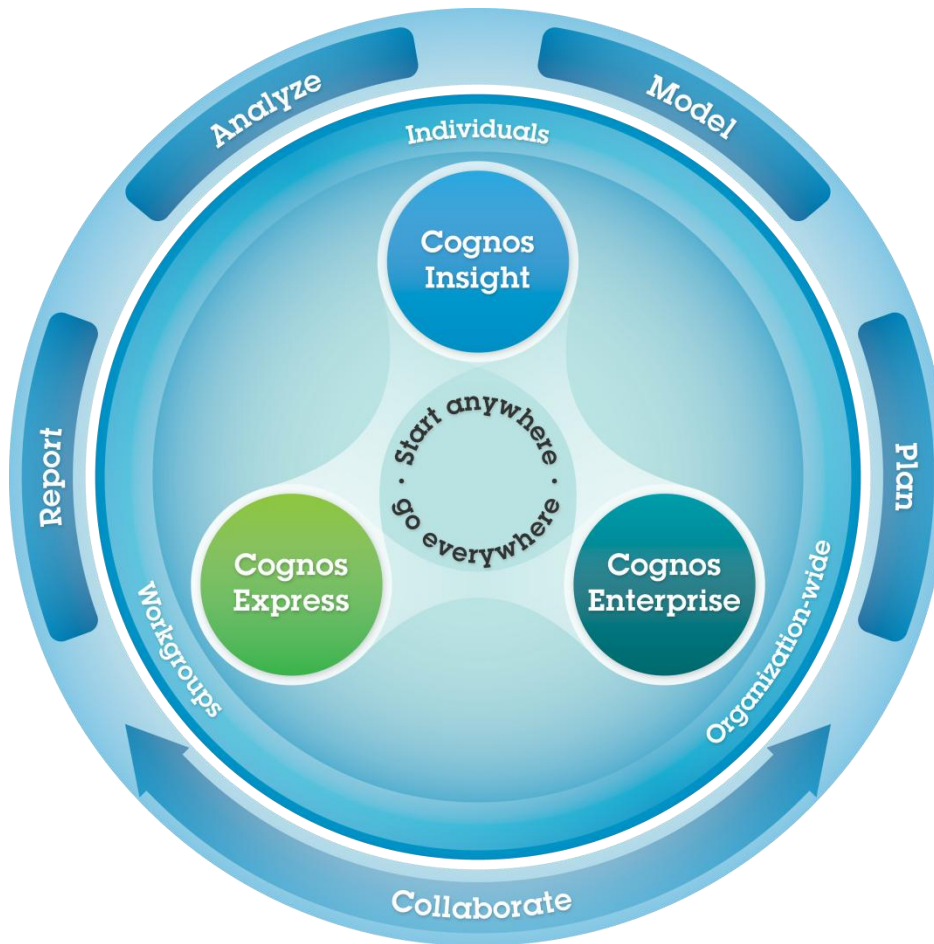


IBM Cognos 10 family ...helping turn BI mavericks into BI mavens



IBM Cognos 10 family

Analytics in the hands of everyone



- Insight to action with every product
- Right-sized for your organization
- Built to future-proof your investment

**“The data I need is not just
in corporate systems”**

**“Can’t afford to wait for
someone else to build it”**

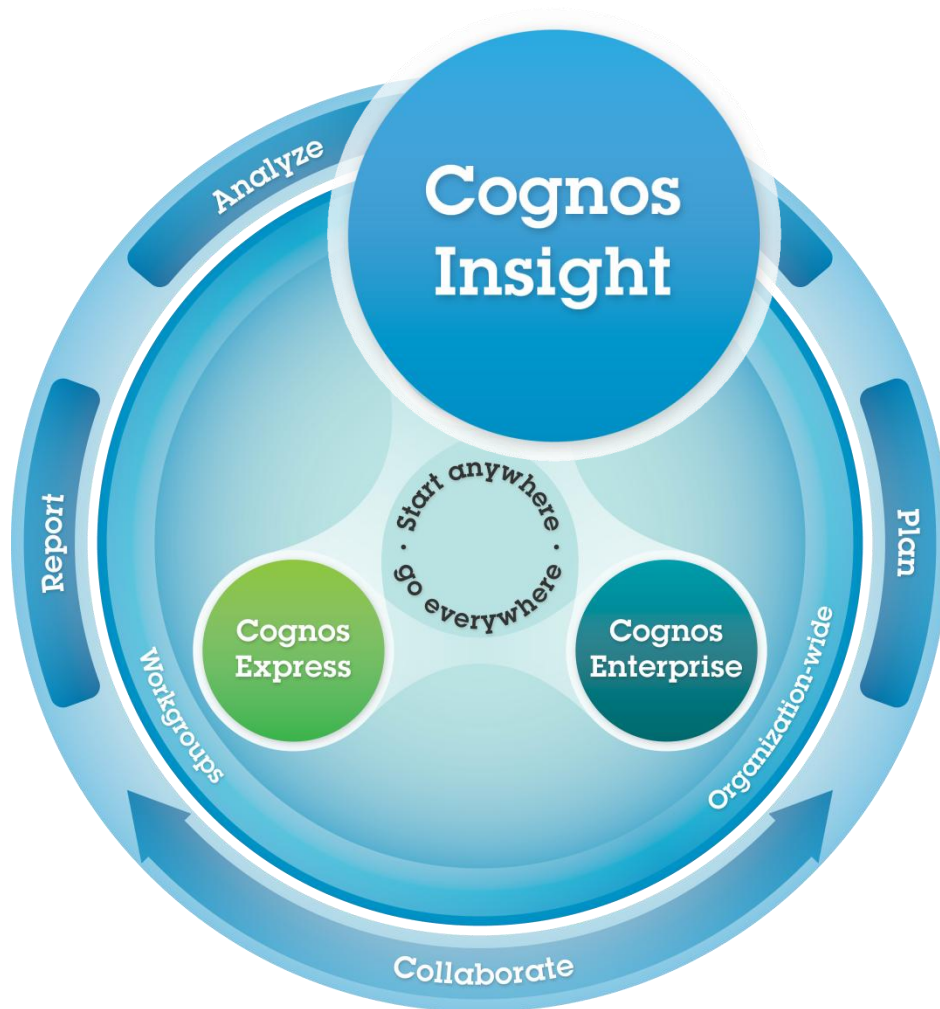
**“I don’t know exactly
what I’m looking for...”**

**“We need to understand
and respond faster
to market changes”**



IBM Cognos Insight

Personal analytics without compromise



- Visualize, explore and contribute insight
- Independently take insight to action
- Wired for the enterprise

Introducing IBM Cognos Insight

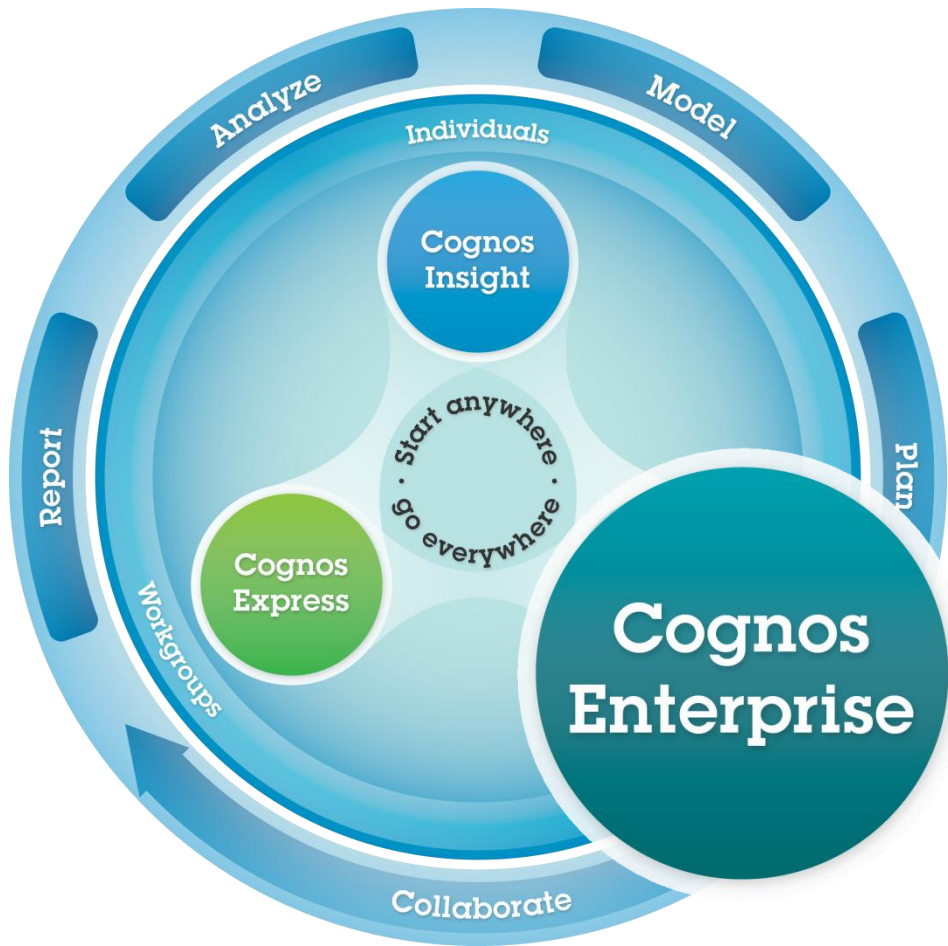
On the desktop, standalone...

- Guided data acquisition & modeling
- Analysis and visualization
- Dashboard creation
- Scenario modeling
- Exchange files with other users



IBM Cognos Enterprise

Incredibly powerful. Incredibly simple to use.



- Arm every business user with the analytics they need
- Support the way business users choose to work
- Meet the entire organization's needs with cost-effective scale

IBM Cognos Enterprise



IBM Cognos Enterprise delivers all the *integrated* goodness of

- ✓ IBM Cognos Business Intelligence
- ✓ IBM Cognos TM1
- ✓ IBM Cognos Insight

Unified workspace Dashboards
Reports Scorecards
Forecasting Planning
Historical Real-time
Predicted
Cost effective scale

Supporting the way business chooses to work
with information and interact with analytics

- Web
- Mobile
- Desktop
- Embed

BUSINESS AND IT

FREEDOM

CONTROL



IBM Cognos Insight - “Wired for the Enterprise”

Consume

- Leverage existing BI reports and SPSS predictive data

Share

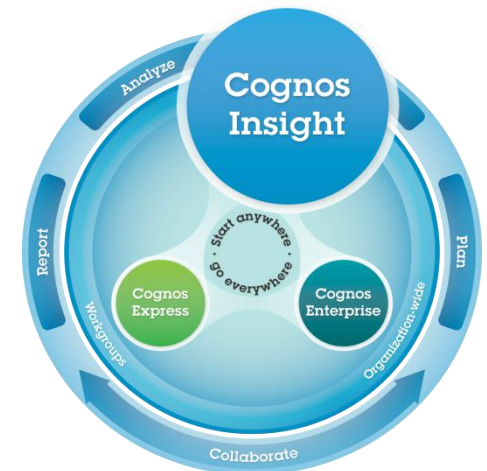
- Easily and securely share files through a central portal for access control, versioning and provisioning for new users

Publish & Distribute

- Content moved to server for governed deployment and can easily be extended to mobile and web consumers

Contribute

- Connect to planning workflow, make contributions and changes



No silos. No rework. No dead ends.

Omers boost efficiency and improve governance

Deeper insight into operations

Business Challenge

- Difficult to get an enterprise-wide view of the financial position
- Analysts spent the majority of their time reconciling financial statements and validating data – diverting them from more valuable endeavors.

Solution

- IBM Cognos Enterprise for financial reporting, planning and forecasting

Outcome

- Better insight into the business with vital data available to users in near real time leading to more timely, proactive decisions
- Improved information governance with increased flexibility of reporting helping to ensure continued compliance with reporting standards and external audits.

"Putting **analytics in the hands of everyone** at OMERS is critical to our success. And having the flexibility to **provision personal analytics to individuals** who can then **publish and share their findings** in Cognos Enterprise **improves visibility across the whole business** and dramatically **reduces our cost of ownership.**"

Imad Jawadi, Manager, Financial Systems, OMERS



Learn More

Learn more about the new [IBM Cognos 10 family](#):

- IBM Cognos Enterprise
- IBM Cognos Express
- IBM Cognos Insight

Read the [IBM Cognos Enterprise whitepaper](#)

Thank You

Questions?



Contacting Speakers

- If you have further questions or comments:

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