

Analyzing The Past, Monitoring The Present, and Predicting The Future



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April 15, 2010

Agenda

Current state of Business Intelligence adoption

Business Intelligence Strategy

Three categories of application

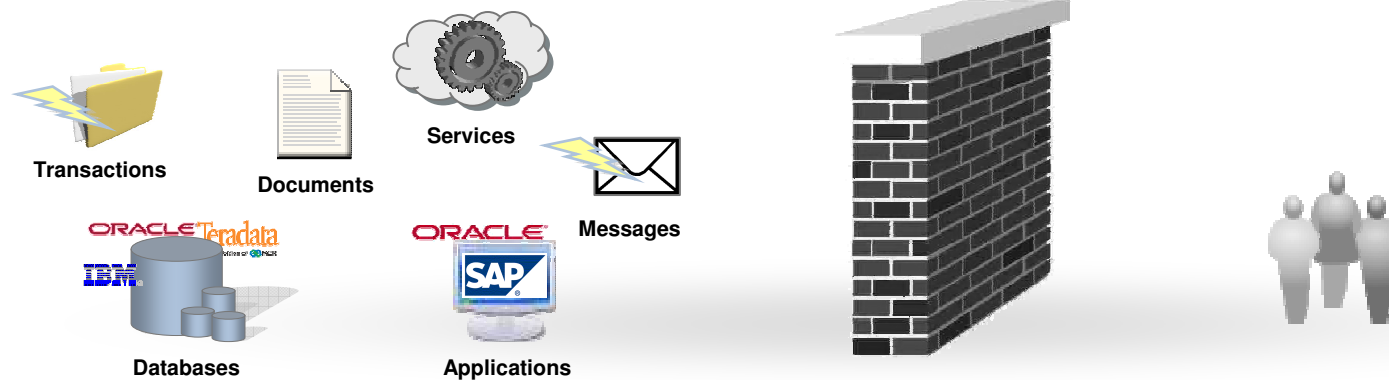
- Historical Analysis
- Operational BI & Real-time monitoring
- Predictive Analytics

Case Studies

Summary and Q&A

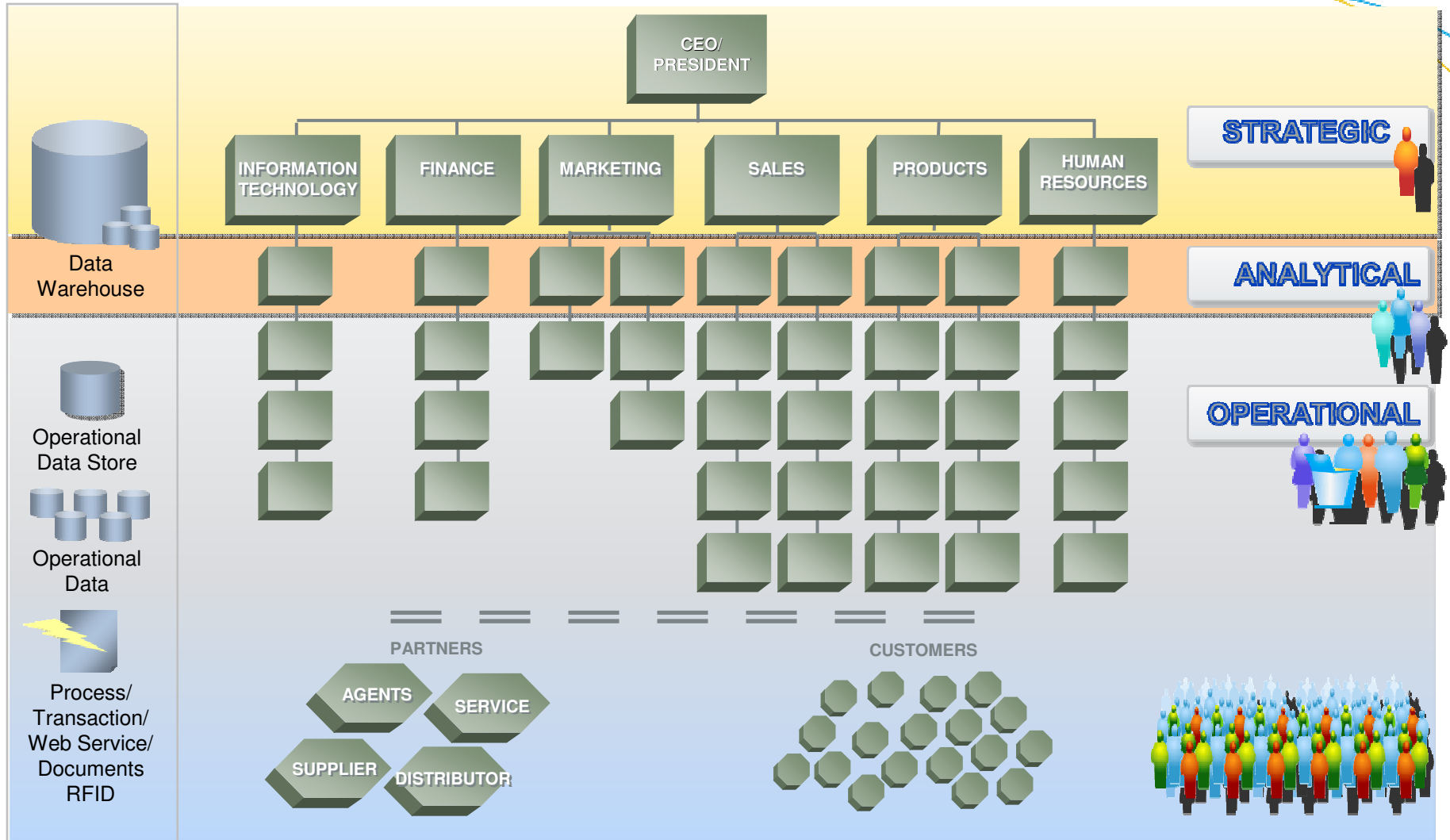
Does Your Business Have 20/20? Good For Eyesight, Not For Insight

Most organizations access and analyze far less than 20% of their data assets, minimizing the return on their overall IT investment.



Most organizations have deployed Business Intelligence to far fewer than 20% of users.

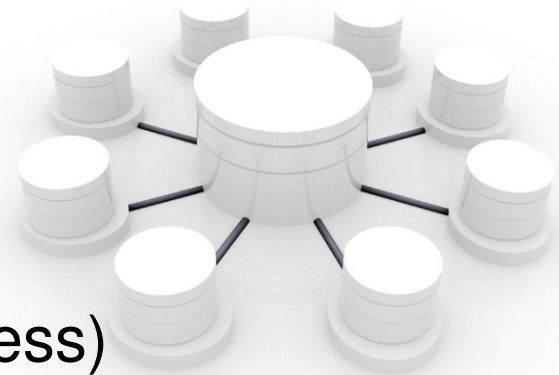
Business Intelligence Three Levels of Adoption



Information Management

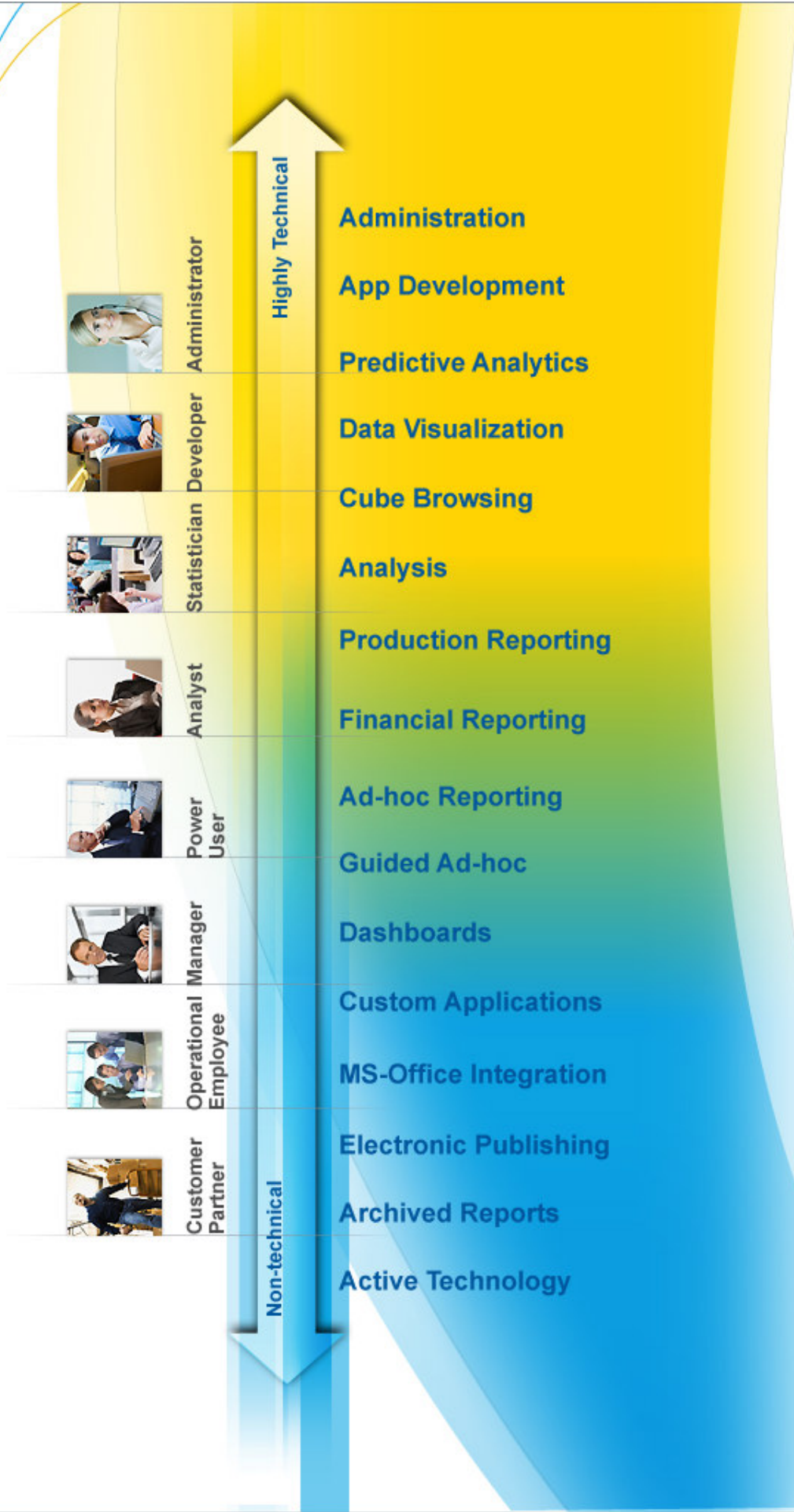
Modern Data Architectures

- Data Warehouse
- Real-time Data Warehousing
- Operational Data Access
- Real-time Business Activity Monitoring
- 3rd Party Data Access
- Data Federation (Multi-source data access)
- Data Profiling
- Data Quality Management
- Master Data Management
- Data Governance
- Search Index Management
- Data Geo-coding



Architectural decisions are complex and must be made with the end user in mind.

Business Intelligence The User Spectrum



Business Intelligence

Analyzing The Past

“What has already happened?”

Traditional BI:

- Reporting, query, dashboards for non-technical users
- OLAP for technical users

Non-traditional BI

- GIS & “Visual OLAP” for non-technical users

Data Requirements

- Data Warehouse
- Historical & Aggregated Perspective
- 24 Hour+ Latency

Analyzing The Past

Case Study: Ace Hardware

Co-op: stores not owned by corporate

Promote useful, win/win information:

- Success rates for the Ace Rewards program (Analysis reports)
- What are other stores in your area selling that you're not? (GIS)

Corporate targeting stores:

- The “all-in-one” report

“Getting all of the information that a salesperson needs onto one sheet of paper is invaluable.”

Software Engr Analyst
Ace Hardware

Business Intelligence

Monitoring The Present

“What’s happening right now?”

BI Functions: Front-office applications & mashups

- On-demand reporting & analysis
- Real-time dashboards & GIS
- Alert engines
- Business Activity Monitoring (BAM)

Data Requirements: real-time and near-real-time

- Operational data access
- Real-time data warehousing
- Real-time message stream

Monitoring The Present

Case Study: Utz Quality Foods

Freshest product

Opportunistic buyers

Competition: on the shelf

Differentiation: on the dock

Decisionmaker: in the truck

*UTZ credits its use of BI
for becoming the fastest-growing
snack food company in the U.S.*

*“We were
collecting data
for 25 years.
We just weren’t
using it.”*

VP of Sales
Utz Quality Foods



Business Intelligence

Predicting The Future

“What Might Happen?”

BI Functions

- Back-office: Predictive modeling
- Front-office/operational: embedded predictive analytics

Data Requirement

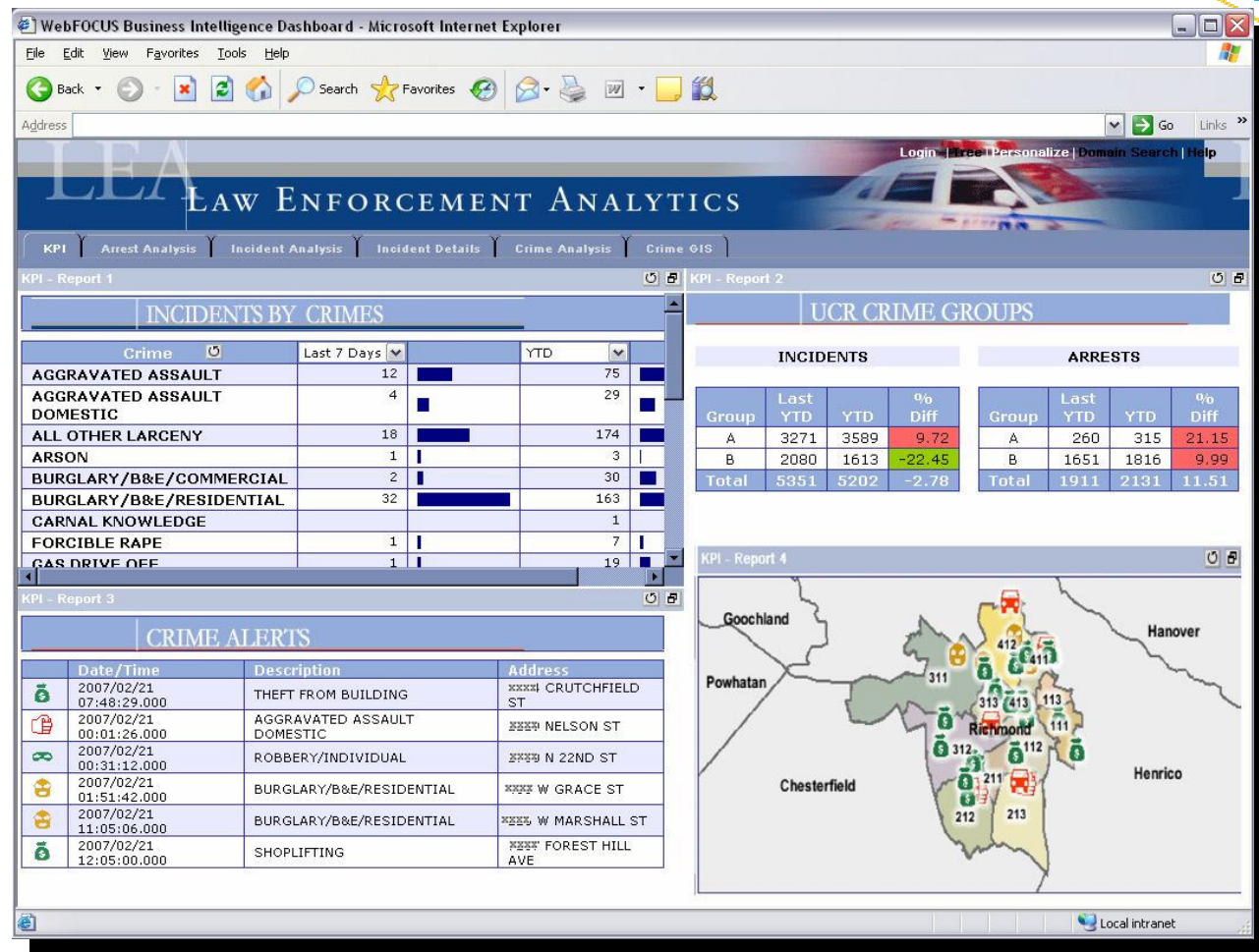
- Historical data
- Statistical data samples
- Real-time
- 3rd-party data

Predicting The Future

Case Study: Richmond, VA Police Department

It sounded like a Minority Report sci-fi kind of thing. But it works.

IT Director
Richmond PD



Analyzing, Monitoring, and Predicting Summary

Best BI strategies adopt all three categories

- Understand user requirements and capabilities
- Match technologies and users
- Define data requirements
- Prioritize the highest priority/highest ROI areas

Thank you!
Questions?