



SENTURUS

Secrets of High Performing Report Development Teams

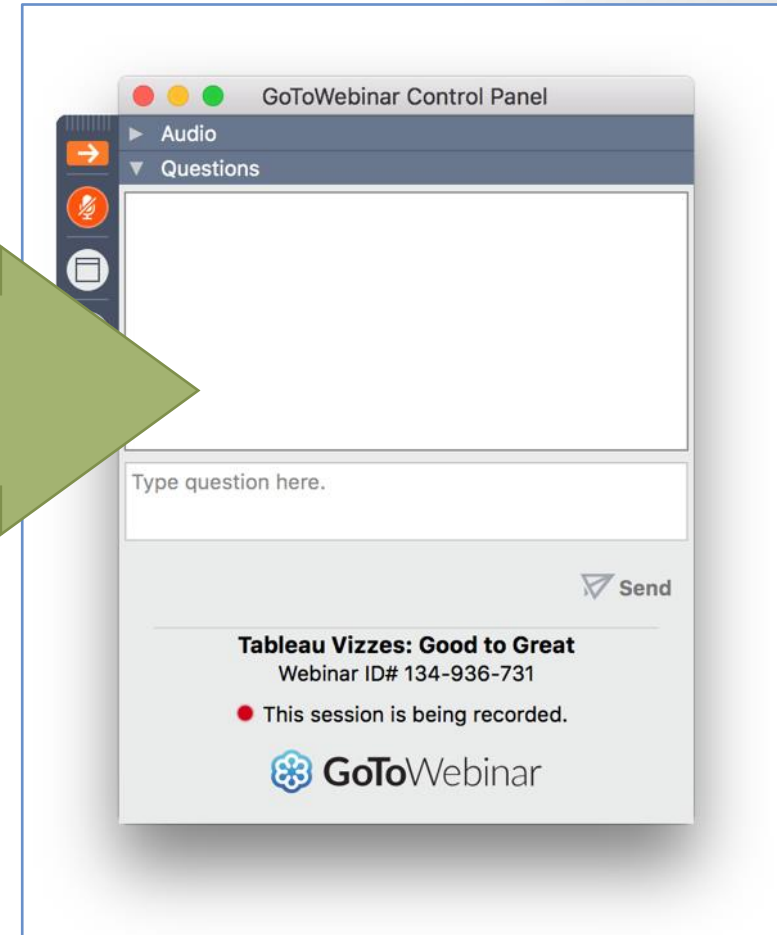


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SHEDDING LIGHT ON CLOUD BI OPTIONS Amazon. IBM Cognos Cloud. Microsoft Power BI Service. Tableau Online. Azure.	 BUSINESS STRATEGY	→
IBM COGNOS REPORTING TOOLS: FEATURE SET COMPARISON Visual Reference Guide	 FEATURES	→
A COMPARISON OF POWER BI, TABLEAU & COGNOS Differentiators Demo'd	 FEATURES	→

Agenda

Introductions

Power BI workflow

Know your audience

Value streams

Roles and responsibilities

Managing the flow

Senturus overview

Additional resources

Q&A



Introductions



Greg Nash

MVP Data Platform | Principal Consultant
Dear Watson Consulting (Australia)



Michael Weinbauer

Director
Senturus, Inc.

Poll

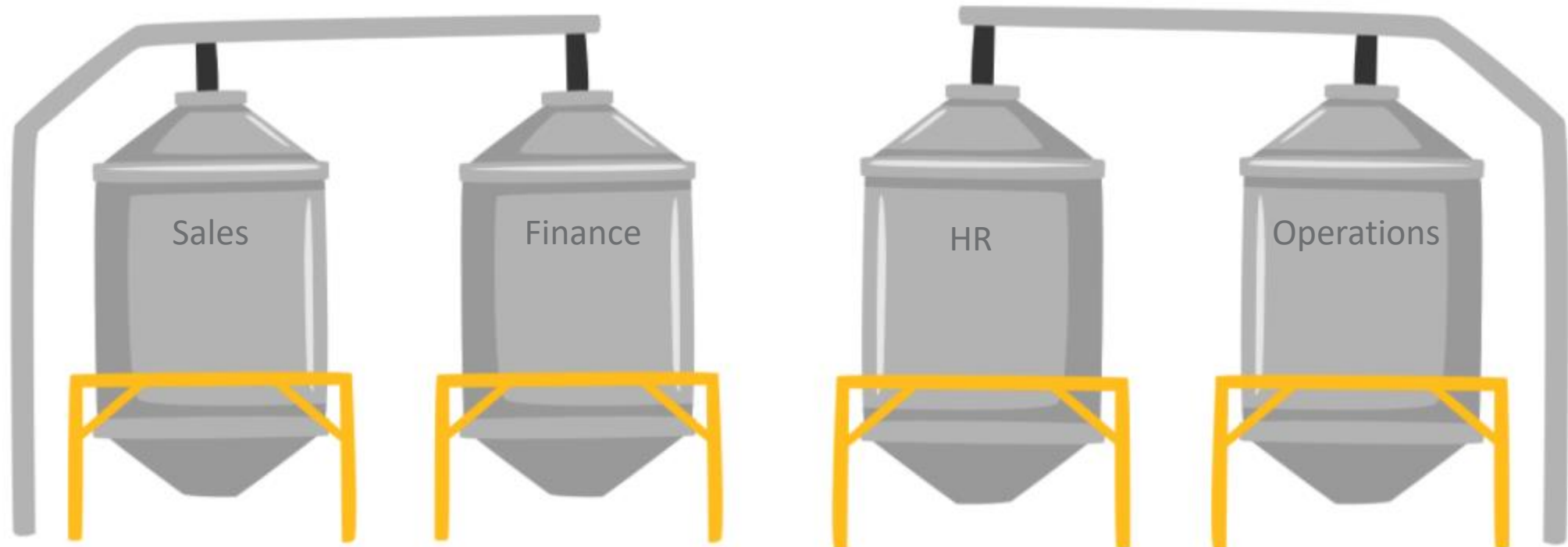
What is the number one issue you face with your data platform right now?

- Tools or training
- Data quality or legacy source systems
- Data engineering, extract, transform, load
- User feedback or expectations
- Data culture or support from the organization

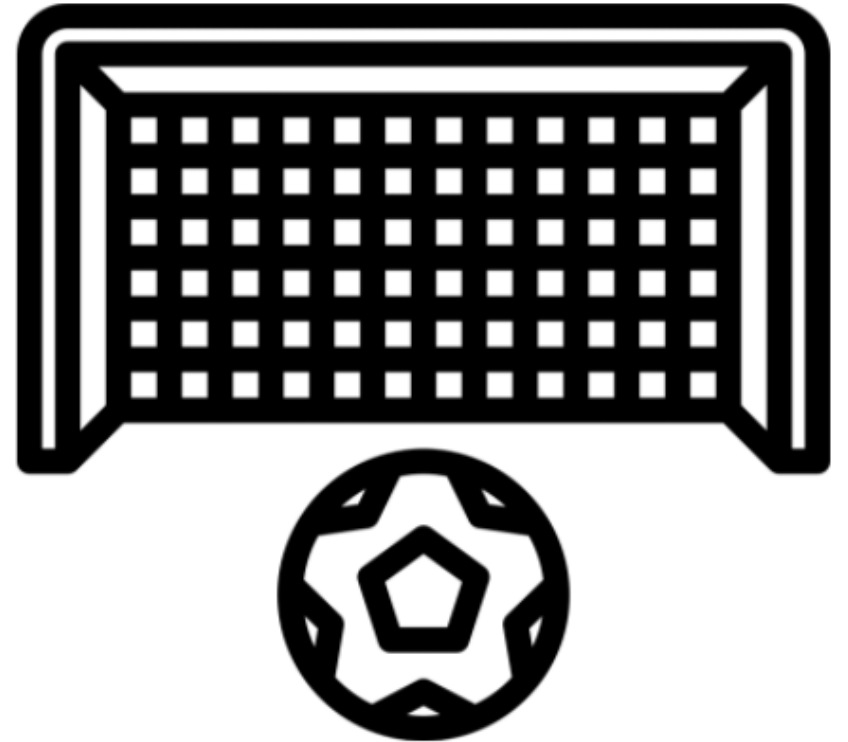
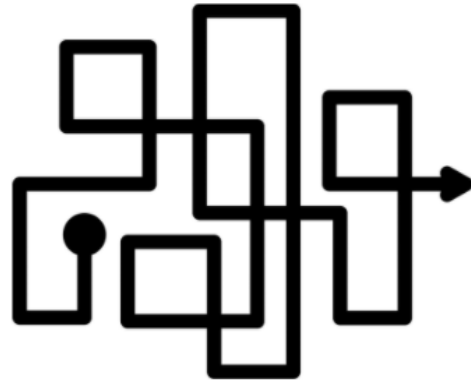
The analyst's problem



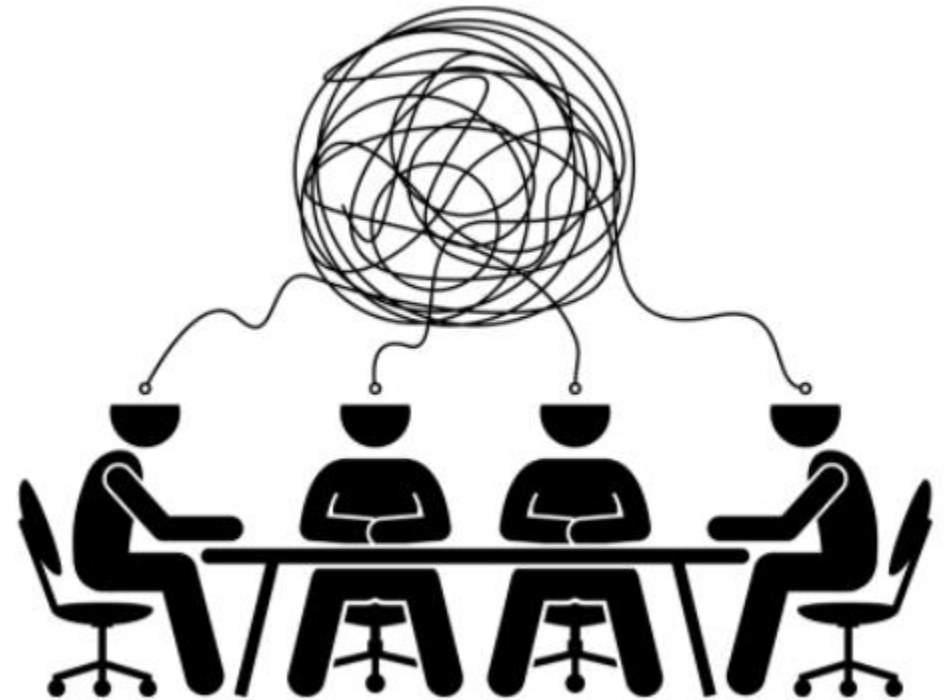
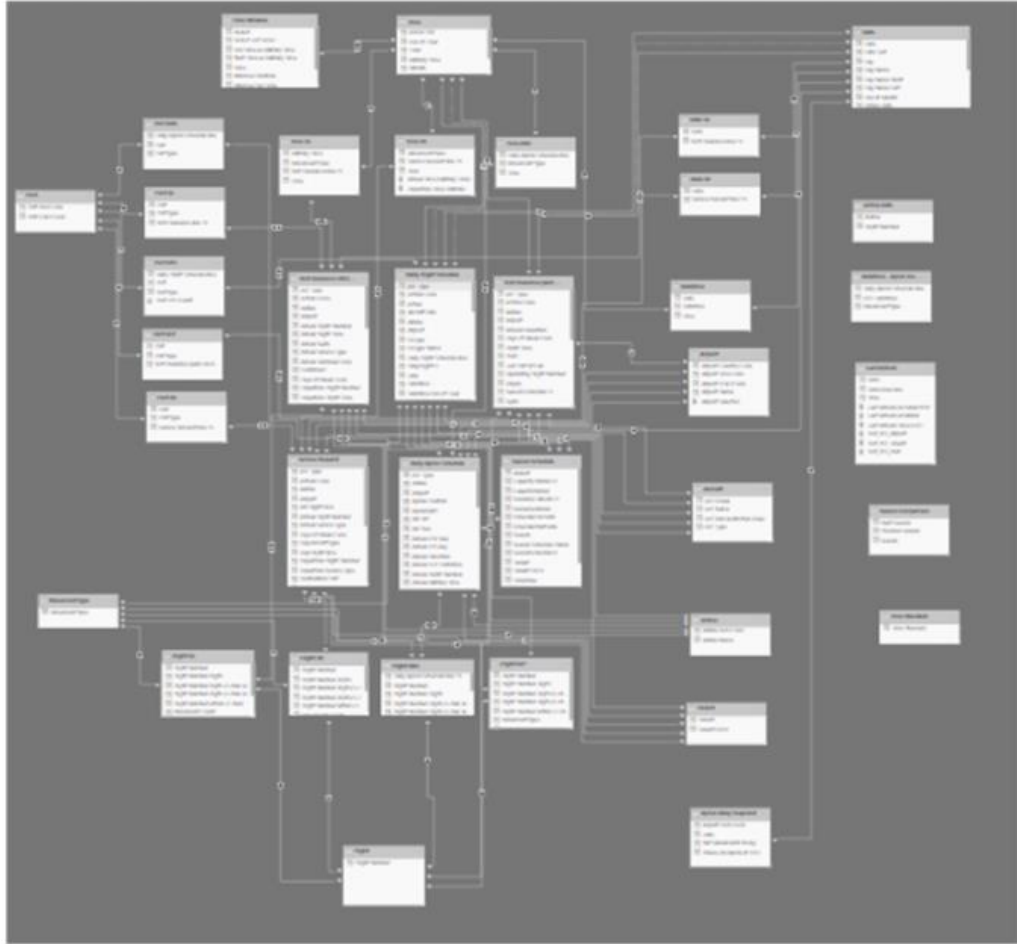
Challenges



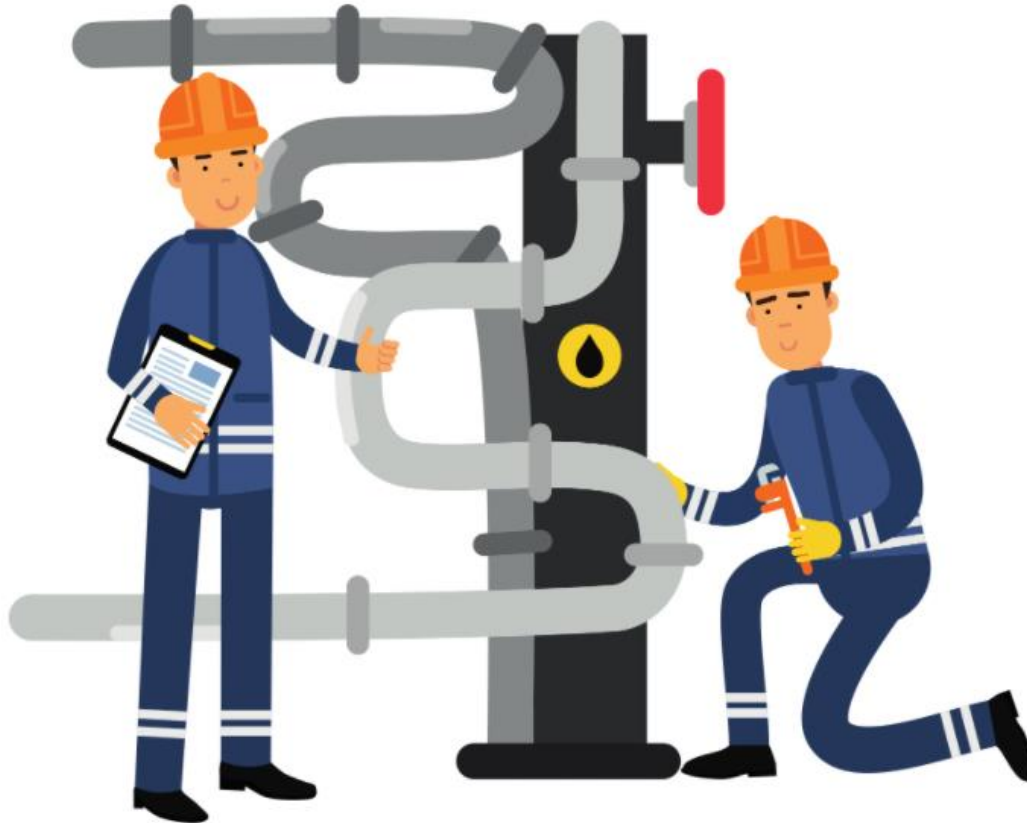
Challenges



Challenges



Challenges



Challenges



How do the best performing analytics teams deliver high quality content, on time, every time?

Solution: a new tool?



Power BI

A universal **problem**

QlikView

Yellowfin

SAP



tableau

COGNOS

salesforce

A universal solution!

QlikView

Yellowfin

SAP



tableau

COGNOS

salesforce

Even across industries



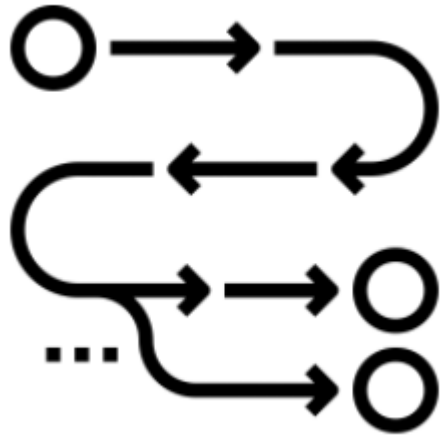
Toyota Production
System

Lean / Six Sigma



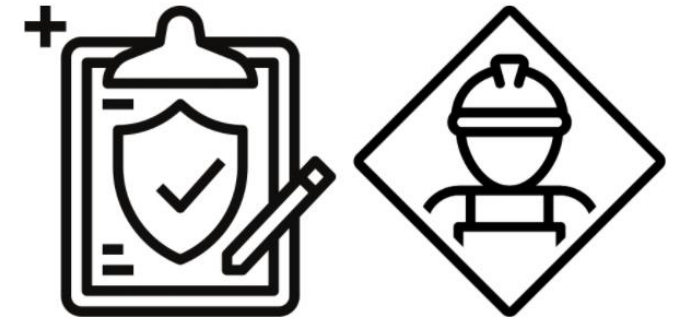
DevOps

The solution – three ways



Improve Flow

Create Feedback
Loops



Safety Culture

The first way: improving flow



Understand your audience



Identify your value streams



Confirm roles and responsibilities



Manage and improve the flow of work

The first way: improving flow



Understand your audience



Identify your value streams



Confirm roles and responsibilities



Manage and improve the flow of work

Understanding your audience

Learn what is valuable and what is not!



Why analysts need to understand users



Find out who your users are



User personas



Amy Jones - Executive

"I want to present tidbits of content in a visually exciting way. It is very rewarding to educate the public about what we do and why it matters."

AGE	34	ORGANIZATION	NGO
GENDER	Female	COMPANY SIZE	Small (<50)
STATUS	Married with 2 kids	OCCUPATION	Communications Manager
LOCATION	Boston, MA		

PERSONA BIO

Amy is passionate about promoting social good, and her work allows her to do what she cares about - raising awareness for a worthy cause. She enjoys her day-to-day job with a small and tight-knit team, but it comes with challenges.

While her organization has high aspirations for communication, she is tight on budget for media production. Amy is challenged to come up with compelling, innovative content at a low cost. While she has some basic graphic design knowledge, she is not proficient enough with advanced Adobe tools to create designs fast enough for her company needs.

Outside of work, Amy enjoys cooking organic, vegetarian food, doing Yoga and learning creative skills.

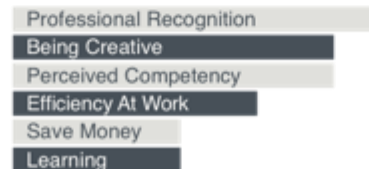
GOALS

- Educate the public about organizational vision
- Convince stakeholders about organizational value
- Create professional looking content with speed

FRUSTRATIONS

- No budget to hire creative agency
- Time poor to learn graphic design from scratch
- Challenged to simplify complex ideas with easy to understand content

MOTIVATIONS



Desired Product Quality



Media Consumption



BRAND AFFILIATIONS



Audience – best practices



Engage regularly with stakeholders – learn their goals and challenges



Create common understanding within the team of different user cohorts



Create strong links between reports / data and user needs



Prioritize valuable solutions during development

The first way: improving flow



Understand your audience



Identify your value streams



Confirm roles and responsibilities



Manage and improve the flow of work

Value streams

Identifying how work flows through
your system



Gall's law

*“A **complex system that works** is invariably found to have evolved from a **simple system that worked**. ”*

*A complex system designed from scratch **never works and cannot be patched** up to make it work. **You have to start over**, beginning with a **working simple system**. ”*

- John Gall, *The Systems Bible*

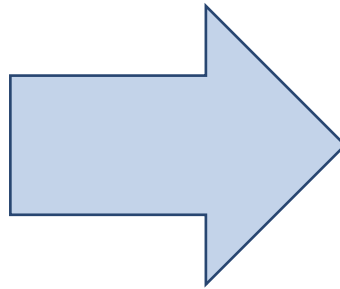
Making work visible



What is a value stream?

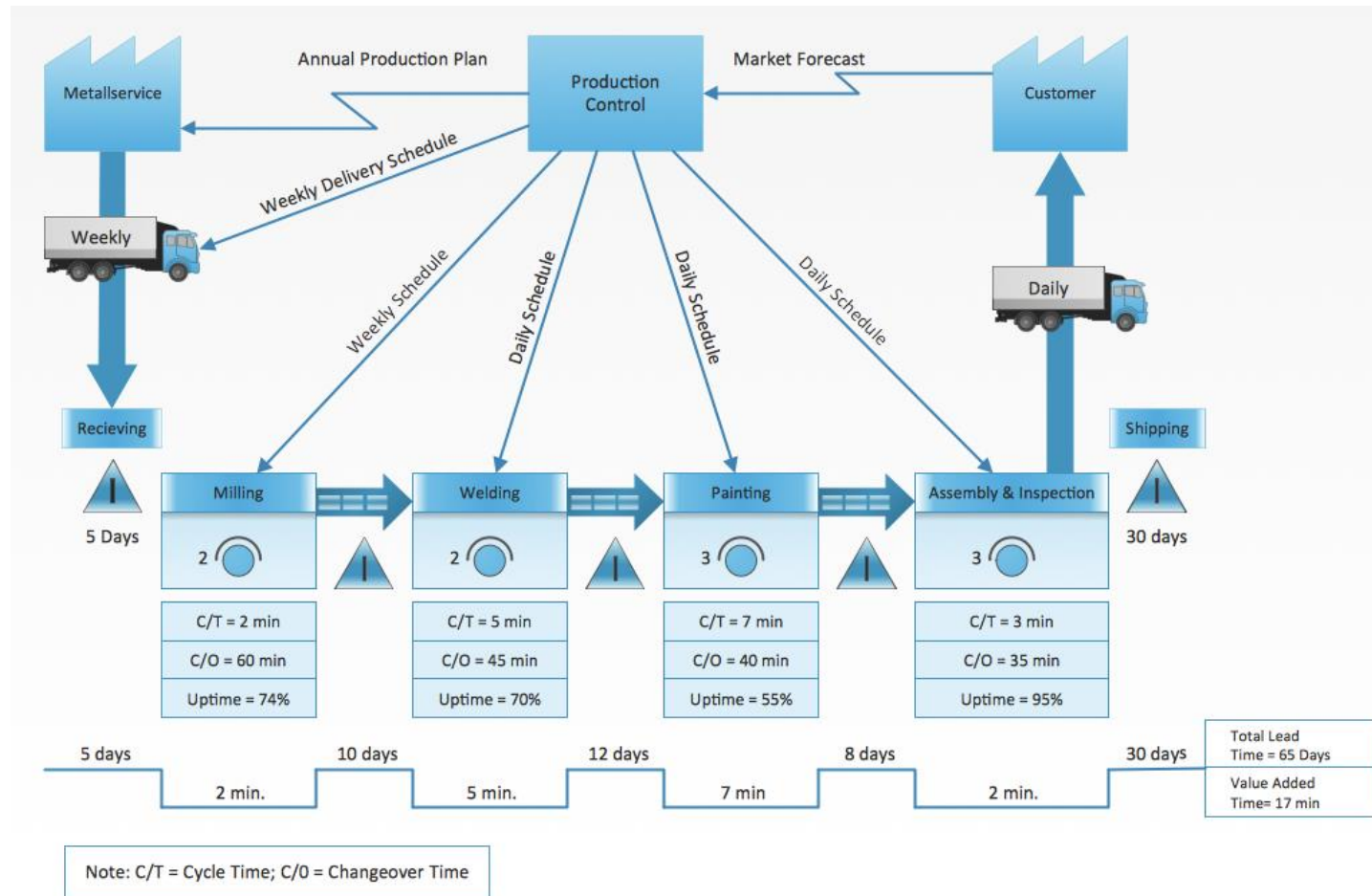


Aha!



Ka-Ching!

It doesn't have to be complicated



Why value streams?



It will help build a common understanding of your systems of work



It will help you maintain consistency across developers



Help prevent passing issues downstream to the next step



It will help you demonstrate your value to the business

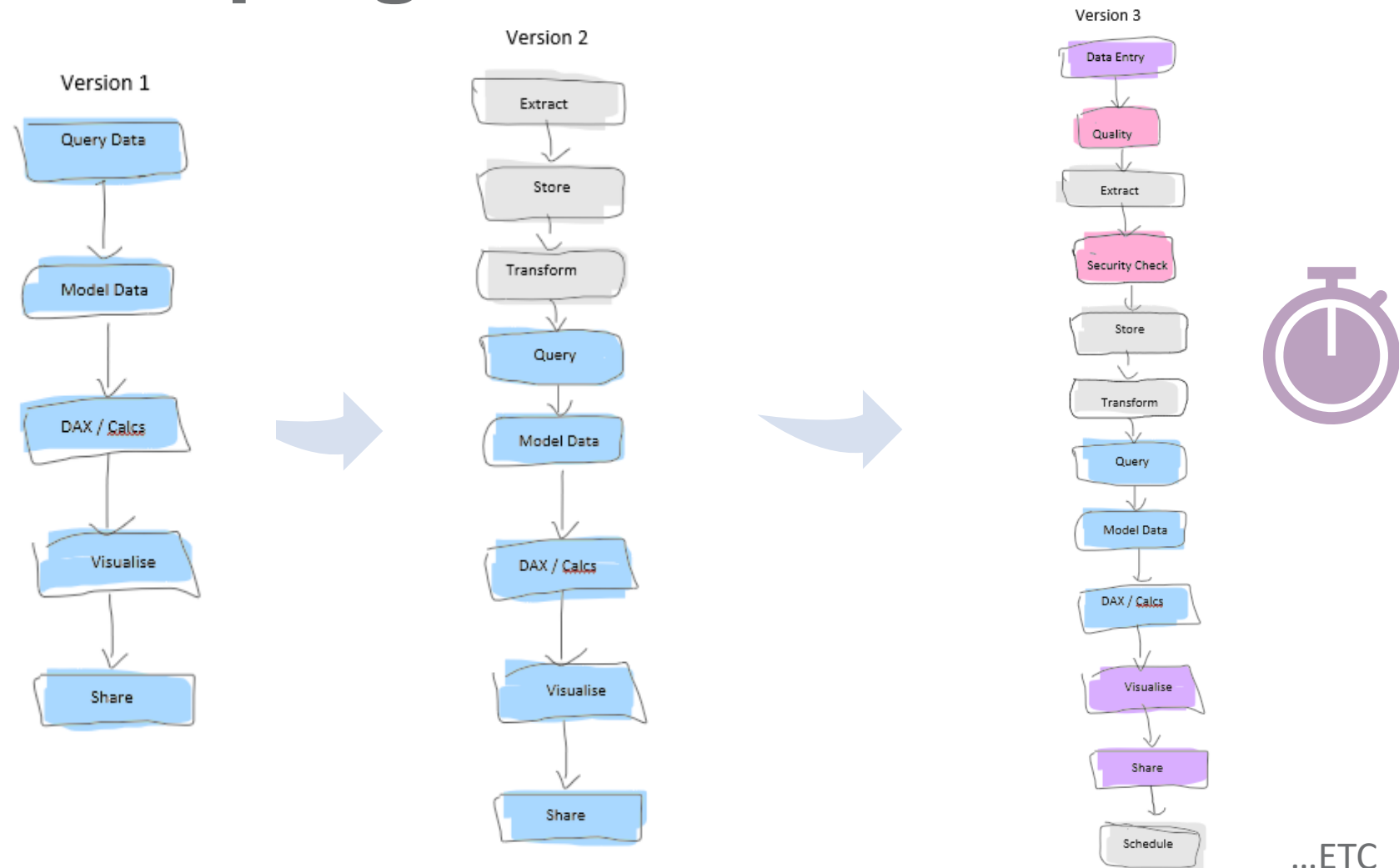


It makes it easier to estimate work



Allows you to focus on optimisation steps instead of arguing about how it's done

Developing a value stream



Value stream best practices



Gather as many stakeholders as possible into a value stream design meeting



List all the steps from concept to delivery – aha! to ka-ching!



Estimate the timing of each step! It doesn't have to be perfect



Look for the bottleneck - Theory of Constraints



The goal is to increase throughput of the system

The first way: improving flow



Understand your audience



Identify your value streams



Confirm roles and responsibilities

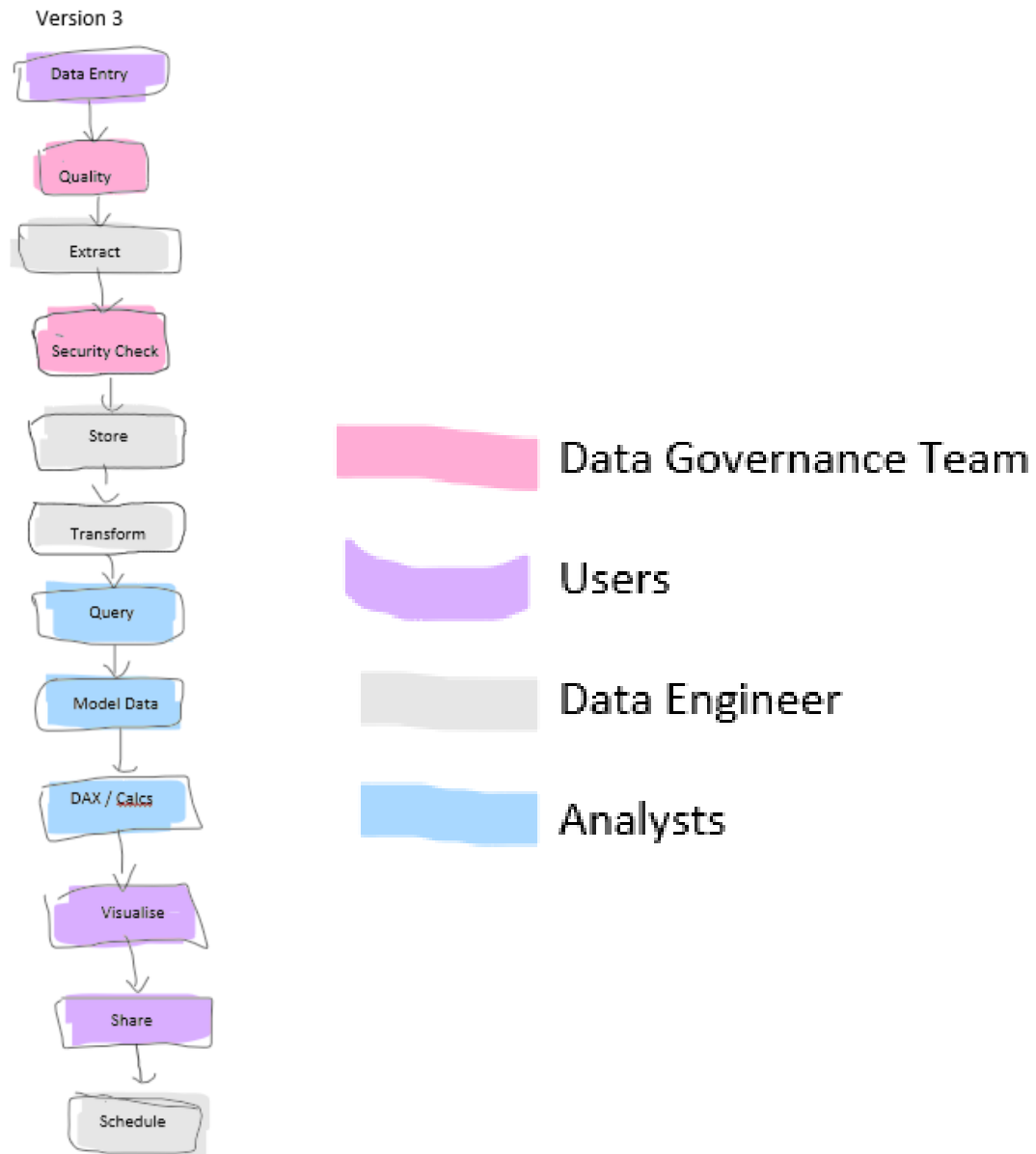


Manage and improve the flow of work

Roles and responsibilities

Who does what and when?

Many roles...



...Create challenges



Roles - what should I do?



Identify roles needed to deliver the value stream



Build cross functional teams that work together closely



Carefully manage communications and hand-offs



Assign an owner to each value stream, a “Data Product Manager”



Understand each stakeholders' dependencies

The first way: improving flow



Understand your audience



Identify your value streams



Confirm roles and responsibilities



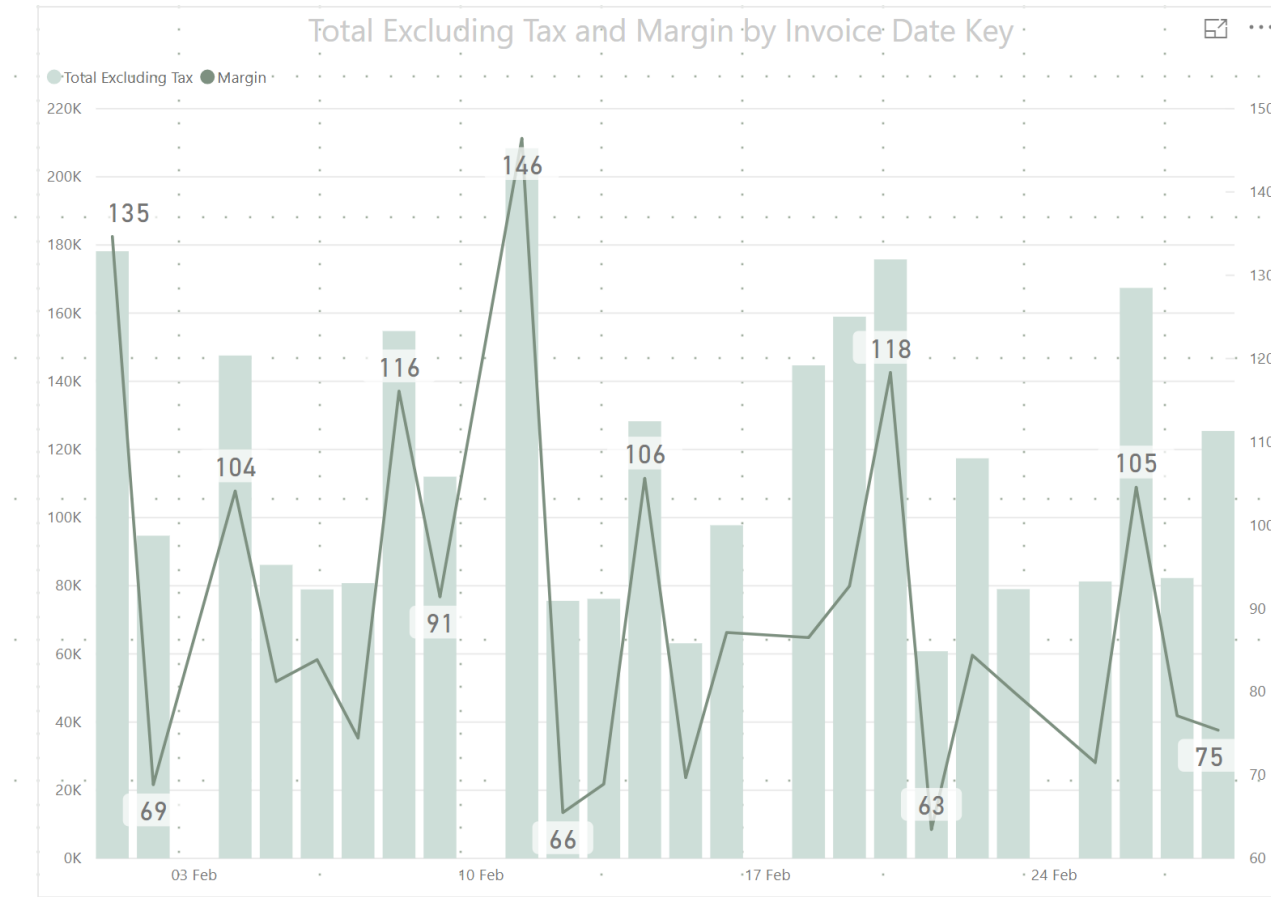
Manage and improve the flow of work

Managing the workflow

Managing and optimizing flow

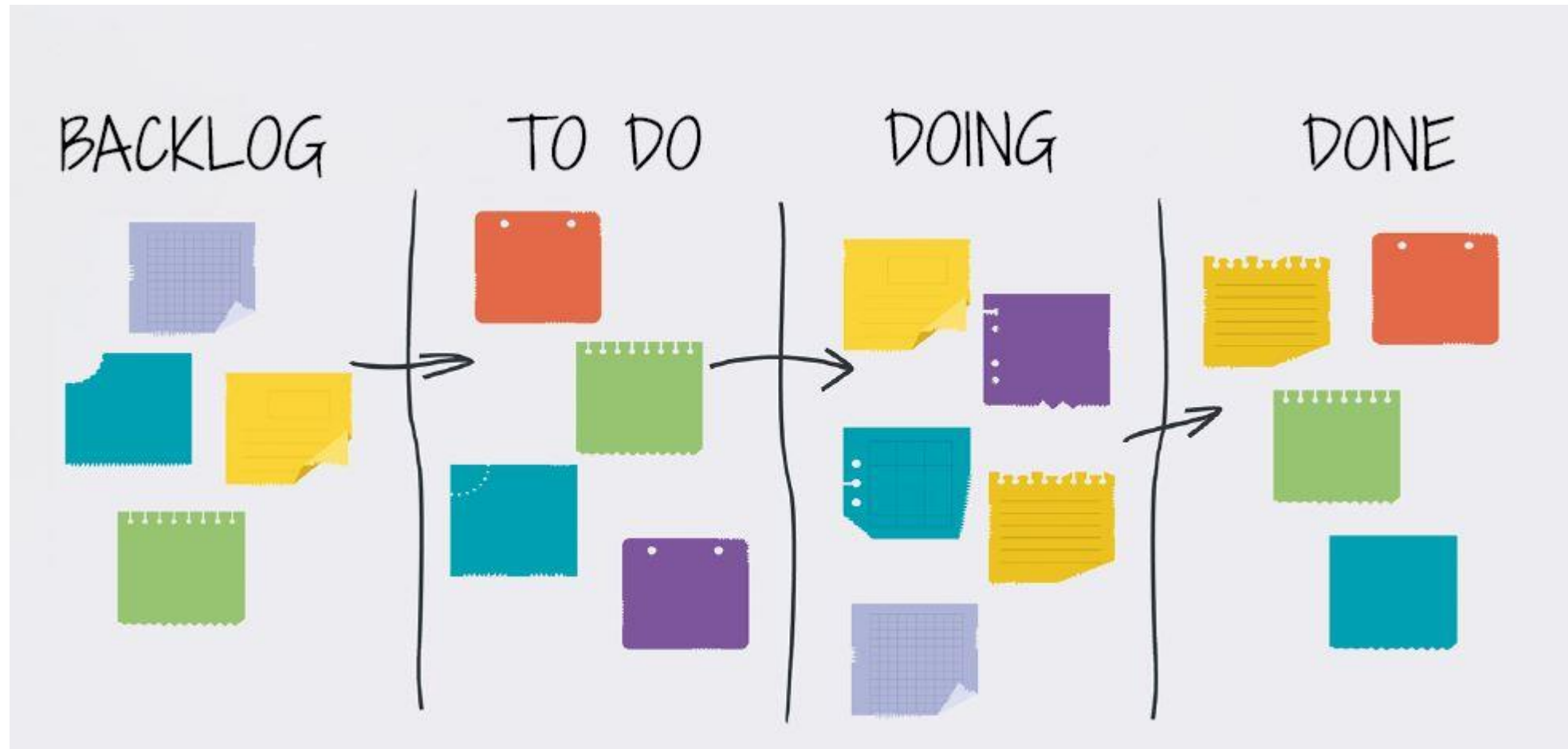


Don't boil the ocean



*Work in small batches
and deliver quickly*

Use KANBAN



The three measures that matter



Throughput – insights per day



Cost – cost per Insight



Cashflow – budget burndown rate

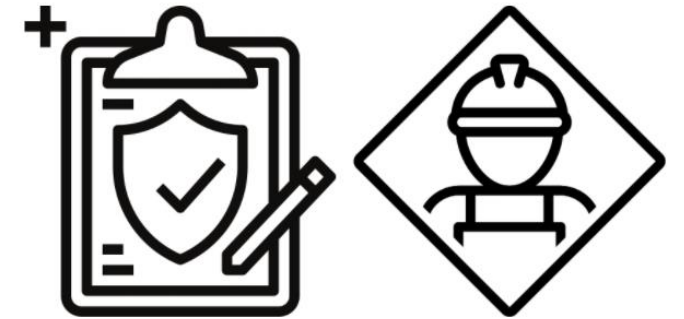
We are on our way...



Improve Flow



Create Feedback
Loops



Safety Culture



MENTORING | POWER BI ADOPTION

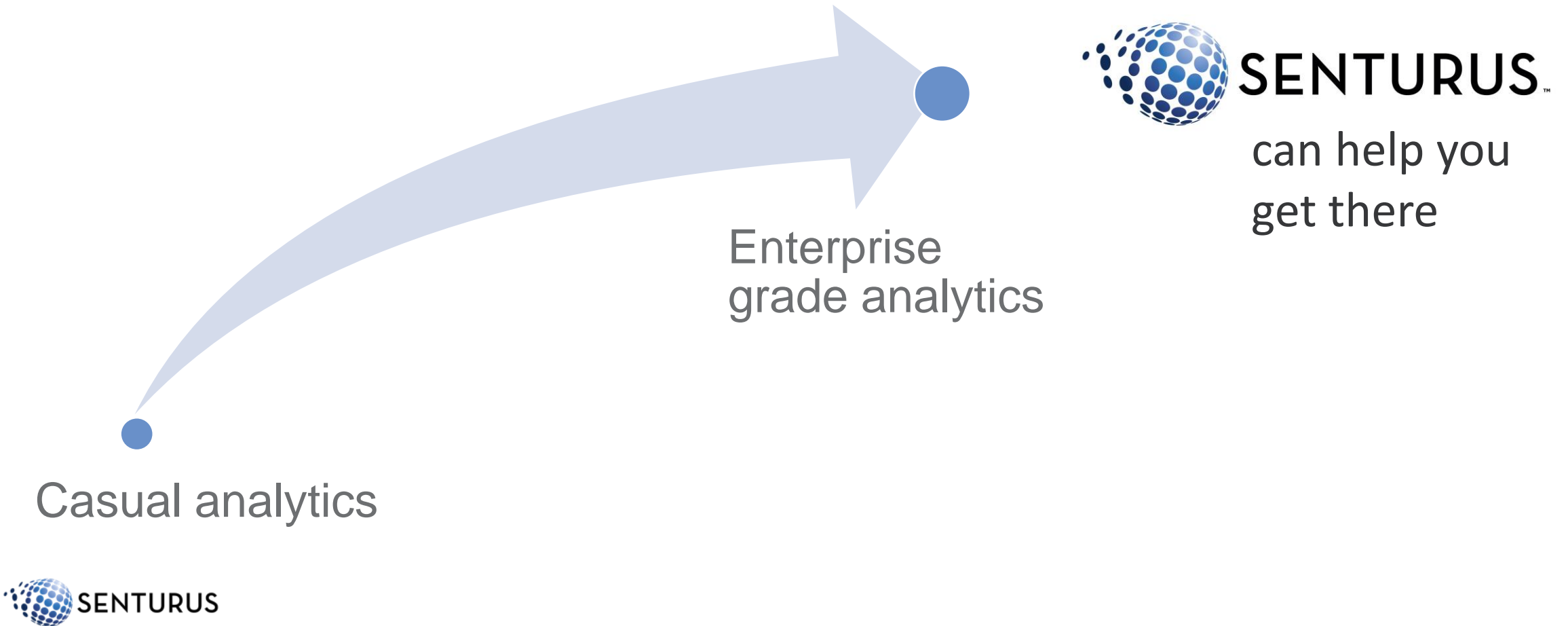
Greg Nash

Twitter: @dashboarddr

LinkedIn: "Power BI Unicorn"

You Tube: Dashboard Doctor

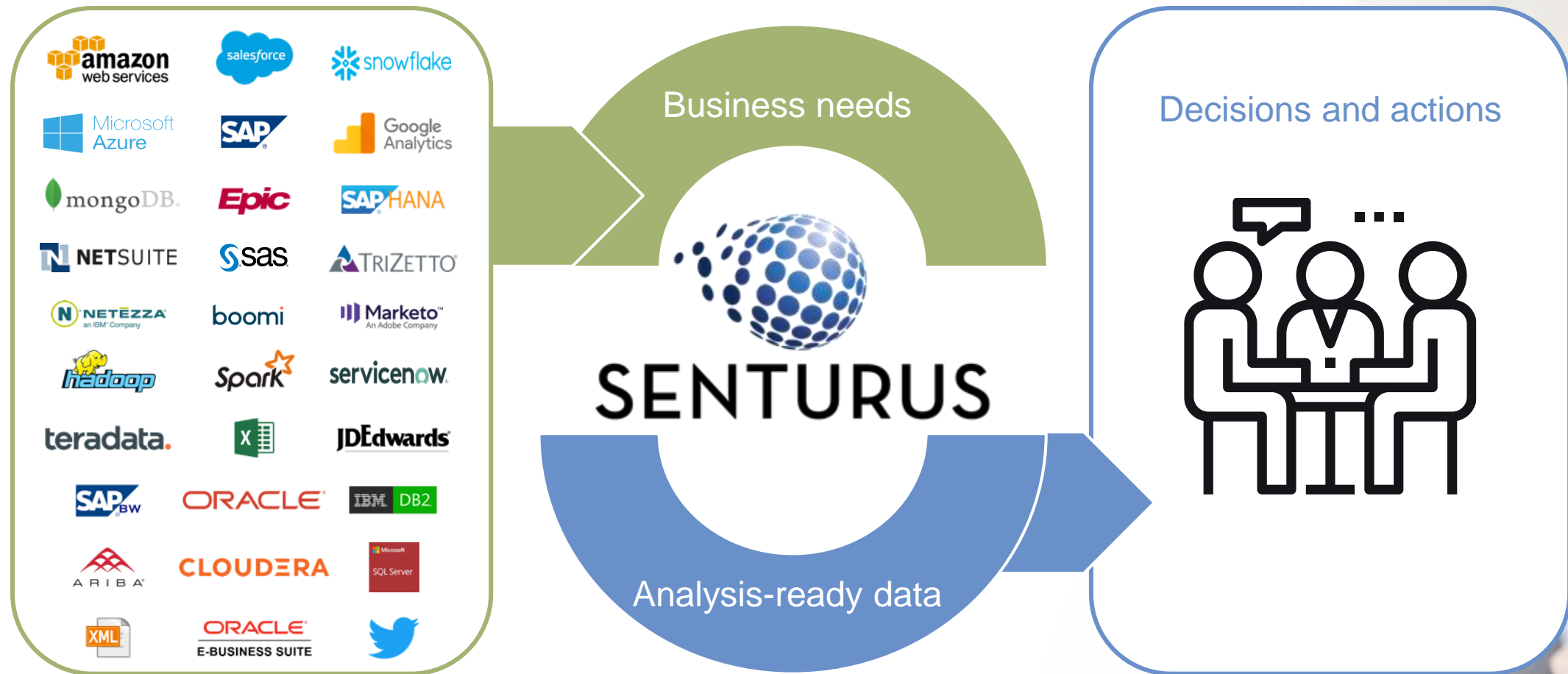
Adoption framework and mentoring



The authority in business intelligence

Exclusively focused on BI,
Senturus is unrivaled in its
expertise across the BI stack.

Bridging the gap



Full spectrum BI services

Dashboards, reporting and visualizations

Data preparation and modern data warehousing

Hybrid BI environments (migrations, security, etc.)

Software to enable bimodal BI and platform migrations

BI support retainer (expertise on demand)

Training and mentoring

A long, strong history of success

- 20+ years
- 1600+ clients
- 3000+ projects



Expand your knowledge

Find more resources
on the Senturus website:

senturus.com/senturus-resources



Upcoming events

The Data Warehouse Dating Game: Snowflake vs. Azure Synapse

Demo, feature comparisons & considerations

Thursday, Mar. 11, 2021, 11am PT/2pm ET

Power BI Power Query Editor Jumpstart

Wednesday, Mar. 17, 2021, 11am PT/2pm ET

6 Ways to Publish & Share with Tableau

Thursday, Apr. 8, 2021, 11am PT/2pm ET



Complete BI training



Tailored group sessions



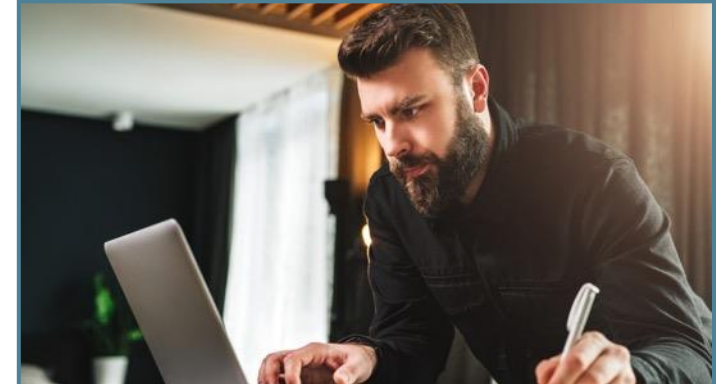
Mentoring



Instructor-led online courses



Self-paced learning



Additional resources

Unbiased product reviews



Technical tips



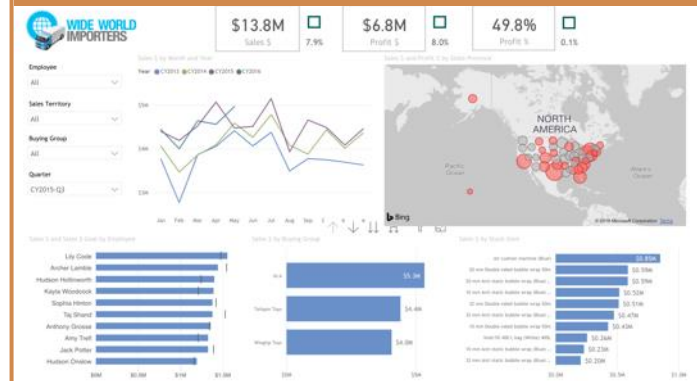
Insider viewpoints



More on this subject



Product demos



Upcoming events

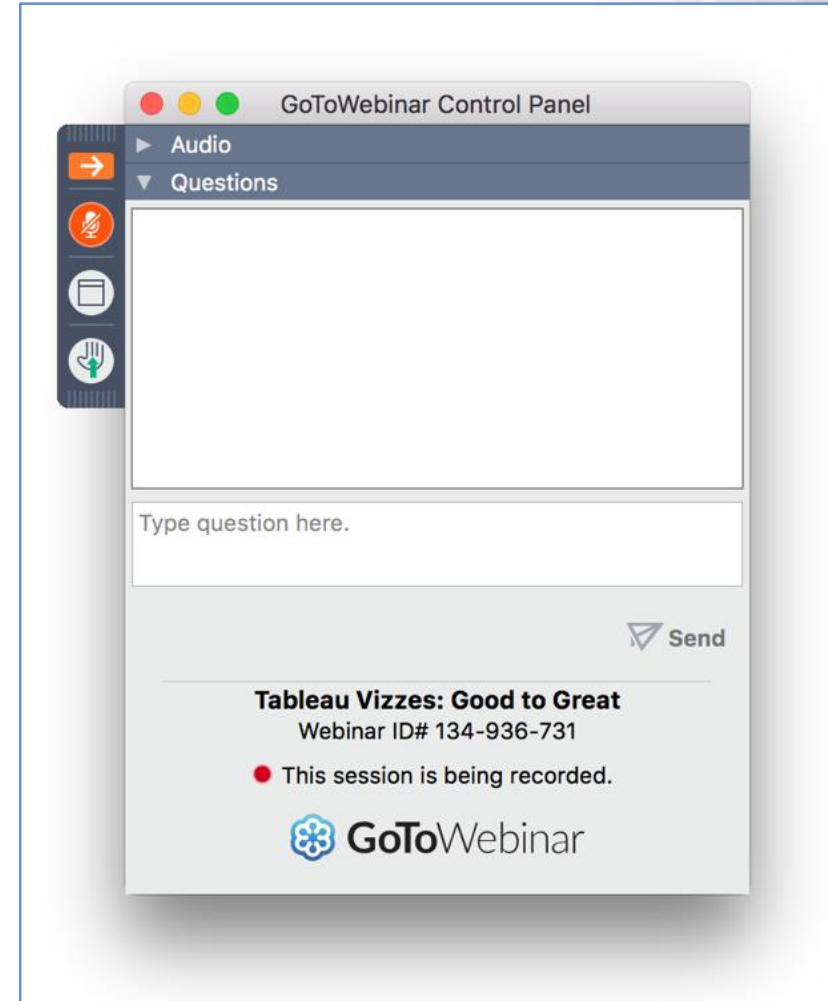


Q & A

If your question or issue is broader than what we are able to answer today, contact us at:

info@senturus.com

and we will set up a free consultation.





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