

Operational Business Intelligence and The Future Of Application Development

Michael Corcoran

March 4, 2008

Who Are The BI Users?



OR





KPI - Report 1

INCIDENTS BY CRIMES

Crime	Last 7 Days	YTD
AGGRAVATED ASSAULT	12	75
AGGRAVATED ASSAULT DOMESTIC	4	29
ALL OTHER LARCENY	18	174
ARSON	1	3
BURGLARY/B&E/COMMERCIAL	2	30
BURGLARY/B&E/RESIDENTIAL	32	163
CARNAL KNOWLEDGE		1
FORCIBLE RAPE	1	7
GAS DRIVE OFF	1	19

KPI - Report 2

UCR CRIME GROUPS

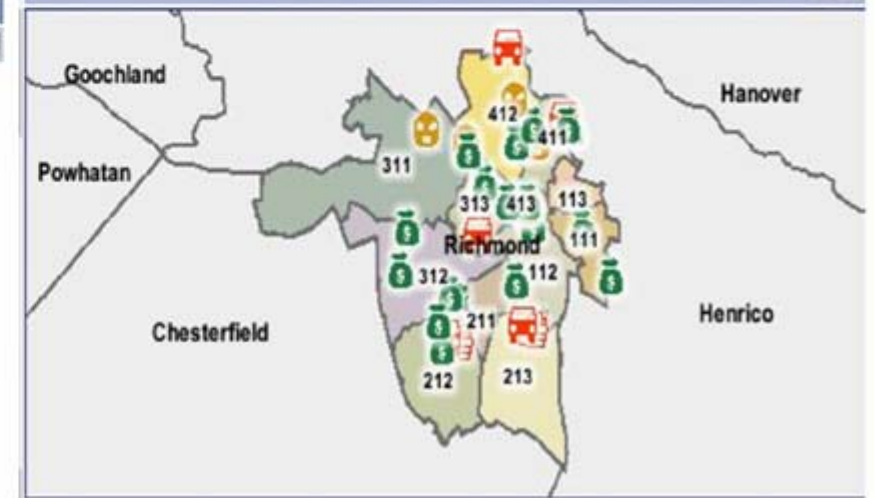
INCIDENTS				ARRESTS			
Group	Last YTD	YTD	% Diff	Group	Last YTD	YTD	% Diff
A	3271	3589	9.72	A	260	315	21.15
B	2080	1613	-22.45	B	1651	1816	9.99
Total	5351	5202	-2.78	Total	1911	2131	11.51

KPI - Report 3

CRIME ALERTS

Date/Time	Description	Address
2007/02/21 07:48:29.000	THEFT FROM BUILDING	CRUTCHFIELD ST
2007/02/21 00:01:26.000	AGGRAVATED ASSAULT DOMESTIC	NELSON ST
2007/02/21 00:31:12.000	ROBBERY/INDIVIDUAL	N 22ND ST
2007/02/21 01:51:42.000	BURGLARY/B&E/RESIDENTIAL	W GRACE ST
2007/02/21 11:05:06.000	BURGLARY/B&E/RESIDENTIAL	W MARSHALL ST
2007/02/21 12:05:00.000	SHOPLIFTING	FOREST HILL AVE

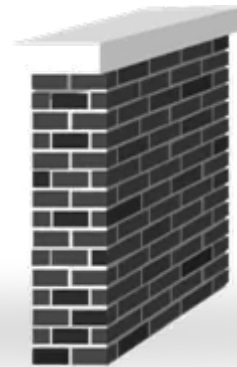
KPI - Report 4



Pervasive Business Intelligence Opportunity for Improvement

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

Most organizations have deployed BI capabilities to fewer than 20% of their internal users.



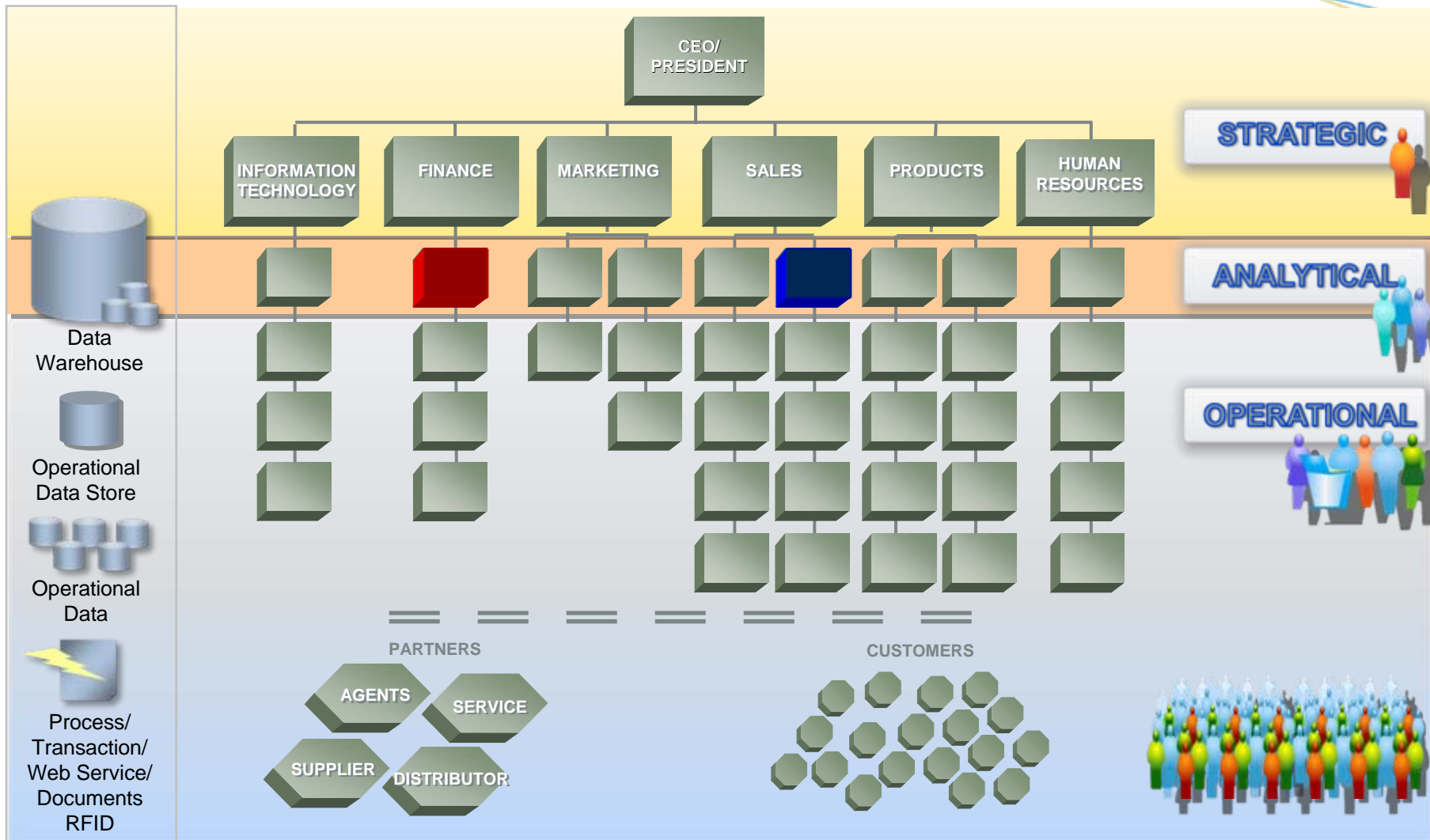
Pervasive Business Intelligence

Reasons For Failure

- Most BI vendors focus on power users and management
- Power user tools are deployed to non-technical users
- High cost and low ROI
- Lack of management vision
- Politics and bias
- Non-deployment excuses
 - “The data warehouse isn’t finished”
 - “We have to fix our data quality problems first”



Enterprise Business Intelligence Three Levels



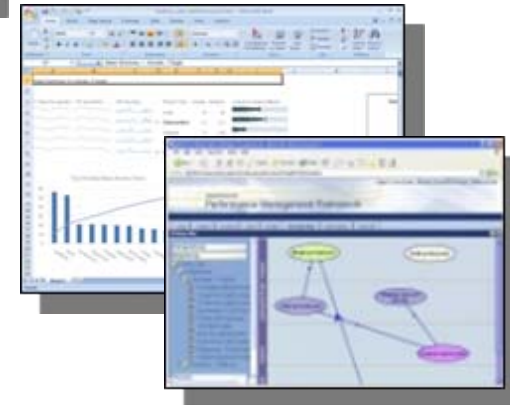
Understanding Users

Business Intelligence for Executive Management



Dashboards

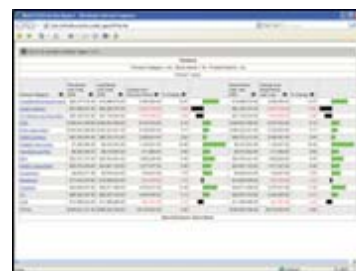
Performance Metrics,
KPI's & Scorecards



Financial Reports/
Production Documents

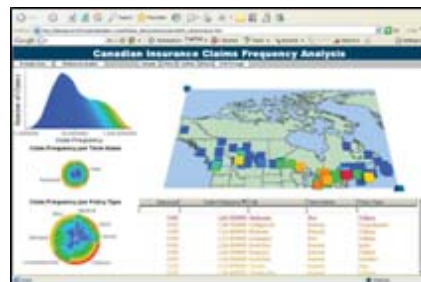
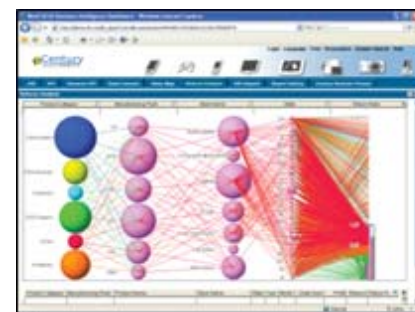
Understanding Users

Business Intelligence for Back Office Analysts



Query, Analysis
& Excel Integration

Data Visualization
& Analytical Dashboards



Geographical
Analysis

Enterprise Search



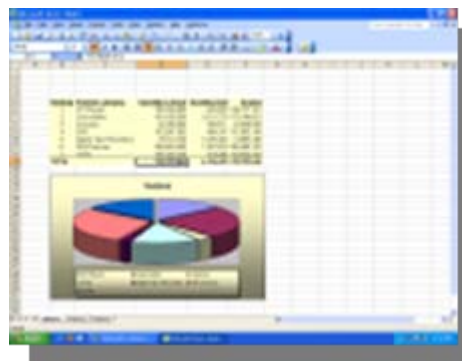
Understanding Users

Business Intelligence for Operational Employees



BI Applications
& Self-Service Reporting

Operational Dashboards
& Performance Metrics



MS-Office Integration
PDF Publishing

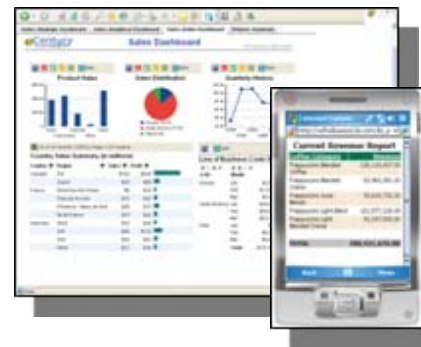
Understanding Users

Business Intelligence for Front Office, Partners & Customers



Ease Of Use
BI Applications

Statements
& Invoices



Reports
& Dashboards
(Portable Analytics)

Understanding Users

Production Distribution



Reports
& Analytics



Published Documents,
Statements & Invoices



Excel, Powerpoint,
Adobe PDF & e-mail



Mobile Devices



Archive

**BI
Platform**

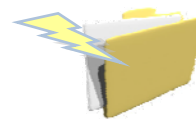
Business Intelligence

Changes in Data Integration Requirements

1. Data Warehouse
2. Real-time Data Warehouse
3. Operational Data Access
4. Enterprise Information Integration
5. Web Services
6. Process-Driven
 - Alerts
 - Business Activity Monitoring
 - Embedded BI
7. Enterprise Search



Services



Transactions



Messages



Databases



Documents



Applications



Search Index

“As much as 80% of the cost of BI comes from moving data.”

Ted Friedman
Vice President, Gartner

How will BI change application development?

The Relationship Between Operational Systems and BI

	PAST	FUTURE
Applications	Separate	Combined
Function	Data Entry	Closed Loop (Intelligent action)
Databases	Designed for storage	Designed for retrieval
Business logic	IF..THEN..ELSE	Embedded BI
Users	Back office	Front office, partners, customers

Business Intelligence

Emerging Trends

- Revenue generation
- Larger deployments
 - B2B and customer facing
- Software as a Service
- Moving nearer to real-time
- New technologies
 - Data visualization, Search, Mobile, etc.
- BI becomes more integrated, embedded, invisible...
- ..and more pervasive!