



IS YOUR BI PROJECT NOT PRODUCING THE RETURN YOU EXPECTED?

In an uncertain business climate and with unsettled economic times, it's essential for any company to maximize the benefit and value from the investments it has made in business intelligence; and just as important, to be well-positioned to maximize opportunity when recovery comes through critical, actionable insights.

Too often, a company's return on their investment in BI turns out to be a disappointment. Sometimes, reports and analytics aren't as timely or actionable as they need to be to directly affect company performance; other times it's shortcomings in the underlying data architecture that compromise the effectiveness of the insights that are delivered. Very often, large and medium companies have very fragmented BI environments with a lack of cohesion across organizations and business functions...usually encumbered with unnecessary costs across the enterprise for duplicate BI capabilities and systems.

And even when a company's current capabilities and architecture do an adequate job of supporting today's business intelligence needs, they are ill-suited for tomorrow's needs.

"Tune up" your current capabilities rather than undertake the type of costly, expensive overhauls and brand-new starts that companies want to avoid in an uncertain business climate. And the starting point to any "business intelligence revitalization" effort is a Rapid BI Health Check Assessment that is typically completed in 3-4 weeks.

Idea Integration is joining forces with noted BI authority and author Alan Simon of Precision Business Intelligence, LLC to provide Rapid BI Health Check Assessment.

The offering:

- a. Three to Four week assessment
 - b. A comprehensive, very rapid, and quantified assessment of all key facets of your BI environment, using our field-tested scorecards and templates to examine and evaluate:
 - i. Technology and usage:
 1. Depth and breadth of analytics and metrics used to determine what has happened and why; what is happening right now and why; and what is likely to happen
 2. Alignment between the forms in which analytics are delivered (production reports, online analytics, dashboards, visualization) and their usage
 3. Current tool and product portfolio
 4. Data and metadata architecture and structures
 5. Overall data quality and the impact on the accuracy of BI-delivered information
 6. Data movement and interchange (extraction, transformation, and loading - ETL) architecture and landscape
 - ii. Human and organizational factors
 1. Training and education models for BI user
 2. Help center and other support for BI capabilities
 3. Opportunities to implement or enhance a Business Intelligence Center of Excellence (COE)
 4. Self-service models for various user communities
 5. Balance and alignment between enterprise and departmental BI capabilities
 - iii. BI-oriented work processes
 1. Alignment and usage of current metrics and analytics with high-value business functions and processes
 2. Procedures for correcting and re-delivering erroneous BI-delivered analytics and metrics
 3. Balance between operational and strategic BI
- c. Deliverables: graded scorecards; specific areas to dramatically impact your BI performance, and how to do so; specific emphasis on current capabilities that perform very well and can be enhanced for even greater returns



Alan Simon is the Managing Principal of Precision Business Intelligence LLC, a Phoenix-headquartered consultancy specializing in business intelligence, performance management, and data warehousing. Alan is a recognized authority on the subjects of business intelligence, data warehousing, and enterprise-scale information management. He has held global or national VP-level positions with several firms in the past decade including Business Objects, Alliance Consulting, and Cambridge Technology Partners. Alan was also a member of the global data warehousing leadership team at Deloitte Consulting where he specialized in applying next-generation architectural principles and technologies to business intelligence environments. He is the author of 27 books, including Data Warehousing for Dummies, 90 Days to the Data Mart, How to be a Successful Computer Consultant, and Data Warehousing and Business Intelligence for E-Commerce. Alan regularly speaks at conferences, seminars and private client events and is known for his engaging and thought-provoking perspectives on the technology disciplines in which he specializes.

Similar high-impact engagements, sometimes as part of larger BI strategy and architecture effort, delivered by Alan Simon to many leading global corporations and large governmental organizations, as well as smaller mid-sized companies and agencies: McDonald's Corporation, PNC Bank, Pitney Bowes, Coca-Cola, SmithKline Beecham, Novartis Pharmaceuticals, Bayer, Quaker Oats, SC Johnson Wax, US Steel, CoreStates Bank, Bankers Trust, Gap, and various federal, state and county government agencies (as well as several confidential clients)

