



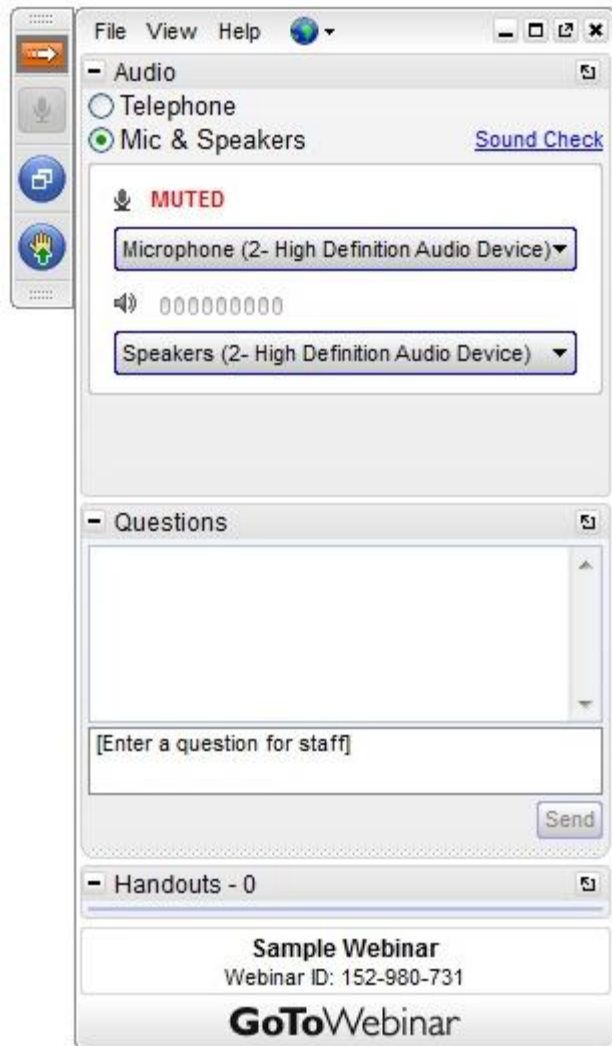
**SENTURUS**

# KEYS TO SUCCESS IN BUSINESS ANALYTICS

**Proven, Practical Strategies that Work**



# GoToWebinar Control Panel



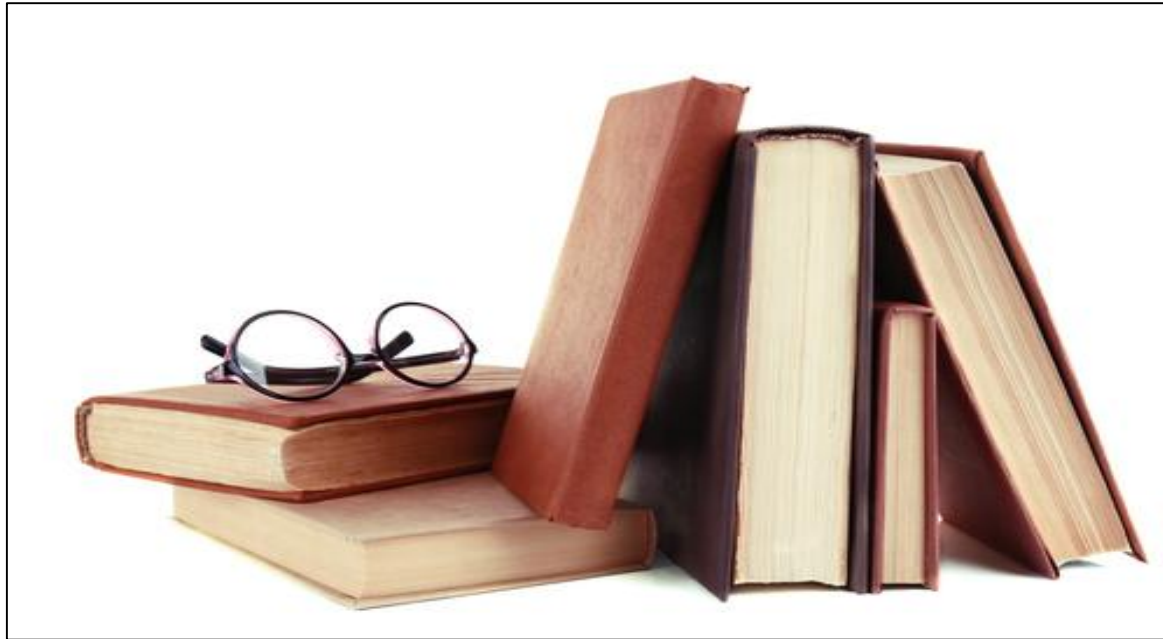
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Submit questions here

# PRESENTATION SLIDE DECK:

<http://www.senturus.com/resources/>



## RESOURCE LIBRARY

An extensive, free library of past webinars, demonstrations, whitepapers, presentations, helpful hints, and more.

# TODAY'S AGENDA

---

- Introduction
- Definition of Success
- Keys to Success
- Role of Tools and Technology
- Senturus Overview
- Additional Resources
- Q & A



# INTRODUCING...TODAY'S PRESENTER

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**John Peterson**  
CEO and Co-Founder  
Senturus, Inc.

# POLLS

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1. Given all the new tools, technologies & datasets, is successfully delivering “actionable information”:
  - Easier than before
  - About the same
  - More challenging
  - Daunting
  
2. Are you still relying on Microsoft Excel to deliver key reports and dashboards?
  - Yes
  - No
  - Never have



**SENTURUS**

**WHAT DOES IT LOOK LIKE?**

**DEFINE SUCCESS**

# WHAT IS SUCCESS IN BUSINESS ANALYTICS?

## Business Value

- + Revenue
- + Profit
- + Growth
- + Share...

## User Adoption

- + Total (# & %)
- + Active (# & %)

## Cost Reduction

## Time Savings

## Indispensable

## ROI

## Number of Subject Areas

## Shift to Fact-Based Decisions

## Manual BI Elimination

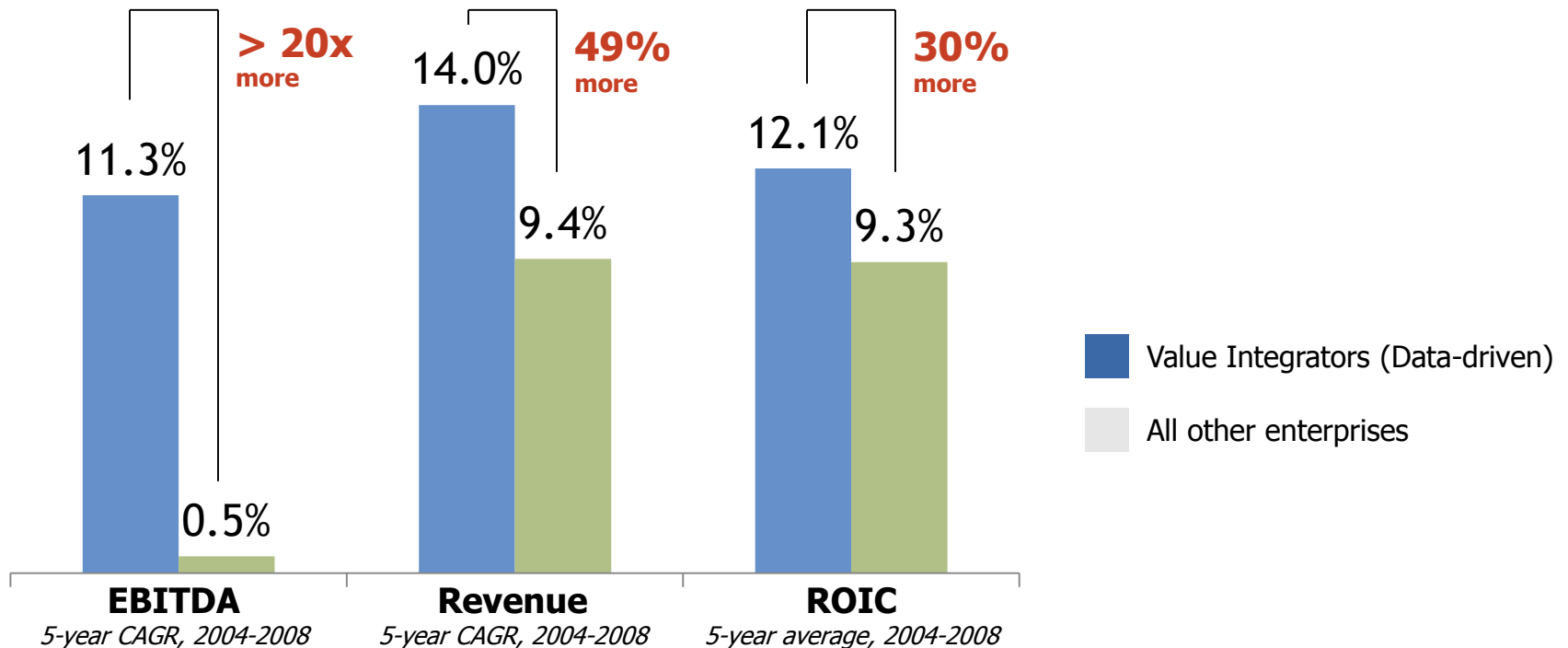
- - Excel
- - Access

## New Requests

## Competitive Differentiator



# BOTTOM LINE RESULTS



## Takeaway 1 →

Value Integrators also have an almost 20% better operating efficiency ratio than all other companies examined.

## Takeaway 2 →

Increasingly, speed of decision-making & action is becoming the key competitive edge



**BASED ON 1,000+ CLIENTS & 2,000+  
PROJECTS OVER 16+ YEARS**

KEYS TO SUCCESS IN BUSINESS INTELLIGENCE

# FIRST, SOME SOBERING STATISTICS



- 70-80% of BI projects are failures
- And fewer than 30% meet objectives
  - Gartner estimates, 2015
- 59% of BI projects aren't successful
  - Very broad Dresner Advisory Services survey, 2012
- 90% of BI projects fail, or are abandoned
  - Forrester, 2012
- *Or, simply type “BI project failures” into Google for hundreds of reasons and examples*

# SO WHY SUCH SUCCESS?



# KEYS TO SUCCESS IN BUSINESS INTELLIGENCE

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1. Find your “Richard Branson”
  2. Don’t build what they ask for, build what they need
  3. Offer up a buffet
  4. Don’t try to boil the ocean
  5. Become a Pareto disciple
  6. Shoot early and often
  7. Scope it out
  8. Don’t build castles on sand
  9. Rally a team
  10. Worry about the Data
  11. Remember everything is relative
  12. Get the ball all the way across the goal line
- Extra: Shout it from the rooftops



# 1. FIND YOUR “RICHARD BRANSON”

Executive Sponsorship is critical





# EXECUTIVE LEADERSHIP/SPONSORSHIP



Moving the needle:

- Selection - In-place executive who is already a great leader and has strong commitment to BI
- Conversion - Very challenging. Best shot is to build on tangible successes
- Prototyping can create converts before funding gets vetoed

# SCOPE OF BUSINESS INTELLIGENCE



Moving the needle:

- Executive leadership
- Cross-functional resourcing is critical
- BI Team leadership - Helps the organization understand the low cost/high value nature of integration points and the high cost of missing the lay-ups.

DO YOU REALLY NEED A DATA WAREHOUSE?  
Why Properly Staged Data is Critical to BI System Success



BUSINESS  
STRATEGY



## 2. DON'T BUILD WHAT THEY ASK FOR, BUILD WHAT THEY NEED

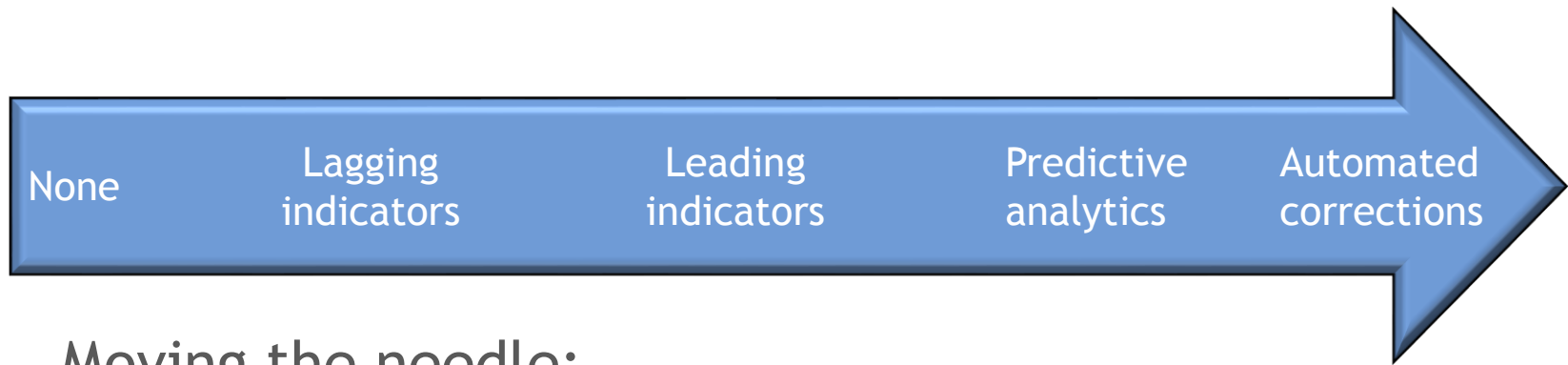


## ... AND SEEK RELEVANCE AT ALL COSTS

Work from real requirements backwards



# SEEK FORWARD VISIBILITY & ACCOUNTABILITY



Moving the needle:

- Understand the actions that decision-makers can take
- Map and deliver the information that helps them prioritize their actions *(Usually leading indicators)*
- Monitor key metrics for accountability *(What gets measured, gets managed)*

PREDICTIVE ANALYTICS DEMYSTIFIED  
Explanation of Predictive Models and their Applications



BUSINESS  
STRATEGY



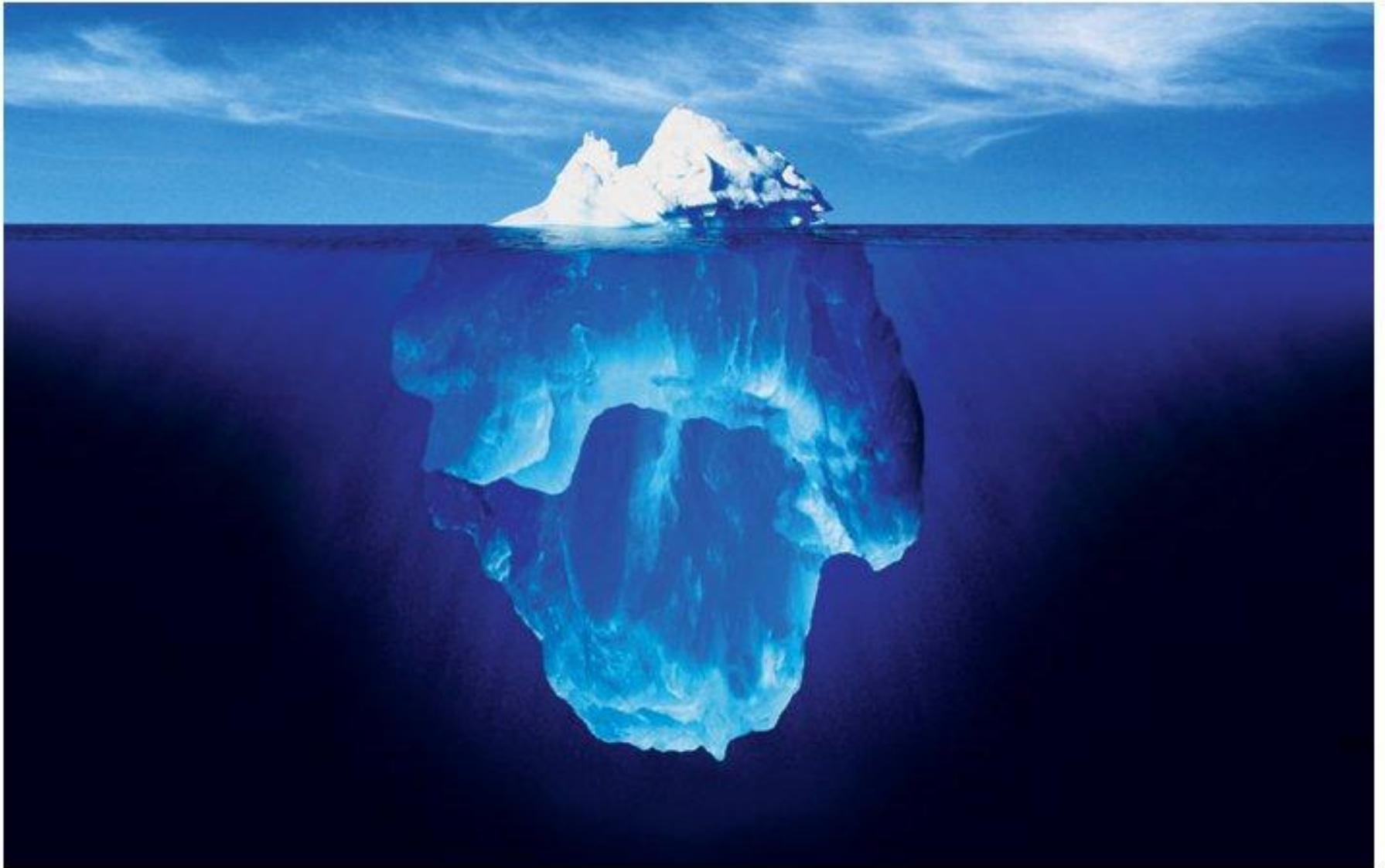


**“BUT WE ALREADY HAVE THE DATA AND KNOW ALL THE REQUIREMENTS...”**





**THERE IS ALWAYS MUCH MORE THAN EXPECTED**



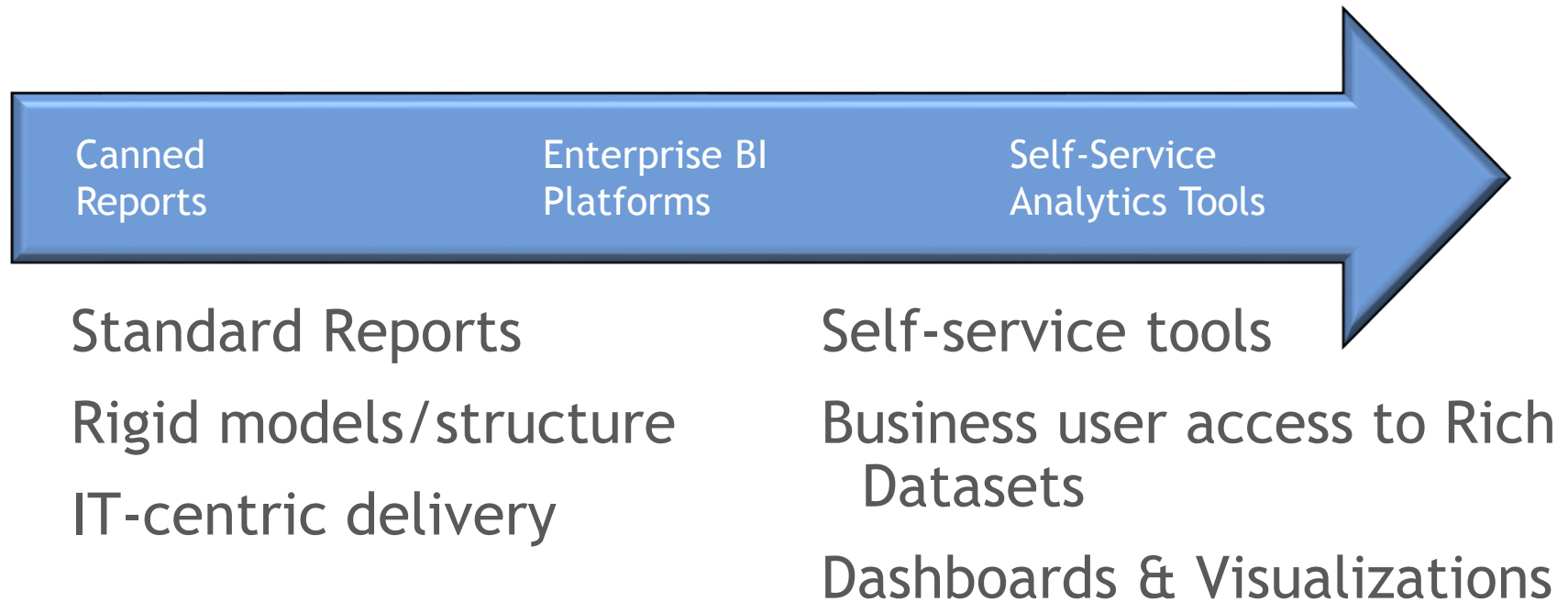
### 3. OFFER UP A BUFFET

Self-service is the new norm





# THE TECHTONIC SHIFT



*But these still matter:*

- *Raw data still needs to be transformed & enriched*
- *Governance (std definitions, single version of truth...)*
- *Validity & Accuracy*
- *Security*
- *Maintainability, Scalability*
- *Performance*

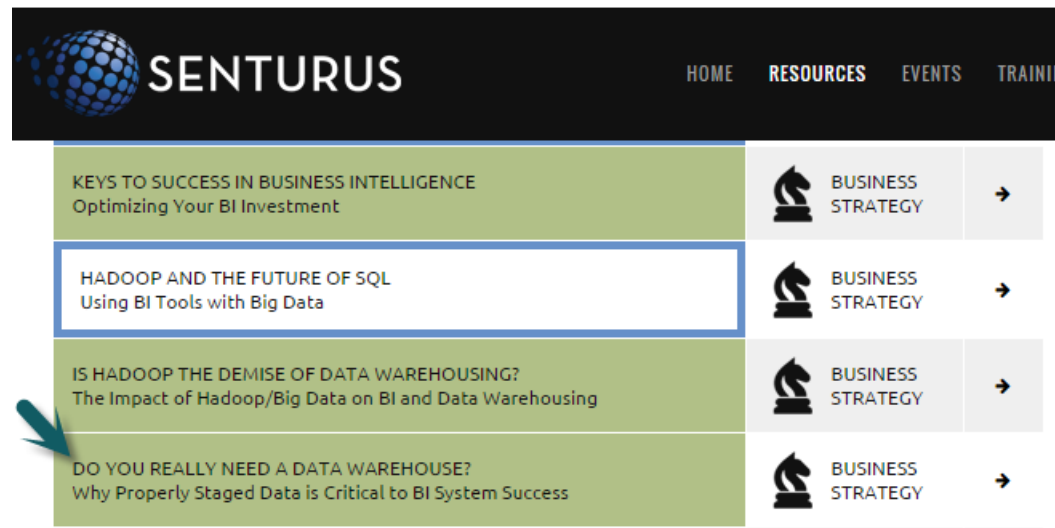
## 4. DON'T TRY TO BOIL THE OCEAN

Make projects as small as possible, yet aim to achieve “Wow!”



# INCREMENTALLY BUILT, YET INTEGRATED

- Do not set out to build a data warehouse
- Instead, incrementally build **business process** analytical capabilities, with integration built in
- Gain the benefits of a data warehouse without doing a “data warehouse” project



## 5. BECOME A PARETO DISCIPLE

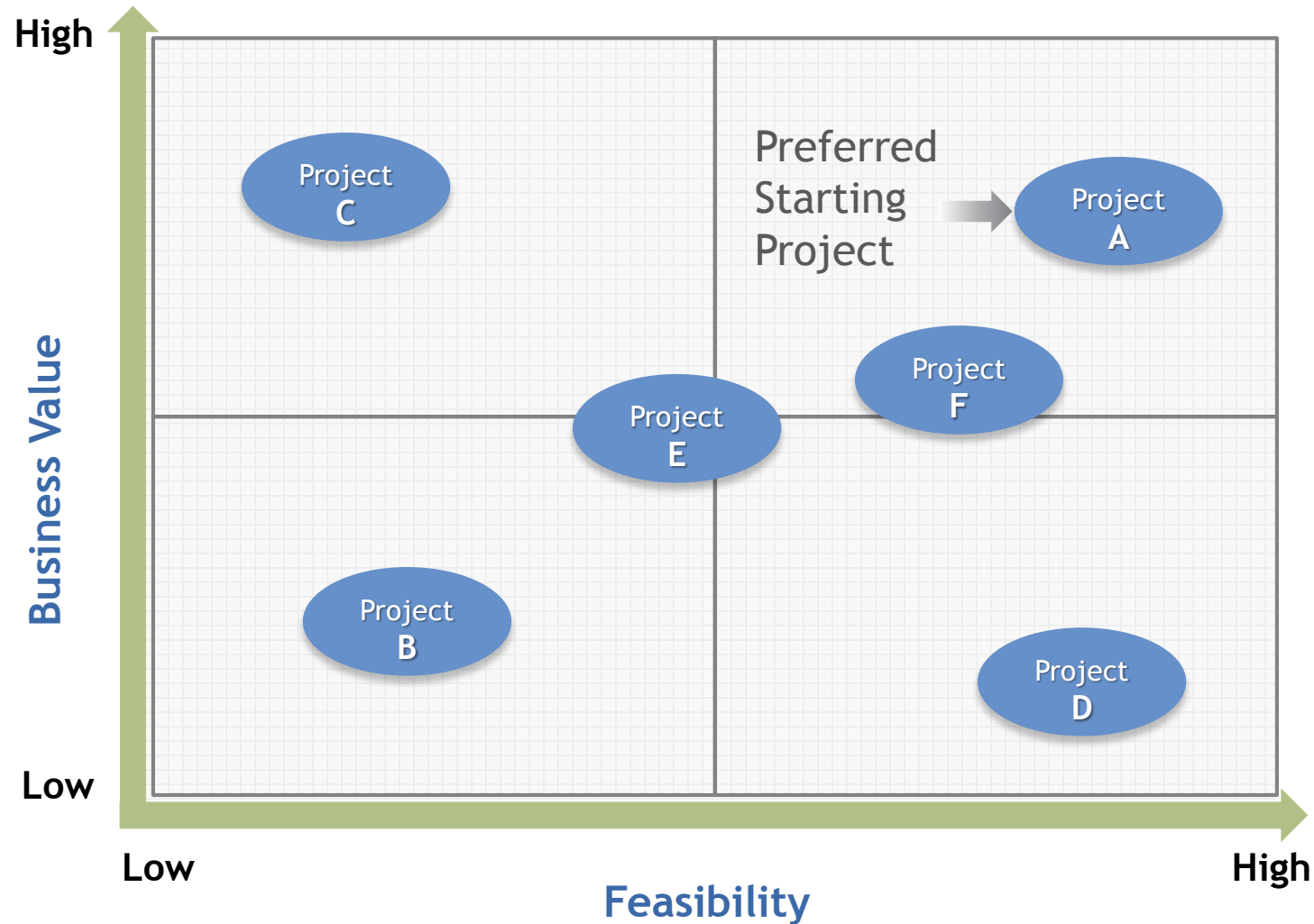
Practice religious devotion to the 80/20 rule





# BI PRIORITY MATRIX

## *Conceptual Representation*



## 6. SHOOT EARLY AND OFTEN

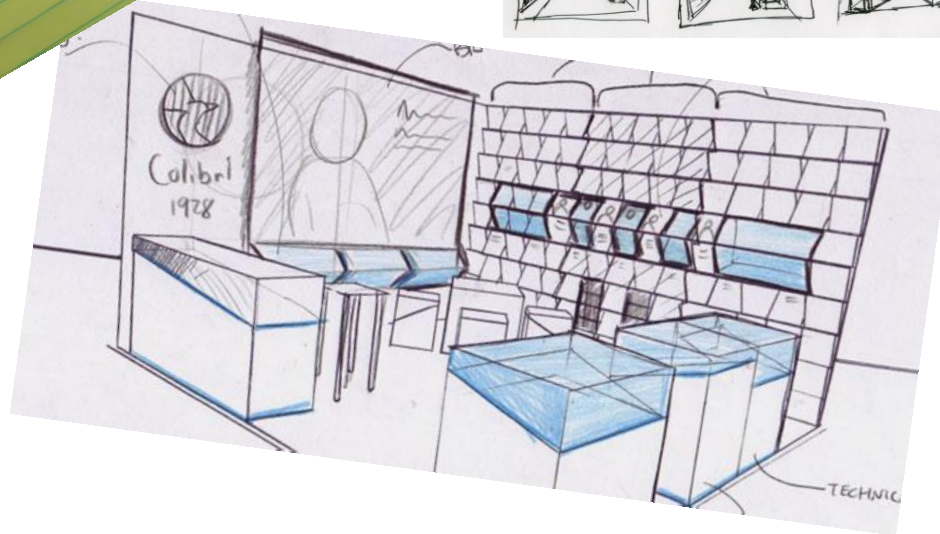
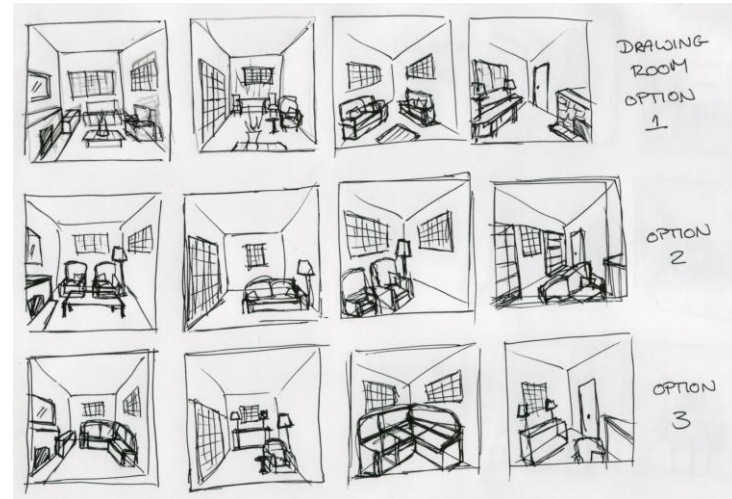
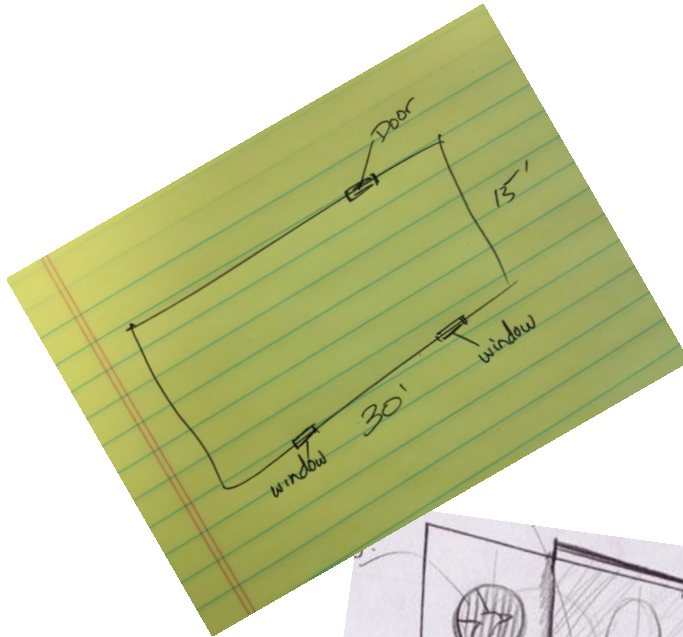
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*Rapid iterations and prototyping while pursuing a long-term plan dramatically enhance project*



# INITIAL STAGE = MAXIMUM FLEXIBILITY

*... To choose the best scope & architecture*

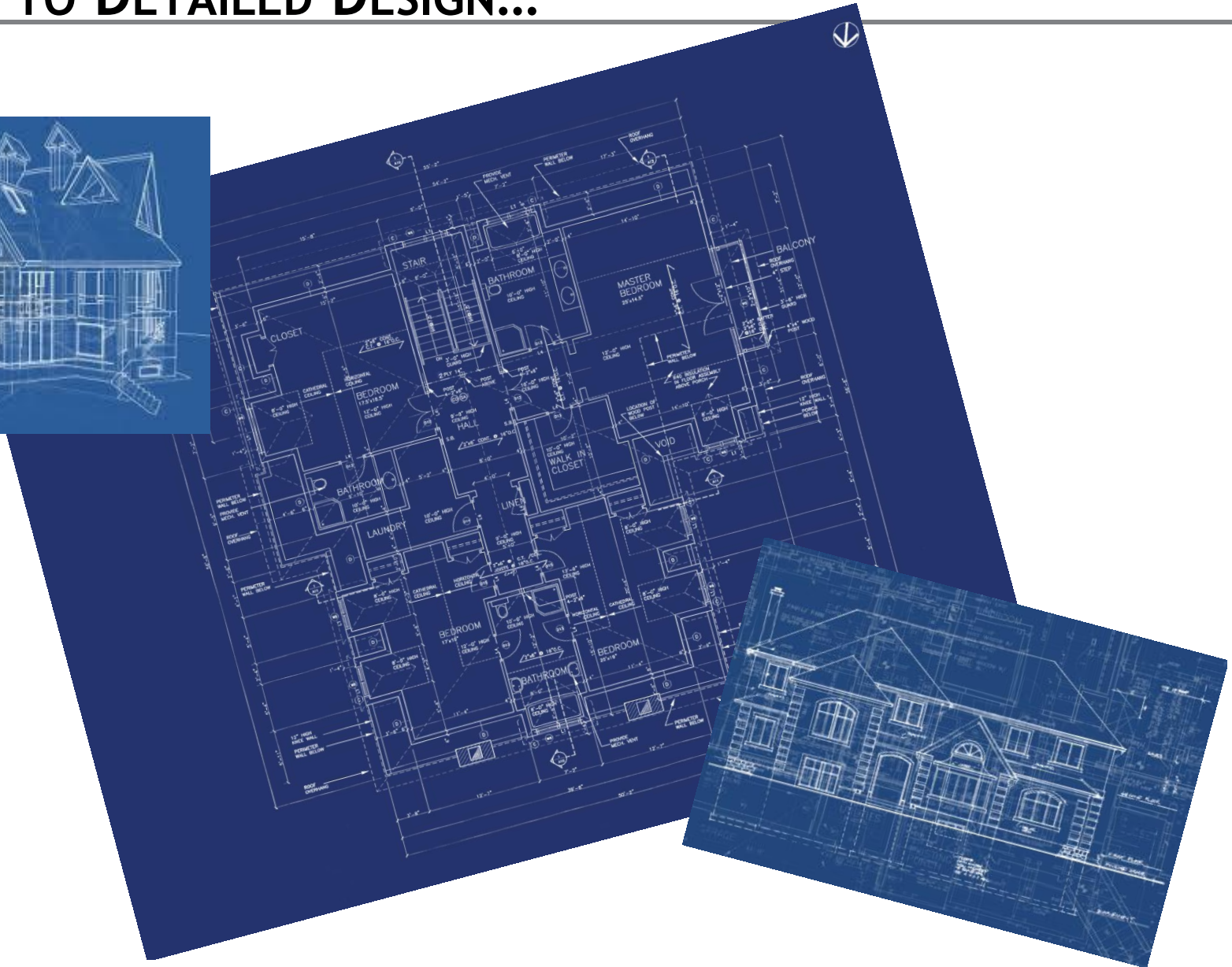


# PROTOTYPING UNEARTHS MANY THINGS...





# LEADS TO DETAILED DESIGN...





...ONLY THEN DO YOU “POUR CONCRETE”





## 7. SCOPE IT OUT & MANAGE THAT SCOPE LIKE A HAWK

Know exactly what you are shooting for



# IMPORTANCE OF SCOPE DEFINITION

## or “How To Avoid a Failed BI System”



Figure 1.1 The “suicide run.” Reprinted by permission of United Feature Syndicate, Inc.

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“70-80% of Business Intelligence projects fail.” – *Gartner, 2011*

“80% of project failures can be traced back to the scope definition process.” – *AMA Briefing*

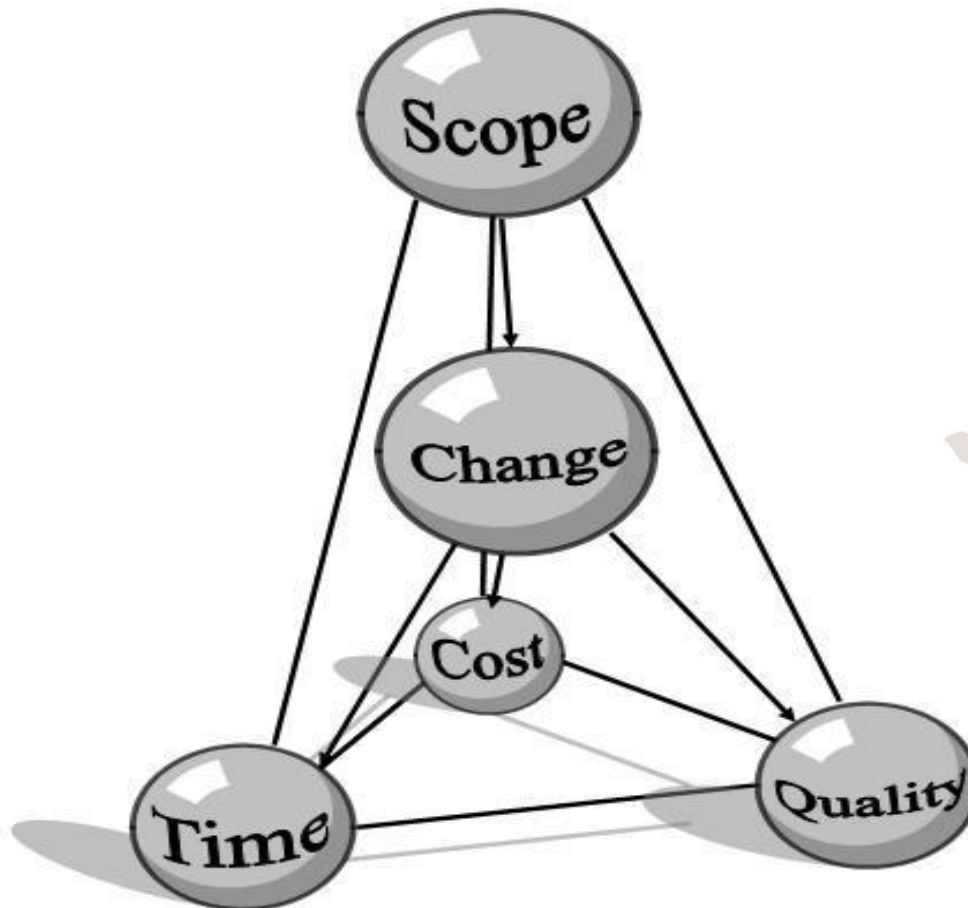
“90%+ of total costs get set in the first 5-10% of the project”  
– *DFM Guidelines*

---

# PROJECT/PROGRAM MANAGEMENT 101

Axiom 1: You can't have it all

Axiom 2: You must continuously monitor & manage it





## 8. DON'T BUILD CASTLES ON SAND

*Choosing the right architecture & foundation is critical*





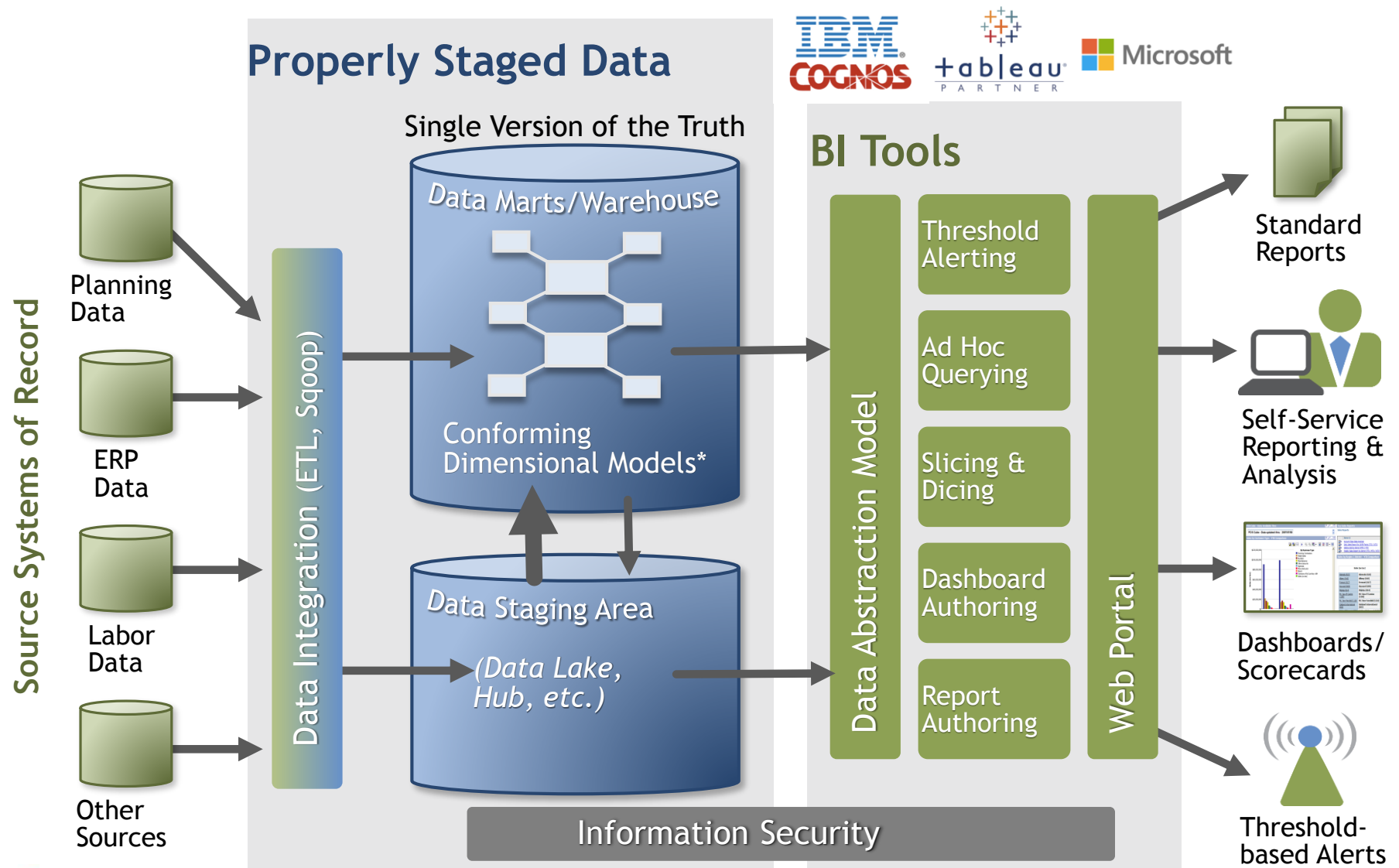
## ... AND BE CAREFUL WITH YOUR PLUMBING

*Choosing the right architecture & foundation is critical*





# TYPICAL “BEST PRACTICES” ANALYTICS ARCHITECTURE



## 9. RALLY A WELL-ROUNDED TEAM

*A strong Business-IT partnership with Cross-functional involvement is critical*





# SOURCE DATA IS **NOT** ACTIONABLE INFORMATION

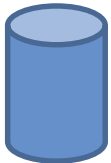
So you need a team that understands both business and data/technology



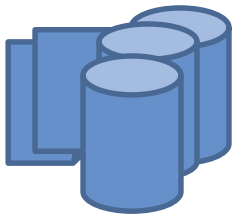
*“What do you want?”*



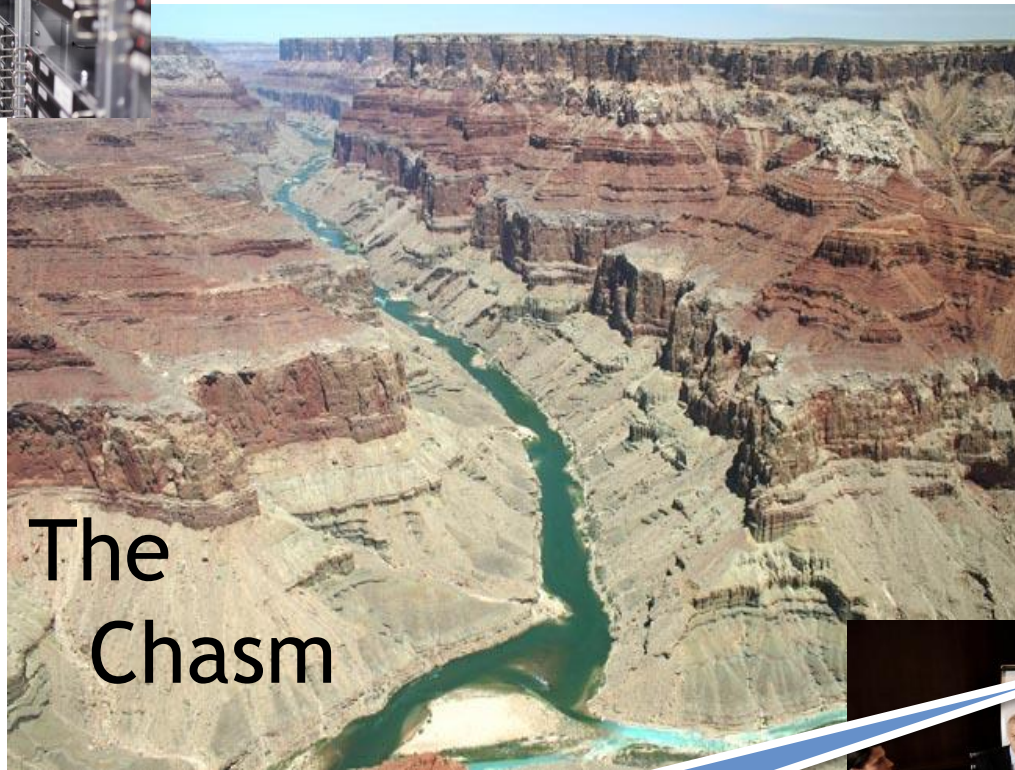
Planning Data



ERP, CRM Data



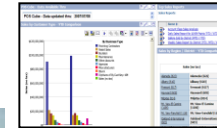
Other Sources



The Chasm

*“What do you have?”*

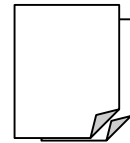
Dashboards/  
Scorecards



Alerts



Standard  
Reports (Push-Pull)



Self-service Reporting  
& Ad-Hoc Analysis



Decisions & Actions



# BUSINESS INTELLIGENCE “TEAM”

- Leadership
- Cross-functional involvement
- Business & IT “joint-venture”
- Ongoing care & feeding



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## RESOURCES

BUILDING A BUSINESS INTELLIGENCE COMPETENCY CENTER  
Establishing a Culture of Best Practice



BUSINESS  
STRATEGY



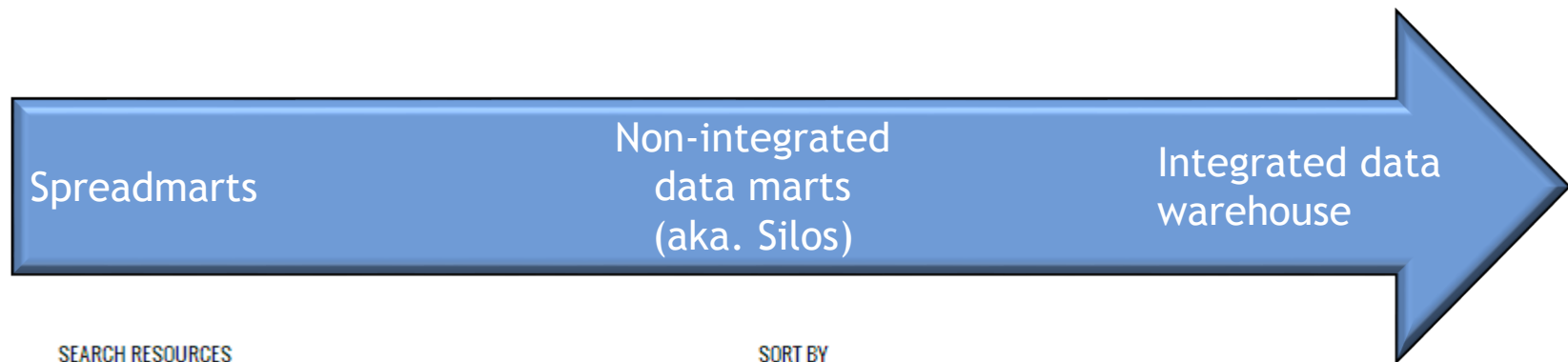
## 10. WORRY ABOUT THE DATA

The data will be dirty, but don't let that stop you...





# AIM FOR INTEGRATED DATA ACROSS THE ENTERPRISE



SEARCH RESOURCES

 **GO**

SORT BY

Popularity   Date   Title   Type  

RESOURCE TITLE	TYPE	GO
KEYS TO SUCCESS IN BUSINESS INTELLIGENCE Optimizing Your BI Investment	BUSINESS STRATEGY	→
AGILE BI DEMYSTIFIED With special guest, Lawrence Corr, author of Agile Data Warehouse Design	BUSINESS STRATEGY	→
DO WE NEED A DATA WAREHOUSE? Avoid the Downsides Typically Associated with Data Warehouses	BUSINESS STRATEGY	→
SELF-SERVICE BI KEYS TO SUCCESS Plus an unbiased look at QlikView	FEATURES	→
WHAT YOU HAVE IS NOT A DATA WAREHOUSE ...AND WHY YOU NEED A REAL ONE Why properly staging data is critical to BI system success	BUSINESS STRATEGY	→

# 11. REMEMBER EVERYTHING IS RELATIVE...

Good decision-making requires context



# EVERYTHING IS RELATIVE (CONT.)



# EVERYTHING IS RELATIVE (CONT.)

And more context...





## 12. GET THE BALL ACROSS THE GOAL LINE

Focus on **User Adoption** and the rest will follow



# ... USER ADOPTION STARTS IN THE BEGINNING

Focus on User Needs from Beginning to End





... “IF YOU BUILD IT THEY WILL COME”

DOES **NOT** WORK IN BI



# ... FOCUS ON USERS & USER ADOPTION

Provide information that is:

1. Relevant
2. Trustworthy
3. Timely
4. Comprehensive
5. Explorable
6. Well-understood
7. Contextual



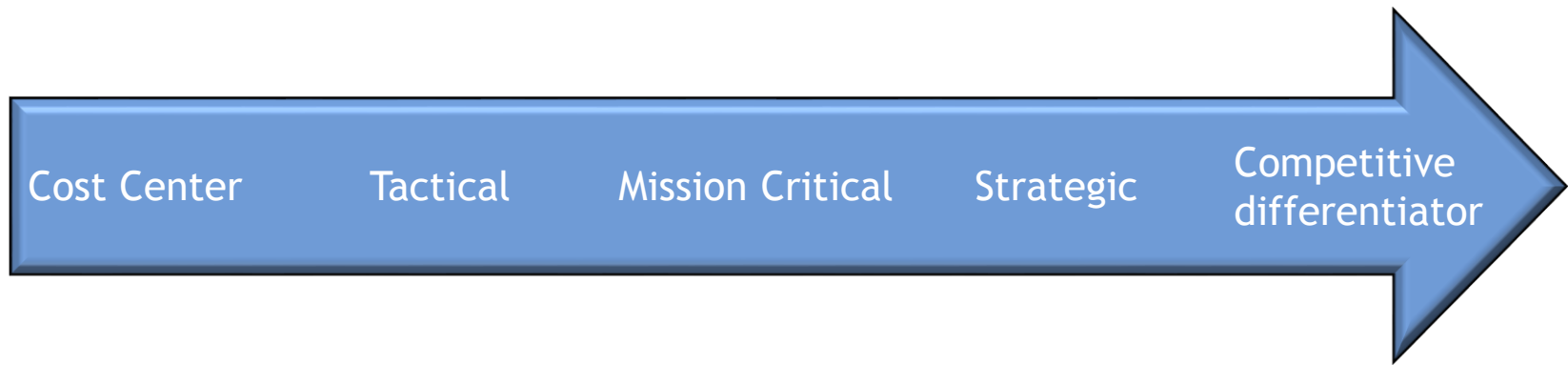


# ... FINALLY, SHOUT IT FROM THE ROOFTOPS (EXTRA TIP)

Proactive Analytics “PR” will drive further success



# PERCEPTION OF BI VALUE IS CRUCIAL



Moving the needle:

- Prove the value - Work to quantify the value of each BI initiative. Deliver consistent string of high ROI projects.
- Tout the results internally. Sell!



**NOT KEY TO SUCCESS?**

What about Tools & Technology?

# TECHNOLOGY “20,000 FOOT” SUMMARY

---

- Commoditization
- It's still all about the data
- Tool features & power < 20% utilized
- Restless business users
- Unrealistic dashboard claims
- Lower than expected BI/Analytics Success rates
- **Tools do NOT drive BI Success**
- **If anything, their rapid changes just makes things much more complicated & failure-prone**



# PARTING THOUGHT

*The sooner you stop to sharpen the saw, the better*





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**WHO WE ARE**

Business Analytics Consultants

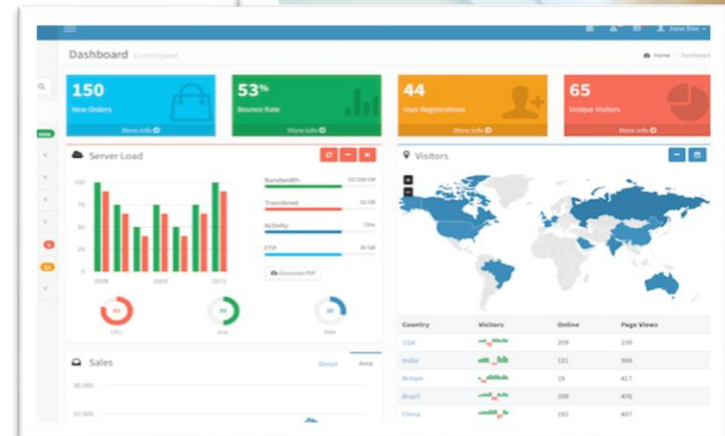
# BRIDGING THE GAP BETWEEN DATA & DECISION MAKING





# BUSINESS ANALYTICS ARCHITECTS

- Dashboards, Reporting & Visualizations
- Data Preparation & Modern Data Warehousing
- Self-Service Business Analytics
- Big Data & Advanced Analytics
- Planning & Forecasting Systems
- Proprietary Analytics Connector Software



# 1000+ Clients, 2000+ Projects, 16+ Years



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## **ADDITIONAL RESOURCES**



# UPCOMING EVENTS

[www.senturus.com/events](http://www.senturus.com/events)



## **TABLEAU LIKE A PRO IN HALF A DAY**

HANDS-ON WORKSHOP IN OAKLAND, CA

Thursday, February 23, 2017 - 1pm – 4:30pm - 3.5 hours



## **UNDER THE HOOD WITH COGNOS ANALYTICS R5**

SAY HELLO TO PORTAL TABS REPLACEMENT

Thursday, March 9, 2017 - 10am PT/ 1pm ET - 60 minutes




## **USING COGNOS AS A DATA SOURCE FOR TABLEAU**

DEMO & LIVE CUSTOMER CASE STUDY

Thursday, March 16, 2017 - 10am PT/ 1pm ET - 45 minutes

# MORE FREE RESOURCES:

<http://www.senturus.com/resources/>

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## RESOURCE LIBRARY



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SEARCH RESOURCES

Enter search term... **GO**

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RESOURCE TITLE	TYPE	GO
TOP 10 KEYS TO BI SUCCESS Business Intelligence Strategies That Work	 BUSINESS STRATEGY	→
PREPARING FOR COGNOS ANALYTICS V11 Prep v10 Now to Ensure a Smooth Upgrade Later	 TIPS & TRICKS	→

## LEGENDS


**FEATURED**   **NEW**

---

## TOPICS

- ☐ BIG DATA AND ADVANCED ANALYTICS (4)
- + ☐ DASHBOARDS, REPORTING & VISUALIZATIONS (112)
- + ☐ DATA PREPARATION (11)
- + ☐ ENTERPRISE PLANNING (35)
- + ☐ PREDICTIVE ANALYTICS (14)

# COGNOS AND TABLEAU TRAINING OPTIONS

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OVERVIEW

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EXP CUSTOM TRAINING

> LOGISTICS AND FAQ

> CHOOSING A COGNOS CLASS

> LOGISTICS AND FAQ

> CHOOSING A COGNOS CLASS

> VOLUME DISCOUNTS

**LIVE, ONLINE COURSES TAUGHT BY REAL-LIFE EXPERTS**

More than 600 organizations have come to Senturus for their IBM Cognos and Tableau training. That's because our instructors are real-life application experts who are great teachers to boot. Students love our classes, rating their experience with us 4.5 out of 5 stars on average.

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→ **Focused training:** We quickly get to the heart of what you need to know.

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→ **Course materials:** Most classes come with a hard copy of materials.

**UPCOMING COURSES**


SEARCH TRAINING

Enter search term... **GO**

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Date Platform Tool Title

PLATFORM	VERSION	TOOL	TITLE	DATE	GO
IBM COGNOS	10.2	REPORT STUDIO	BEGINNING AND INTERMEDIATE AUTHORIZING	AUG - AUG 22 23	→

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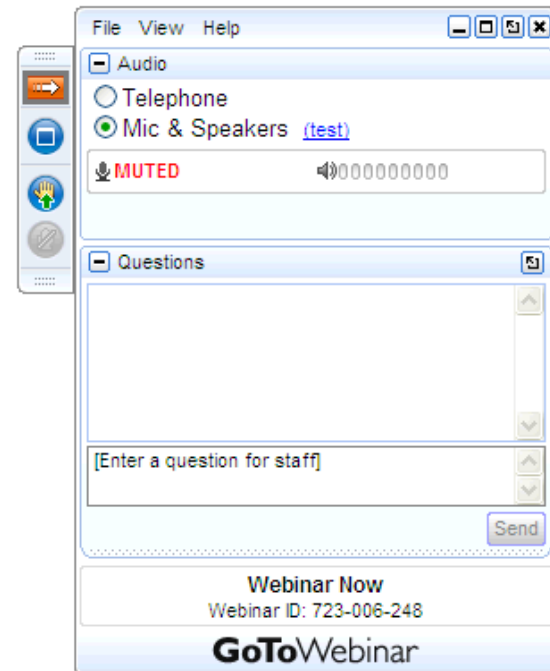


# Q&A

If your question or issue is broader than what can be answered today, contact us at

[info@senturus.com](mailto:info@senturus.com)

and we will set up a free consultation.



# Thank You!

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