



“Business users in KBC have a huge appetite for information. We have made a significant investment in business intelligence technologies and want business users to take full advantage of this. The Competency Center provides a single point of contact to the BI expertise and knowledge in our organization. This enables us to efficiently support the needs of business users and transfer the skills they need to get the intelligence they need to drive the business forward.”

Yves Roelandt, Department Head CCBI, KBC Bank & Insurance Group (Belgium)



**THE
POWER
TO KNOW®**

Capitalize on competence

IMPLEMENT A BUSINESS INTELLIGENCE COMPETENCY CENTER (BICC)

Today's organizations are information driven. That means, more than ever, everyone needs the right information right at their fingertips. But it's not an easy task.

- Who knows where the right information is hidden?
- Who helps interpret it?
- Who ensures that each business decision is backed by the correct information?
- Who analyzes information needs, and develops a business intelligence (BI) strategy to meet those needs?
- Who prioritizes, coordinates, conducts and monitors BI projects?
- Who develops and maintains BI standards observed by the entire organization?

According to a 2005 survey from BetterManagement.com,¹ 60 percent of the respondents say they never, rarely or only sometimes get the information they need to make effective business decisions. Using your existing data sources, SAS can help you integrate, consolidate and transform detail data into a useful, reliable repository that will support your IT Resource Optimization and become the foundation for your IT intelligence architecture.

HOW POISED ARE YOU TO EXPLOIT BUSINESS INTELLIGENCE?

Increasingly, organizations are realizing that there is more to surfacing relevant and actionable business information than simply employing technology. A common problem is that BI initiatives are driven from different parties in the organization. This results in inconsistent BI deployments, difficulties in managing, implementing and supporting BI initiatives that span multiple departments, and a lack of standardized methodologies, definitions, processes, tools, technologies, as well as insufficient BI skills. Even if staff members have the necessary BI skills, they often are scattered across multiple departments without coordinated efforts.

As companies evolve their BI initiatives to include performance management these issues are compounded. The importance of closing-the-loop, to facilitate a process of continuous improvement, makes a comprehensive and consistent view of information essential.

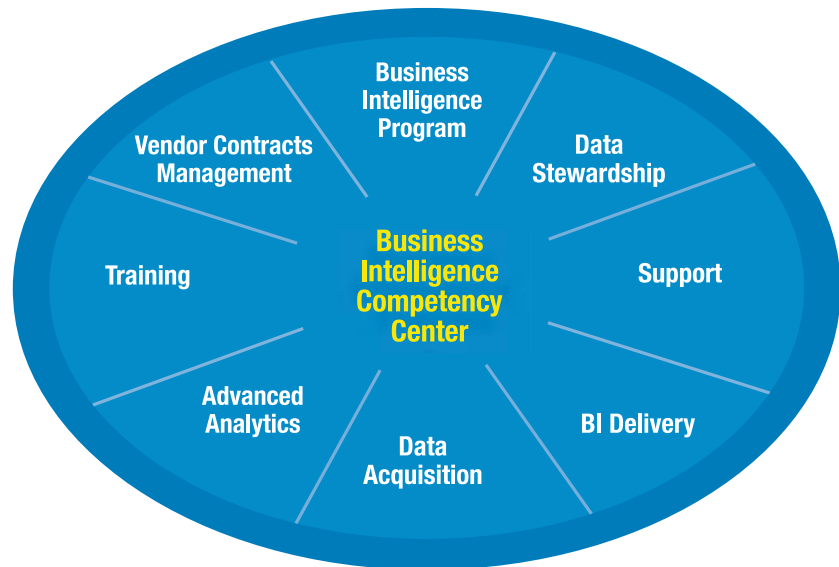
Adopting a BICC structure assists with organizational alignment and helps provide the information required to manage performance. It does this by taking an integrated approach to the planning and prioritization of BI and Performance Management initiatives; defining what is required to support the interpretation and strategic use of information to improve decision making across the organization.

¹ BetterManagement Survey, "How do you plan for Business Intelligence?" February/March 2005

A Business Intelligence Competency Center is a permanent, internally staffed, formal organizational structure that advances and promotes the effective use of business intelligence to support the organization's business strategy.

According to the BetterManagement survey, organizations with a BI Competency Center see the following benefits:

- Increased usage of business intelligence (say 74 percent).
- Increased business user satisfaction (say 48 percent).
- Better understanding of the value of BI (say 45 percent).
- Increased decision-making speed (say 45 percent).
- Decreased staff costs (say 26 percent).
- Decreased software costs (say 24 percent).



FUNCTIONAL AREAS OF A BUSINESS INTELLIGENCE COMPETENCY CENTER

No two Business Intelligence Competency Centers are the same. There are different functional areas that can form your Business Intelligence Competency Center. SAS can help you identify which ones make the best sense for you and help you put them into action. When working with you on developing a Business Intelligence Competency Center, we look at customizations specifically for your organization to help establish:

- Which BI strategy to use to support your business goals.
- What functions you need in your BICC to drive that strategy.
- How to set up your BICC to best integrate the business and IT perspectives on BI.
- What BI-related knowledge exists in your company.

A cornerstone of the Business Intelligence Competency Center is the BI Program function, which should represent the bridge between IT and the business regarding BI topics. It takes care of defining and monitoring the implementation of the BI strategy and assumes responsibility for consistent BI deployment. Other functional areas that work closely with the BI Program function are:

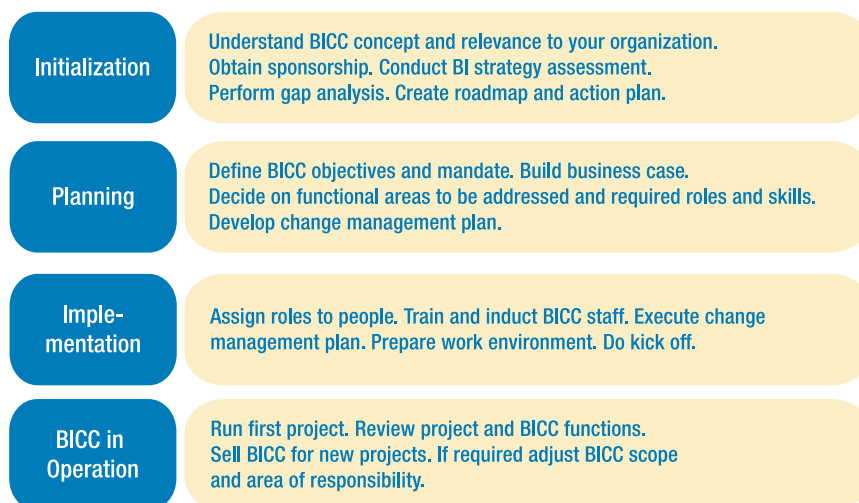
- **Data Stewardship:** metadata management, data standards, data quality, data architecture.
- **Support:** dealing with technical and business-related user questions.
- **BI Delivery:** front-end development, reporting, business logic applications testing and maintenance.
- **Data Acquisition:** data integration and data store development, testing and maintenance.
- **Advanced Analytics:** data mining, statistical modeling, optimization, text mining, and forecasting.
- **Training:** training business users and project teams.
- **Vendor contracts management:** user licenses administration, updates and project teams.

BENEFITS OF A BICC

Operating a Business Intelligence Competency Center enables you to:

- Preserve and exploit the full value of existing BI investments.
- Coordinate and consolidate BI initiatives.
- React faster to business changes.
- Reduce overall risk of implementing BI projects.
- Support business users in fully understanding and responding properly to analyses.

Phases to Set up a Business Intelligence Competency Center (BICC)



HOW SAS CAN HELP

For almost three decades SAS has been delivering end-to-end solutions to our customers and we've gained invaluable experience in aligning people, processes and technology to consistently deliver value from the use of BI.

We provide guidance for setting up your Competency Center, from the initial concept, to the selection and definition of the BICC functional areas that will support your BI strategy, to making your BICC fully operational.

Our hands-on experience, drawn from more than 1,500 professional consultants worldwide, provides your organization with a proven path to success. This expertise ensures that every engagement follows proven best practices, uses time-tested methodologies, delivers tangible results and provides useful, actionable business intelligence to turn your strategies into true competitive advantage.

A successful BI strategy maximizes your investment in infrastructure, people and processes. Make your strategy a reality by investing in a BI Competency Center.

CONTACT US TODAY!

Please contact your local SAS office for more information on how SAS can help your organization to develop a Business Intelligence Competency Center:
call +31 (0)35 699 6999.

ABOUT SAS

SAS is the market leader in providing a new generation of business intelligence software and services that create true enterprise intelligence. SAS solutions are used at more than 40,000 sites — including 96 of the top 100 companies on the FORTUNE Global 500® — to develop more profitable relationships with customers and suppliers; to enable better, more accurate and informed decisions; and to drive organizations forward. SAS is the only vendor that completely integrates leading data warehousing, analytics and traditional BI applications to create intelligence from massive amounts of data. For nearly three decades, SAS has been giving customers around the world The Power to Know®.

For more information, please visit www.sas.com/nl



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