

## Achieving Better Business Intelligence through Architecture



PRODUCT DATASHEET

To achieve better business intelligence companies need to improve communication throughout the organization and give IT investments a greater impact on the business benefits, allowing the company to grow or transform the business. Enterprise Information Architecture (EIA) identifies the set of requirements, principles and models needed to flexibly share and exchange information. <sup>1</sup>EIA provides four main benefits for enterprises that seek to obtain better business intelligence about their organization:

- Configuration and Change Management
- Managing and Improving Data Quality
- Engaging Enterprise Architecture
- Enhancing Business Intelligence ROI

### CONFIGURATION AND CHANGE MANAGEMENT

#### Reducing the Time, Cost and Risk Associated with Change

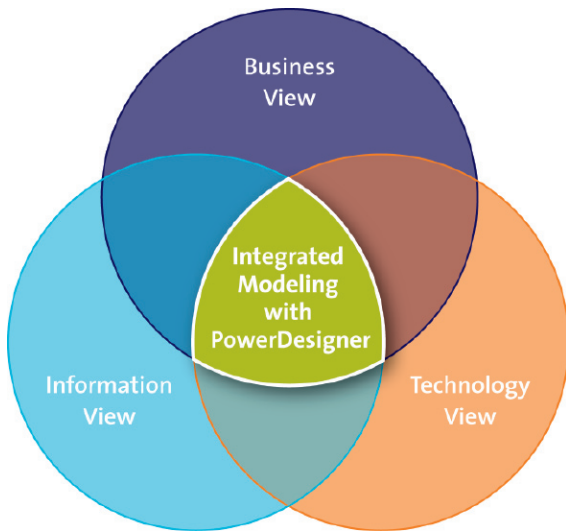
In today's business world change is a constant and companies need to ensure that they keep up with that change. Whether the change is an opportunistic response to new conditions, requirements, regulations, market conditions, a merger/acquisition, companies need the power to succeed—that power is knowledge. However, organizations are finding their source documentation is often scattered or unmanaged, causing a knowledge block, where the information is siloed.

EIA is the part of the enterprise architecture process that describes the current state, future state, and provides the assistance necessary to openly share and exchange information assets to achieve effective enterprise change. With each change, Sybase® PowerDesigner® can be used to discover and document the current state as well as model the planned future state. PowerDesigner documents both upstream (requirements and standards) and downstream (impacted systems, processes, information and technologies) dependencies showing all points of intersection for all stakeholders in the enterprise. Using our impact analysis tools, business analysts have the forward vision to see if a change occurs, what the time, cost and risk of that change would be and if it is in line with their business strategies.

By sharing information between business and technology viewpoints, PowerDesigner helps organizations reach decision consensus faster. Using design-time change management, PowerDesigner also helps organizations roll out any changes—streamlining the process, taking significant expense and risk, out of the change implementation. Impact analysis and change management help the BI group become more agile to the changing needs of the business community which it serves.

<sup>1</sup> Gartner: *Minding Your Own Business: Architecting the Information Assets* Betsy Burton





**Figure 2:** Enterprise Architecture – Modeling with PowerDesigner allows companies to achieve ‘true’ enterprise architecture with model and metadata alignment throughout your Enterprise

## ENGAGING ENTERPRISE ARCHITECTURE

### Aligning Business and IT to Reach Decision Consensus Faster

For companies to achieve business agility and to have a complete view of their organization, they need to align information with the rest of the enterprise architecture. Enterprise architects need to be able to assure their business stakeholders that they have provided sufficient information for effective decision making. They need a clear, concise, and accurate enterprise view of their business, information and technology environments.

Modeling with PowerDesigner provides Business/IT alignment by documenting how BI elements support business requirements and by diagramming effectively to reach a decision consensus. PowerDesigner documents both upstream (requirements and standards) and downstream (impacted systems, processes, information and technologies) dependencies showing all points of intersection for all stakeholders in the enterprise.

## ENHANCING BUSINESS INTELLIGENCE ROI

### Increase Quality, Reliability, Integrity and Agility

It is very difficult for companies to determine ROI for business intelligence—how do you track it? While hard metrics are important, they may not be the most accurate way to track Business Intelligence. According to the analysts, BI’s soft benefits are the key here; they are the intangible benefits of strategic value, such as faster reporting, better management information, better decision making and more productive users.<sup>2</sup>

Anari, one of the United Kingdom’s leading Business Intelligence Consultancy firms specializes in solutions for the airline industry. They focus on delivering cost reduction, business improvement and increased revenue for their clients. Anari recently implemented PowerDesigner to structure, model and develop client requirements for seamless project management and delivery. Using PowerDesigner for managing BI initiatives allows Anari to go directly from the data model to the implemented data warehouse, cutting out 50% of the design effort, time and cost. Anari was also

<sup>2</sup> Business intelligence ROI: Five keys to justifying BI investments by: Hannah Smalltree, News Writer

impressed by PowerDesigner's Impact Analysis capabilities. By providing full traceability, all stakeholders understand what data structures will be affected if a business requirement is changed or what business requirements are under threat if certain data is not available. The ability to understand the impact of changing a business requirement on the underlying technical implementation is invaluable.

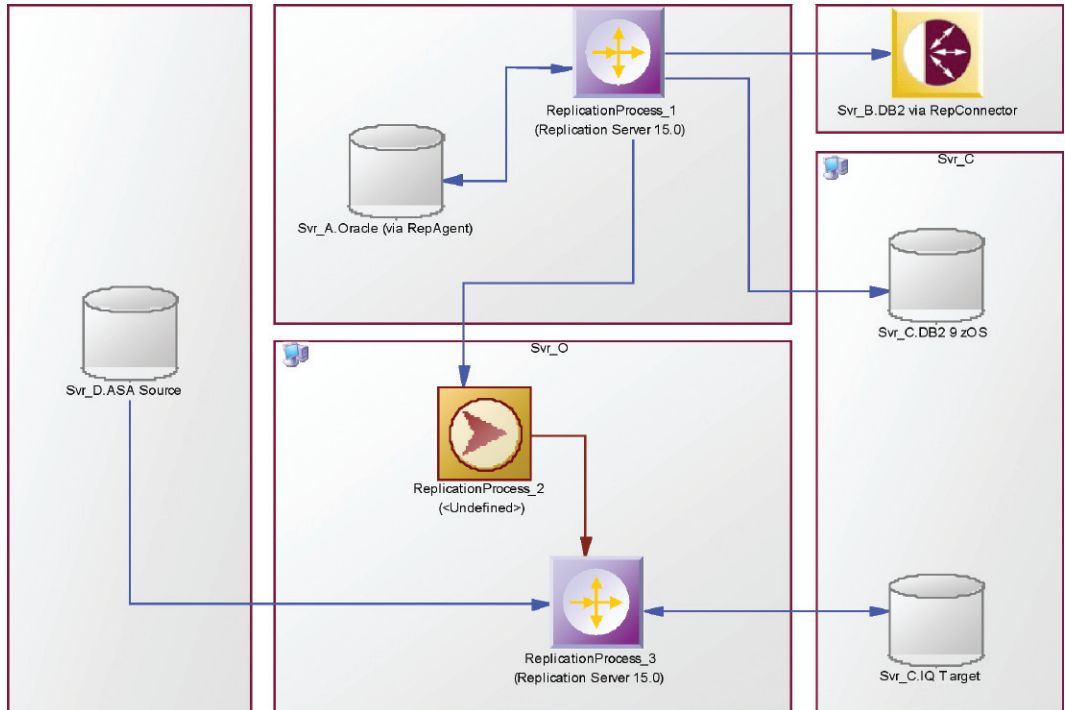


Figure 3: Information Movement in PowerDesigner

### SUMMARY

Business intelligence is all about the quality, reliability, accuracy and timeliness of decision-ready, actionable information based on multiple knowledge sources. BI provides the right information available at the right time to make the right business decisions, set the right business strategy, and maintain the right competitive edge. Sybase PowerDesigner allows organizations to achieve better business intelligence by facilitating change, integration, decision consensus and value.