Welcome

Business Intelligence for the Masses
What is BI???

- **Issue — Overlapping:**
  - Functionality
  - Metadata
  - Administration
  - Security
  - Web Services or APIs
BI Definition

Business intelligence (BI) is a broad category of applications and technologies for gathering, storing, analyzing, and providing access to data to help enterprise users make better business decisions.

BI applications include the activities of decision support systems, query and reporting, online analytical processing (OLAP), statistical analysis, forecasting, and data mining.

Business intelligence applications can be:
Mission-critical and integral to an enterprise's operations or occasional to meet a special requirement
Enterprise-wide or local to one division, department, or project
Centrally initiated or driven by user demand
Business Intelligence (BI) is the delivery of accurate and useful information to appropriate decision makers in time to impact performance.
BI Overview

BI Definition … Best

… the right information, presented to the right people, at the right time.

Actionable Information
You’re Already Paying For the data sitting in your systems . . . Why not get your money’s worth?

Stimulate meaningful, timely, actionable dialogue

Influence the right behavior . . . At all levels!
Executive Challenges

- How do I improve customer retention?
- How do I comply with regulatory mandates?
- How do I reduce costs thru automating my current service processes?
- How do I cross sell my current customers?
- How do I increase revenue with the same number of employees?
- How do I reward my "producers' and determine who needs more training?"
Improving organizations by providing business insights to all employees leading to better, faster, more relevant decisions.

Drive

Business Performance

at All Levels!
Benefits through the organization

Business Decision Makers (from C-Level on down)
- Access to multiple data sources for exception reporting
- Deep analysis in context
- Integrated collaboration environment
- Alerting on changes in data

Business Analysts
- A system of record for business definitions
- Empowering KPI and scorecard designer
- Auditing, versioning, and reversion capabilities

IT Administrators
- Centrally managed, scalable BI platform
- Better partnership with business users in scorecard and KPI authoring
Why did it happen?
Analytics

What happened?
Reporting

What is happening?
Scorecards and Dashboards

Why did it happen?
Analytics

What do I want to happen?
Planning, Budgeting, Consolidation

What will happen?
Forecasting

Plan

Monitor

Analyze
## Business Scorecards

### Office Scorecard View

<table>
<thead>
<tr>
<th></th>
<th>CY Q3</th>
<th></th>
<th>CY Q4</th>
<th></th>
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<tbody>
<tr>
<td></td>
<td>Actual</td>
<td>Plan</td>
<td>Actual</td>
<td>Plan</td>
</tr>
<tr>
<td>Organization (Financials)</td>
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<tr>
<td>Enterprise Consulting</td>
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<tr>
<td>Revenue</td>
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<td>Labor</td>
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<td>Other Direct Costs</td>
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<td>Profit</td>
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</tbody>
</table>

Owner:
- Pellow, Frank
- Hanson, Mark
- Holt, Holly
- Adams, Jen
- Penor, Lori
Performance Map marries elements of size, space, and color to provide a cohesive “map” of your business performance.
Decomp. Trees

Breakdown of Sales Amt at Country level

(All)

All Customer
408M 100%

Channel

Indirect
289M 71%

Direct
119M 29%

Sector

Retailers
208M 72%

Distributors
52M 18%

OEM
28M 10%

Country

USA
61M 29%

Germany
34M 16%

Japan
34M 16%

France
25M 12%

UK
12M 6%

Canada
10M 5%

Bottom 6
32M 16%

Graphical representation of breakdown with numerical values and percentages.
Generally based on OLAP data stores

• **OLAP** = On-Line Analytical Processing
• Most people think of looking at data by specifying what they want to see and how they want it organized
  
  “I want to see sales by month by customer by product”
• Multidimensional data is stored in a multidimensional, or cube, format
“For Beef Stew, show me the margin for February”
Architecturally
Business Intelligence for the Masses
Questions?

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