

Enterprise Business Intelligence

Joe Minervini
SAS Australia New Zealand, Team Lead
Enterprise Intelligence Platform

June 8, 2006

2006 Trends and Priorities

Table 1 - Top 10 Business and Technology Priorities in 2006

Top 10 Business Priorities	Ranking	Top 10 Technology Priorities	Ranking
Business process improvement	1	Business Intelligence applications	1
Controlling enterprise operating costs	2	Security technologies	2
Attracting and growing customer relationships	3	Mobile workforce enablement	3
Improving competitive advantage	4	Collaboration technologies	4
Improving competitiveness	5	Customer sales and service	5
Using intelligence in products and services	6	Service Oriented Architectures (SOA)	6
Security breaches and disruptions	7	Workflow management	7
Revenue growth	8	Networking, voice and data communications	8
Faster innovation	9	Virtualization	9
Faster innovation and cycle times	10	Legacy application modernization	10

Source: Gartner EXP (January 2006)

BUSINESS FIRST Intelligence in demand

Demand for business intelligence software is set to rise over the next three years, according to technology analyst Gartner. Its analysts say new licence revenue for business intelligence applications will reach \$US3 billion (\$4 billion) in 2009. Gartner's 2006 chief information officer survey says tech chiefs plan to lift their business intelligence software budgets by 4.8 per cent, and rank the technology as their highest priority for 2006. The key driver for take-up of business intelligence is the expectation that it will improve innovation and growth, Gartner says. "BI is now part of an organisation's licence to operate, as every enterprise needs to manage information," Gartner research vice-president Frank Buytendijk says. "However, BI has not yet achieved the necessary level of strategic importance and is not included as an essential part of corporate planning activities."

The Australian
14 February 2006

Definitions Evolving and Converging

- **Business Intelligence (BI)** is the process of gathering information in the field of business. It can be described as the process of enhancing data into information and then into knowledge. BI is carried out to gain sustainable competitive advantage, and is a valuable core competence in some instances.
- **Business Performance Management (PM)** is a set of processes that help organizations optimize business performance. PM is seen as the next generation of business intelligence (BI). PM is focused on business processes such as planning and forecasting. It helps businesses discover efficient use of their business units, financial, human, and material resources.

Business Intelligence and Performance Management – The New Paradigm

"Business Intelligence has emerged as a top strategic initiative and investment priority for CIOs and CxOs. To support a strategic focus, organizations need to balance user centric and process-centric business intelligence, and align both through performance management."

"Business Intelligence and Performance Management integration means that organisations can closely link insight from analytical tools with business objectives and processes."

Betsy Burton - Vice President - Gartner Group - March 2006

Butler Group on BI-PM

“The era in which the isolated use of multiple BI tools can be relied upon to support enterprise decision making is outdated, inefficient and must come to a close.

The future value of BI to business organizations will come from the extended use of enterprise intelligence services that incorporate the use of products with the capacity to be used as genuine, enterprise-wide, data access, management and information delivery solutions.

However, BI has consistently failed to endear itself to the end-user as it is yet to shake off its image of being a provider of solutions for the technically aware.”

Andrew Kellett, Butler Group – Business Intelligence – A Strategic Approach to Extending and Standardising the Use of BI – March 2006

Butler Last Year

“Progress towards enterprise-level BI continues to be hampered by the market’s departmentalised view of the technology.”

*Andrew Kellett – Butler Group – February 2005
(Article ref # TA000986BIE)*

Moving BI-PM Forward

“Business Intelligence (BI) and Performance Management are about more than supporting “BI” (in the traditional, narrow view).

To capitalise on the real value and potential of BI, users should turn more traditional approaches upside down – shifting the focus from technology that serves a small segment of decision makers to a much broader initiative that puts people and business objectives first.”

Betsy Burton, Bill Hostman – Gartner Group – 10th March 2006

Research ID Number G00138473

Moving BI-PM Forward

“To use business intelligence and performance management to drive business transformation you must change:

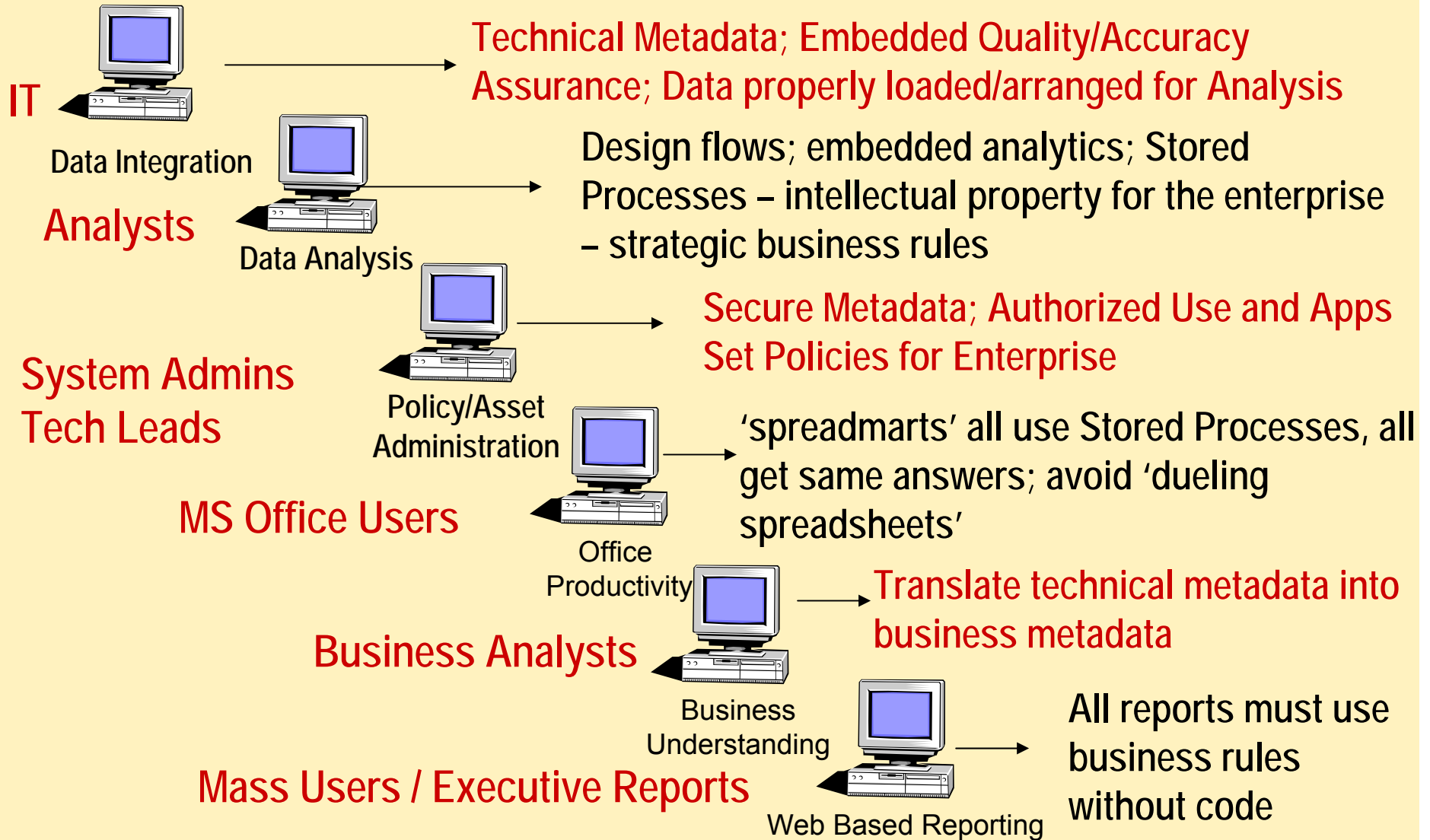
- 1) The way the information architecture and application portfolio are implemented and managed; and*
- 2) The way business intelligence and performance management are integrated into the company’s business processes.*

You must also develop user skills, and support the use and analysis of information as an integral part of achieving business objectives and transformation.”

Betsy Burton, Bill Hostman, Nigel Rayner, Lee Geishecker - Gartner Group

22nd February 2006 Research ID Number G00137969

Enabling BI-PM



Demonstration Scenario

- Based on a fictitious Crime Bureau
 - Business Problem – Crime rates are rising and resource budgets are being cut
- The Characters
 - **NSW Police Commissioner**
 - Easy access to business data for self service reporting
 - **Data Architect/Steward**
 - Easy to use interface to visually and interactively develop, test and manage the whole ETL development process
 - **Crime Analyst**
 - Web based discovery and dynamic desktop interface to advanced analytics

SAS Enterprise Intelligence Platform Demonstration

- SAS Enterprise Business Intelligence Platform components being shown include:
 - Data Integration
 - Business Intelligence
 - Microsoft Office Integration
 - Portal
 - Web Reporting
 - Business Analytics
- Demonstrates an information lifecycle through the use of a cross functional, fully integrated platform with one common metadata layer

Gartner's View on the SAS Platform

“SAS has the most-comprehensive BI platform offerings in the industry. No other vendor in the Magic Quadrant can match SAS' advanced analysis capabilities, which only become more important to the BI stack over time.”

Gartner BI Magic Quadrant – January 2006