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# Business Intelligence Competence Center



**Business Analytics**

## Agenda

- Was ist Cognos und das neue Paradigma im BI – Collaboration
- Demo
- BICC - Grundlagen und Definitionen
- Rahmen des BICC und Vorgehensmodell zur Ableitung einer BI Strategie
- Organisation eines BICC
- Prozesse, Betrieb und Anpassung

## Informed, aligned decisions and actions

in a unified Workspace, with collaboration, over all time horizons

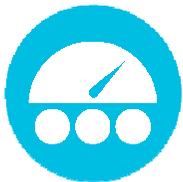


### IBM Cognos® 10 software – independent, SOA-based platform

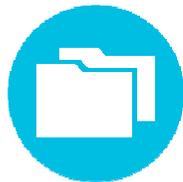
Allows decision makers at virtually all levels of the organization to gain insight into business performance and data to support and guide actions.

#### How are we doing?

Deliver immediate insights into business performance



Dashboards/  
Scorecards



Reports

#### Why?

Deeper analysis of trends and patterns



Ad hoc  
Query



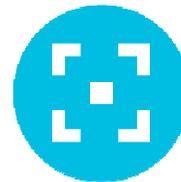
Content &  
Trend analysis

#### What should we be doing?

Foresight to plan and allocate resources



Planning/  
Budgeting



Predictive  
Modeling



# Business Analytics

## Cognos. software

### *Express*

BI and planning purpose-built for midsize companies

### *Analytic Applications*

packaged reporting and analysis to optimize business performance

### *Controller*

Consolidation and Corporate Reporting

### *TM1*

On-demand Planning & Analytics

### *SPSS*

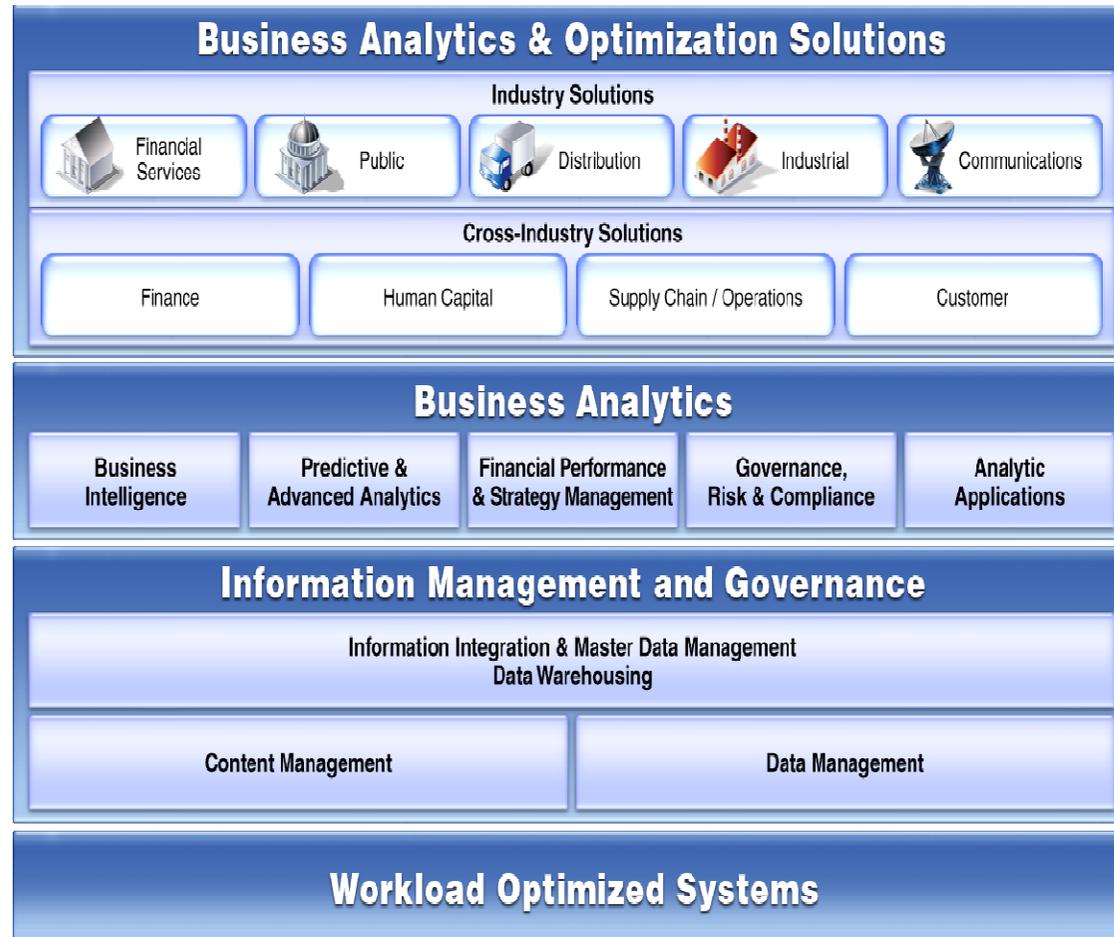
Predictive Capabilities

### *Business Intelligence*

Reporting, Analysis, Dashboarding, and Scorecarding

### *Business Viewpoint*

Dimension Management



## Cognos. software

# Why Cognos? - IBM's investments underline the strategic commitment for the area of Business Analytics and Information Management

- More than 10,000 Technical Professionals
- More than 7,500 Dedicated Business Analytics and Information Management Specialty Consultants
- 10 years of research in services, largest math department in private industry Includes seven Analytic Solution Centers worldwide
- More than \$14B in software investments

## 2011

Deep Compression

Developer Productivity

Autonomic Operations

Social Analytics/Consumer Insight

Workload Optimized Systems

Advanced Case Management

Content Analytics

Decision Management

Stream Computing

Pervasive Content

pureScale

pureXML

Sterling Commerce

Initiate

Guardium

SPSS

ILOG

princeton softech

solid.

COGNOS

FILENET

Ascential

## 2005

CLARITYSYSTEMS

SPSS SYSTEMS

unica

OPENPAGES

Datacap

Coremetrics



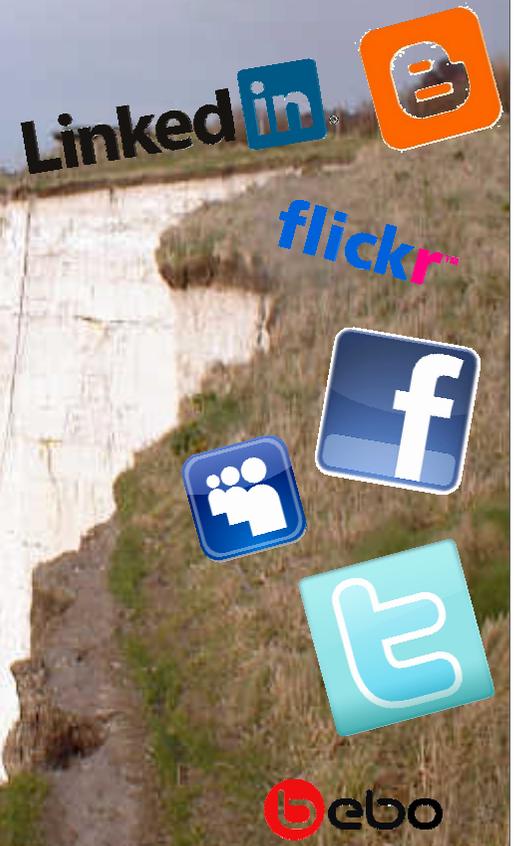
Cognos software

# Collaboration is Everywhere



# The Chasm

Just like...



SOFTWARE

# IBM Cognos Collaboration



SOFTWARE

## Just as people expect from their social networks



Business User

“I want to connect and share things with the friends in my life.”



Manager

“I want to be updated on what’s new in my friends’ lives.”



Executive

“I want to look back at old times we’ve enjoyed.”

## They also need in their organizations



Business User

“I need to easily connect with people who are relevant to the decisions I make.”



Manager

“I need to better understand the perspectives of my colleagues.”



Executive

“I need to easily access decision history in order to learn, reference and create best-practices.”

## How you collaborate with BI today

**Did you include all the right people?**

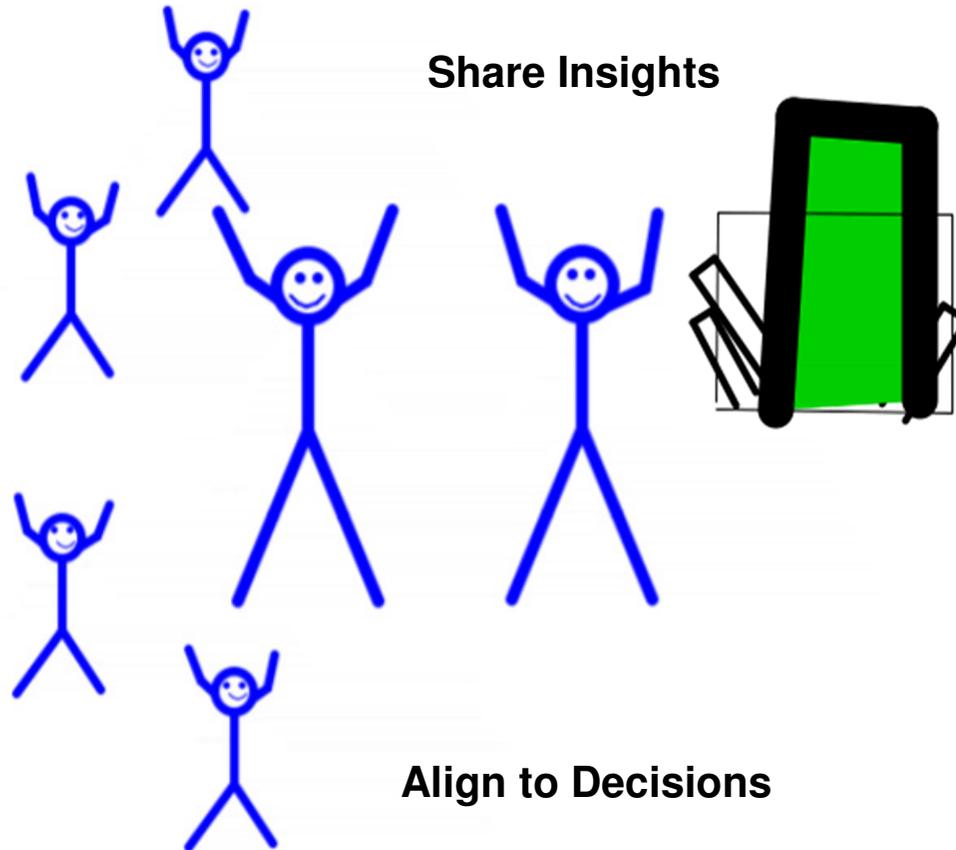


**Did you have all the information to make the right decision?**

# How you collaborate with IBM Cognos Collaboration

Discuss issues

Share Insights



Align to Decisions

# IBM Cognos Collaboration

IBM  
Cognos  
10 BI

**Reports**

**Ad-hoc queries**

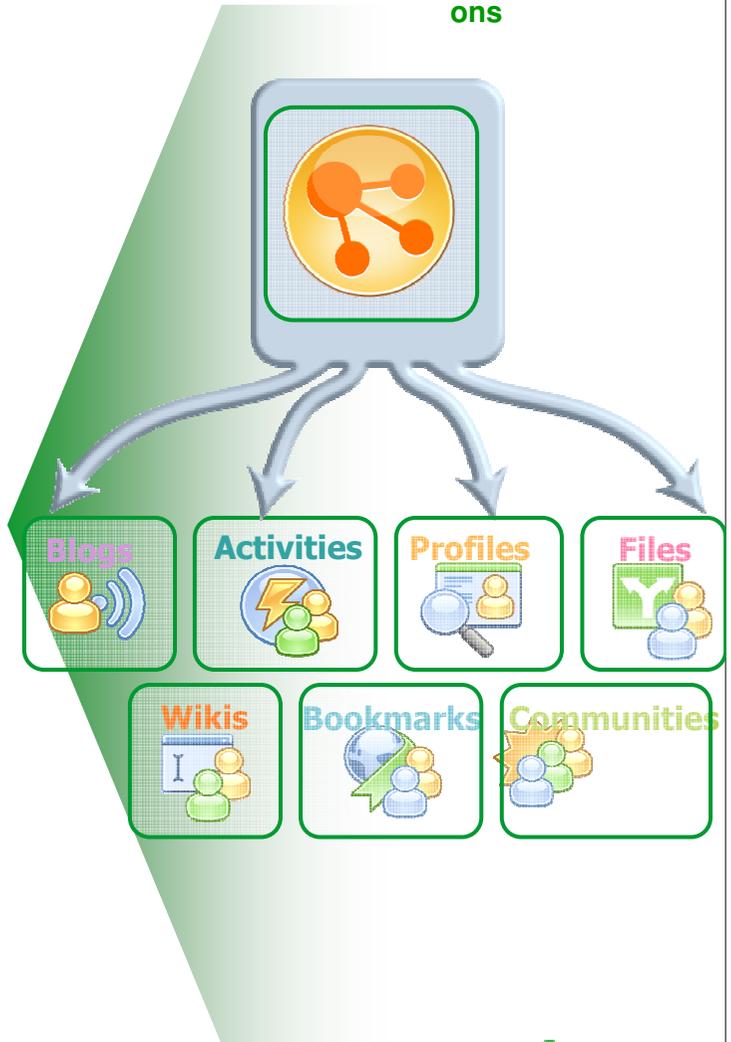
**Analysis**

**Dashboards**



**IBM Cognos  
Collaboration**

Connecti  
ons



**Cognos.**  
software

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- Was ist Cognos und das neue Paradigma im BI – Collaboration
- Demo
- BICC - Grundlagen und Definitionen
- Rahmen des BICC und Vorgehensmodell zur Ableitung einer BI Strategie
- Organisation eines BICC
- Prozesse, Betrieb und Anpassung

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## Warum überhaupt ein BICC?

### ▪ Heterogene Systeme

#### – Analytisches Chaos

- Unklare oder schlechte Datenqualität
- Unklare Datenherkunft
- undefinierte analytische Prozesse

#### – Systemzoo



# BI Strategie vorhanden?

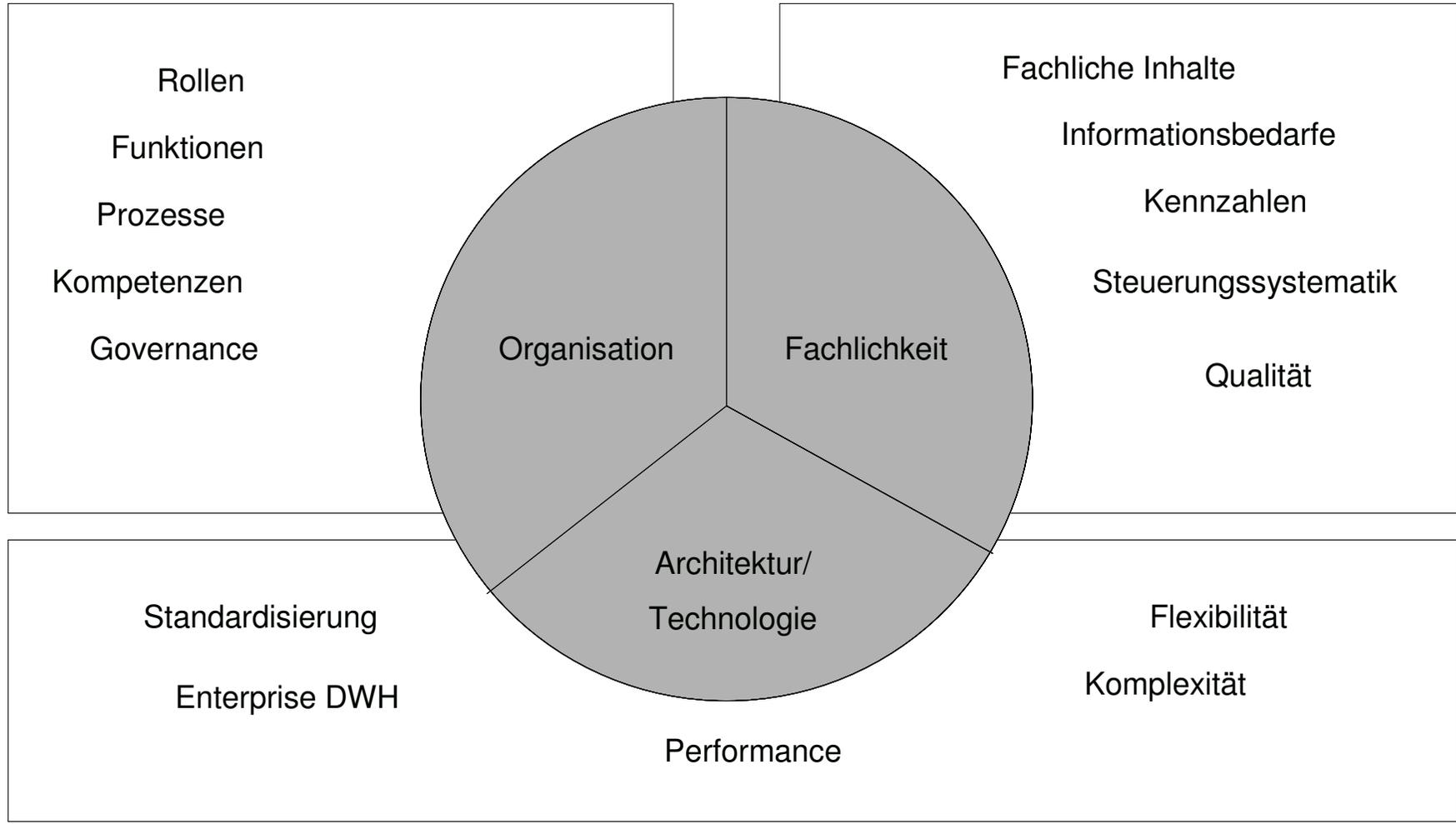


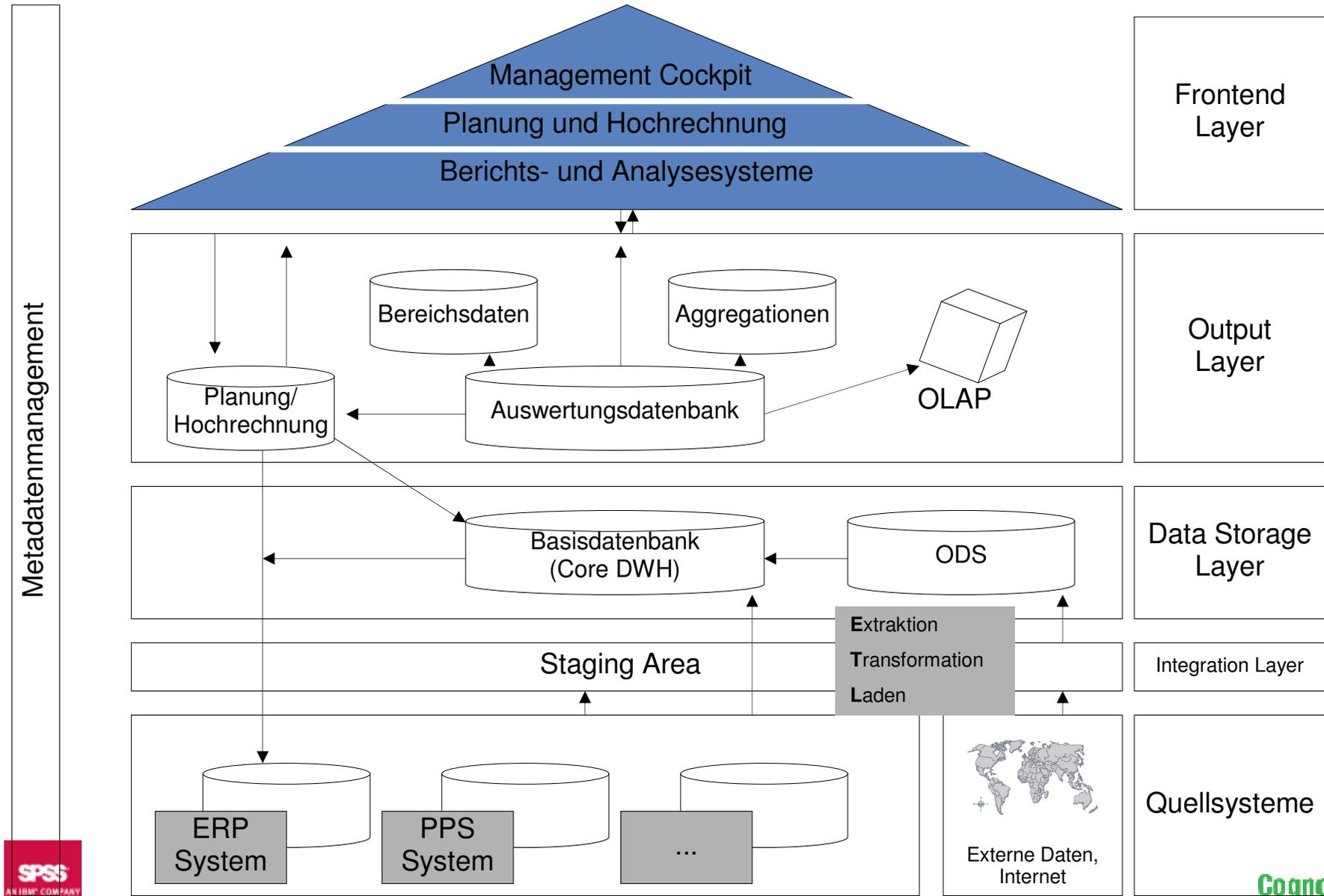
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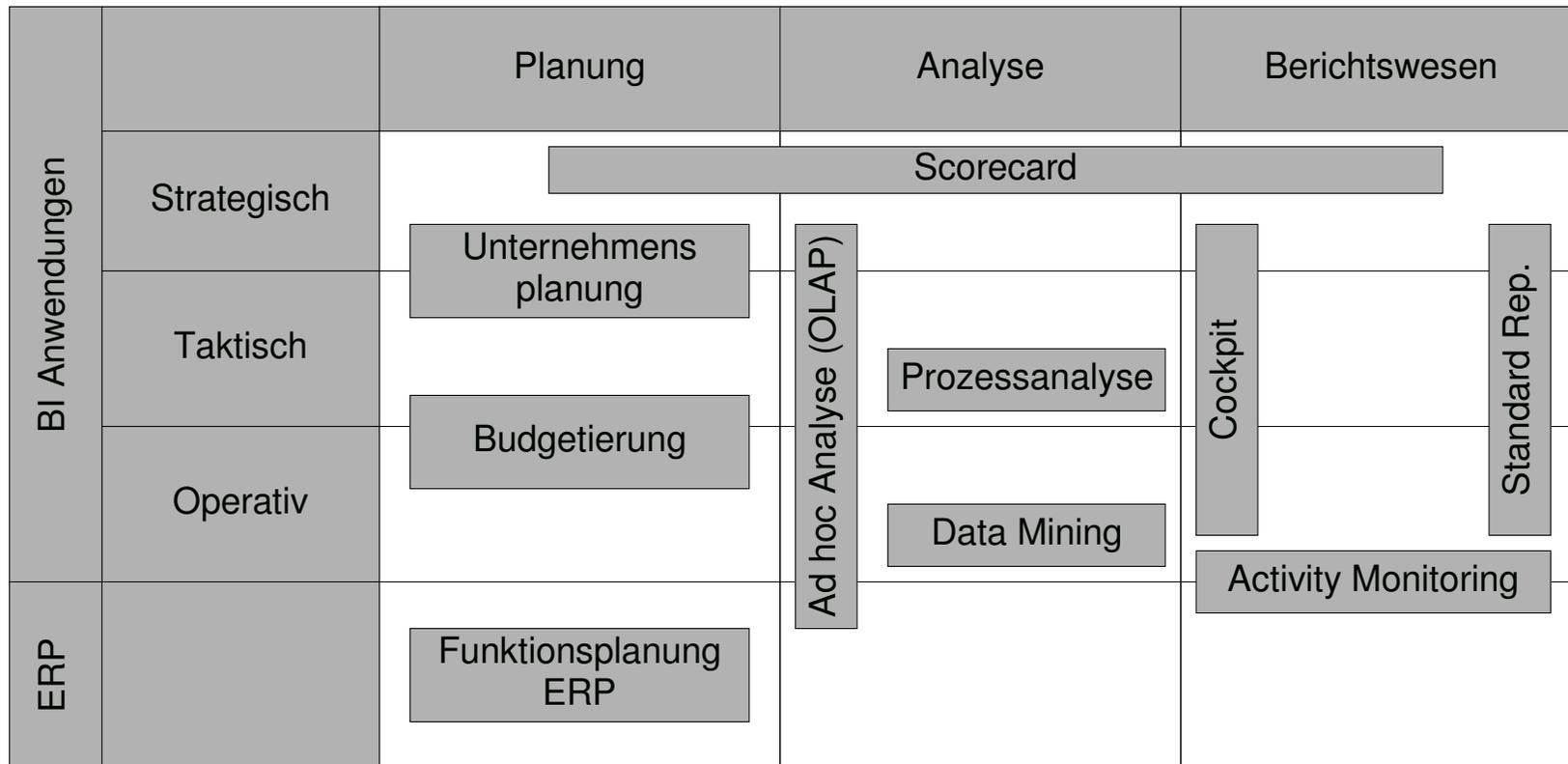
# Rahmen des BICC und Vorgehensmodell zur Ableitung einer BI Strategie



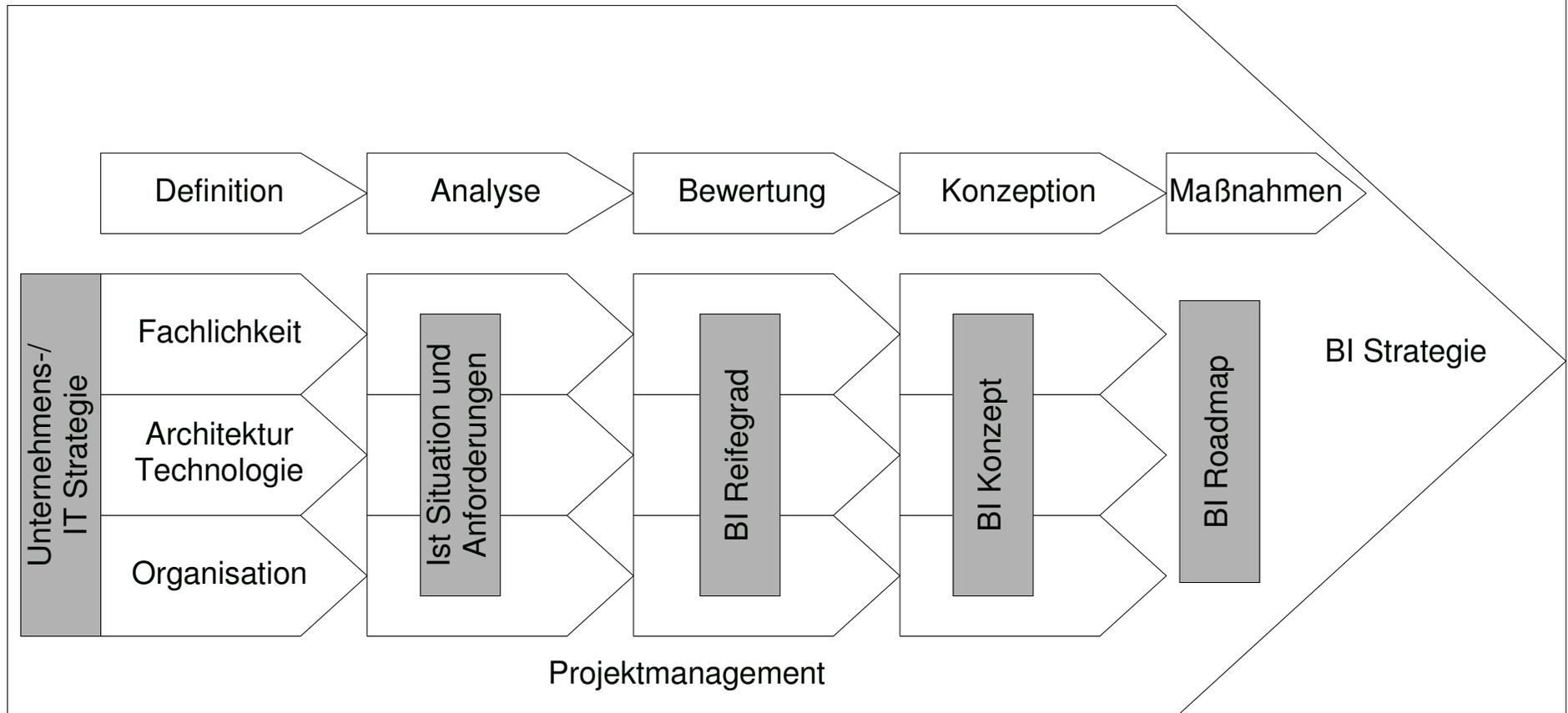


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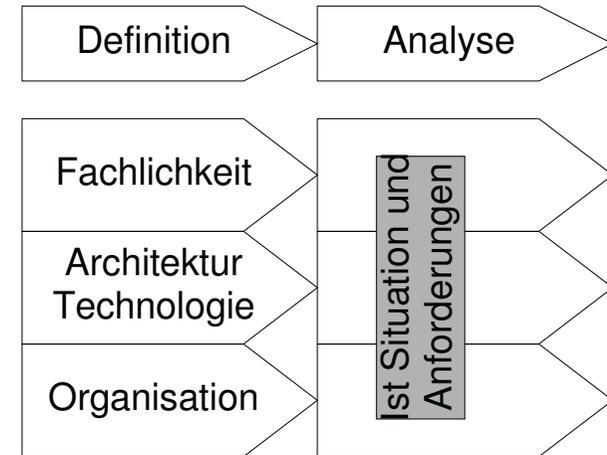
## Ist- Ziel Einordnung



# Rahmen des BICC und Vorgehensmodell zur Ableitung einer BI Strategie



## Rahmen des BICC und Vorgehensmodell zur Ableitung einer BI Strategie



### ▪ Analyse

– Analyse der Fachlichkeit

- Untersuchung der angewandten Verfahren und Methoden (Bspw. Art der Planung und Hochrechnung)

– Analyse der Architektur/ Technologie

- Untersuchung ein Einordnung der typischen Merkmale von BI Systemen

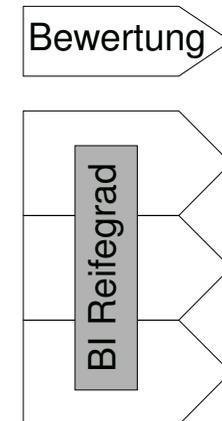
– Analyse der Organisation

- Untersuchung der übergreifenden Zusammenarbeit der Fachabteilungen und das Zusammenspiel zwischen den Fachbereichen und IT sind genauer zu untersuchen

## Rahmen des BICC und Vorgehensmodell zur Ableitung einer BI Strategie

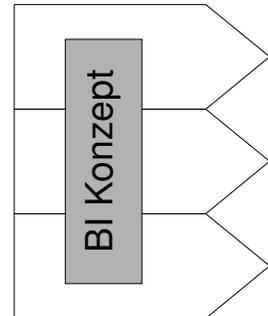
### ▪ **Bewertung**

- Bewertung intern, zwischen einzelnen Unternehmensbereichen oder extern
  - Benchmark
- Fachlichkeit
  - Ermittlung der Deckung von Informationsangebot und –nachfrage
- Architektur/ Technologie
  - Gegenüberstellung und Kriterienkataloge
  - Bspw. Frontend, Datenhaltung , Datenbewirtschaftung, Übergreifende Kriterien



## Rahmen des BICC und Vorgehensmodell zur Ableitung einer BI Strategie

Konzeption

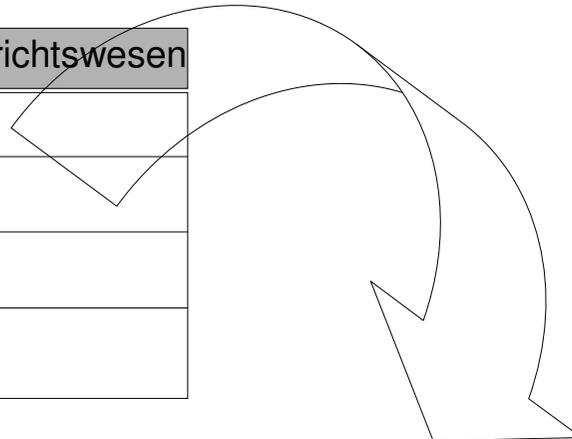


### ▪ Konzeption

- Fachliches Konzept
- Architektonisch/ technisches Konzept
- Organisatorisches Konzept

## Rahmen des BICC und Vorgehensmodell zur Ableitung einer BI Strategie

ERP BI Anwendungen		Planung	Analyse	Berichtswesen
	Strategisch			
	Taktisch			
	Operativ			
ERP				



		Planung	Analyse	Berichtswesen
BI Anwendungen	Strategisch	Scorecard		
	Taktisch	Unternehmensplanung	Ad hoc Analyse (OLAP)	Cockpit
	Operativ	Budgetierung		
ERP		Funktionsplanung ERP	Data Mining	Standard Rep.
				Activity Monitoring



# Rahmen des BICC und Vorgehensmodell zur Ableitung einer BI Strategie

Maßnahmen

BI Roadmap

▪ **Maßnahmen**

- Aufbau Organisation
  - Bildung AG BICC
  - Stellendefintion
  - ...

– Migrationspfad für neues DWH

- Erarbeitung, Vorgehen und Methoden
- Migrationsthemen identifizieren
- ...

– Realisierung neues DWH

- Redesign/ Aufbau (ETL Prozesse, Core DWH, Cubes...)
- Migration auf neues Frontend
- ...

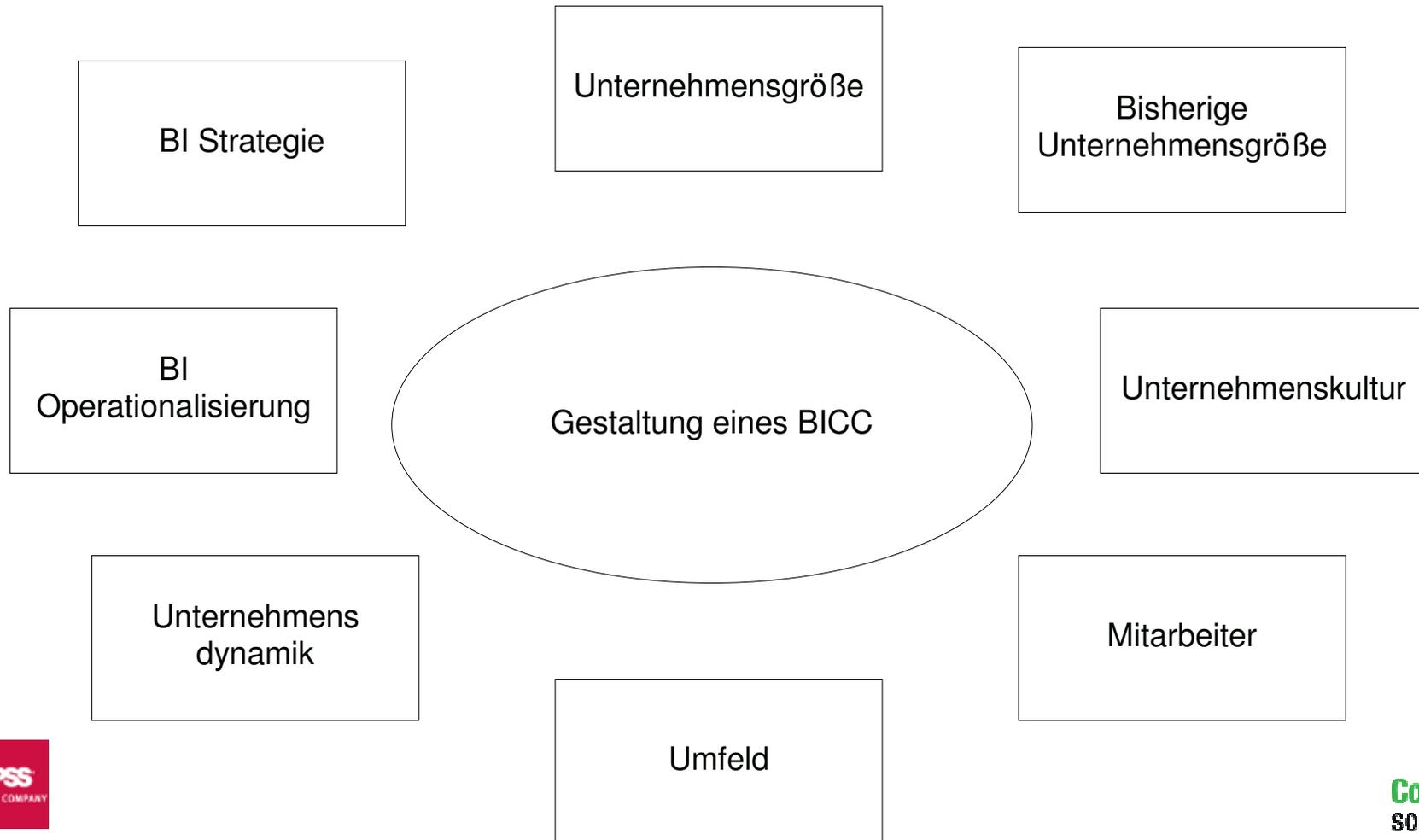


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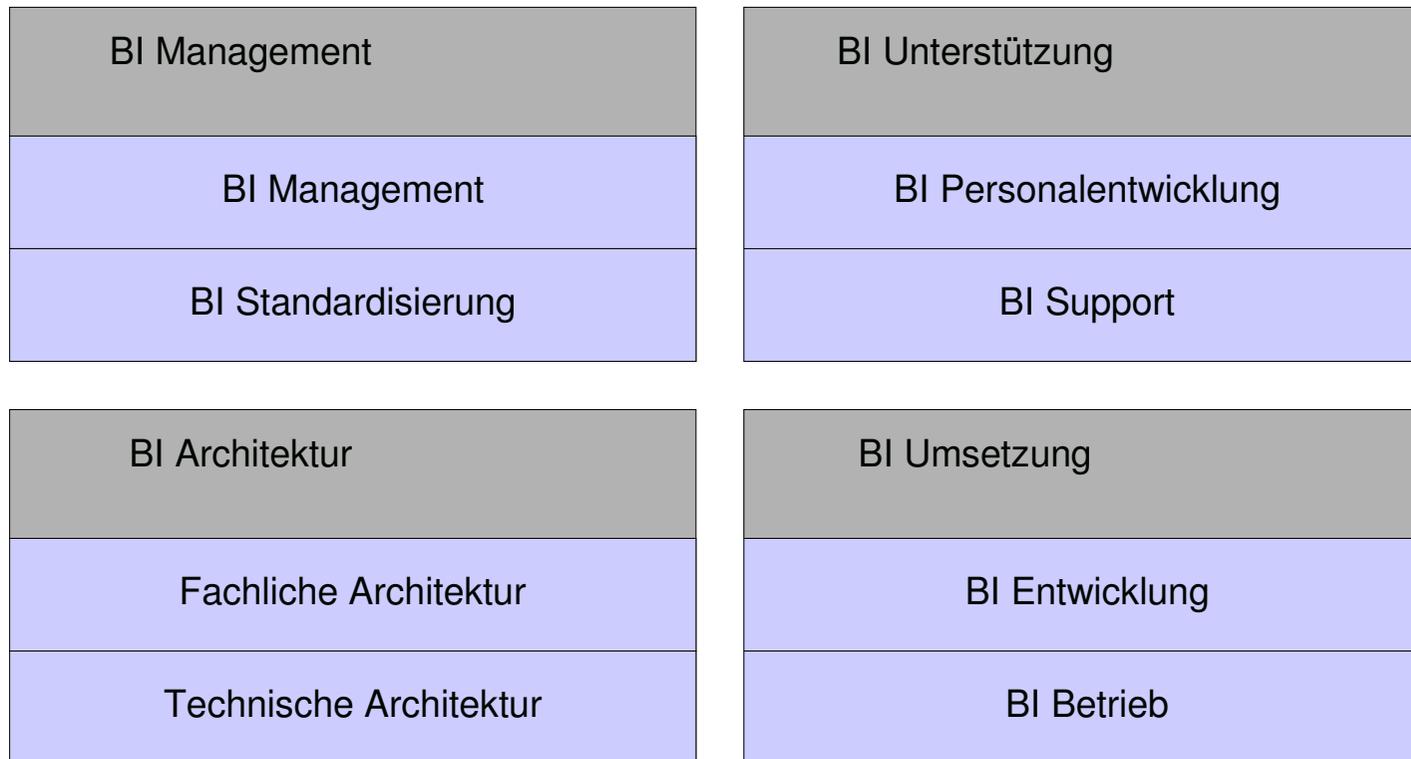
# Organisation eines BICC

## Einflussfaktoren

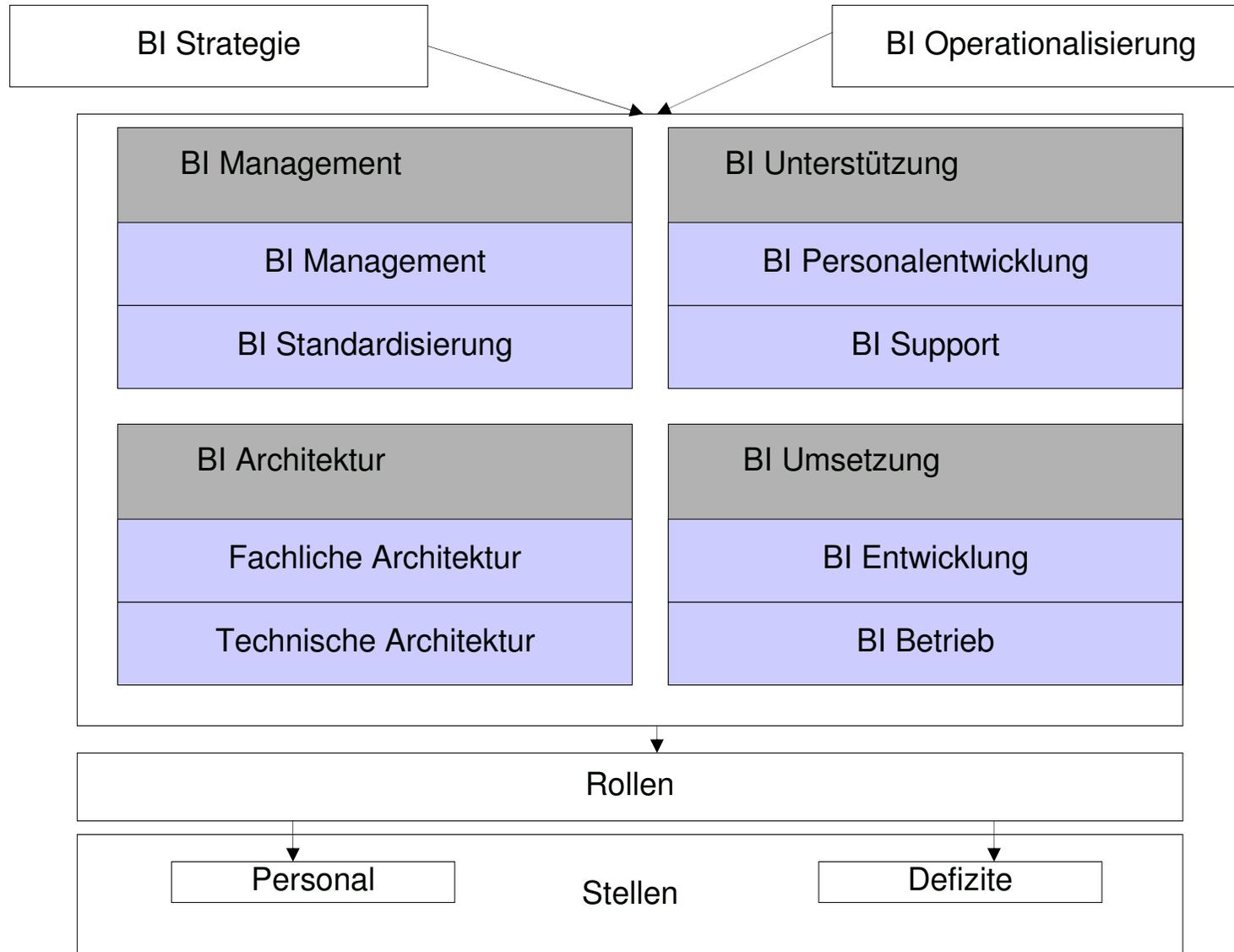


# Organisation eines BICC

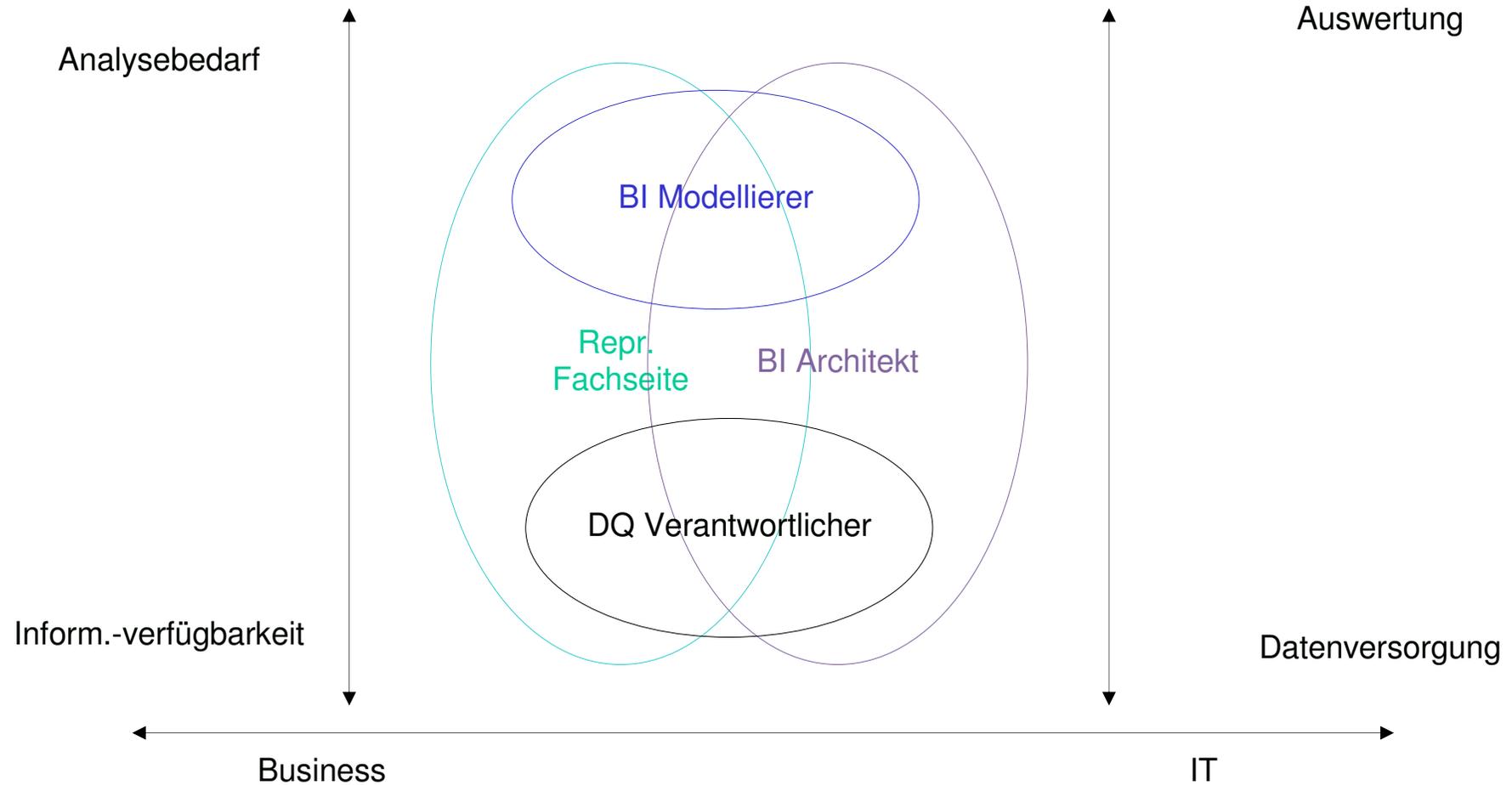
## Funktionen eines BICC



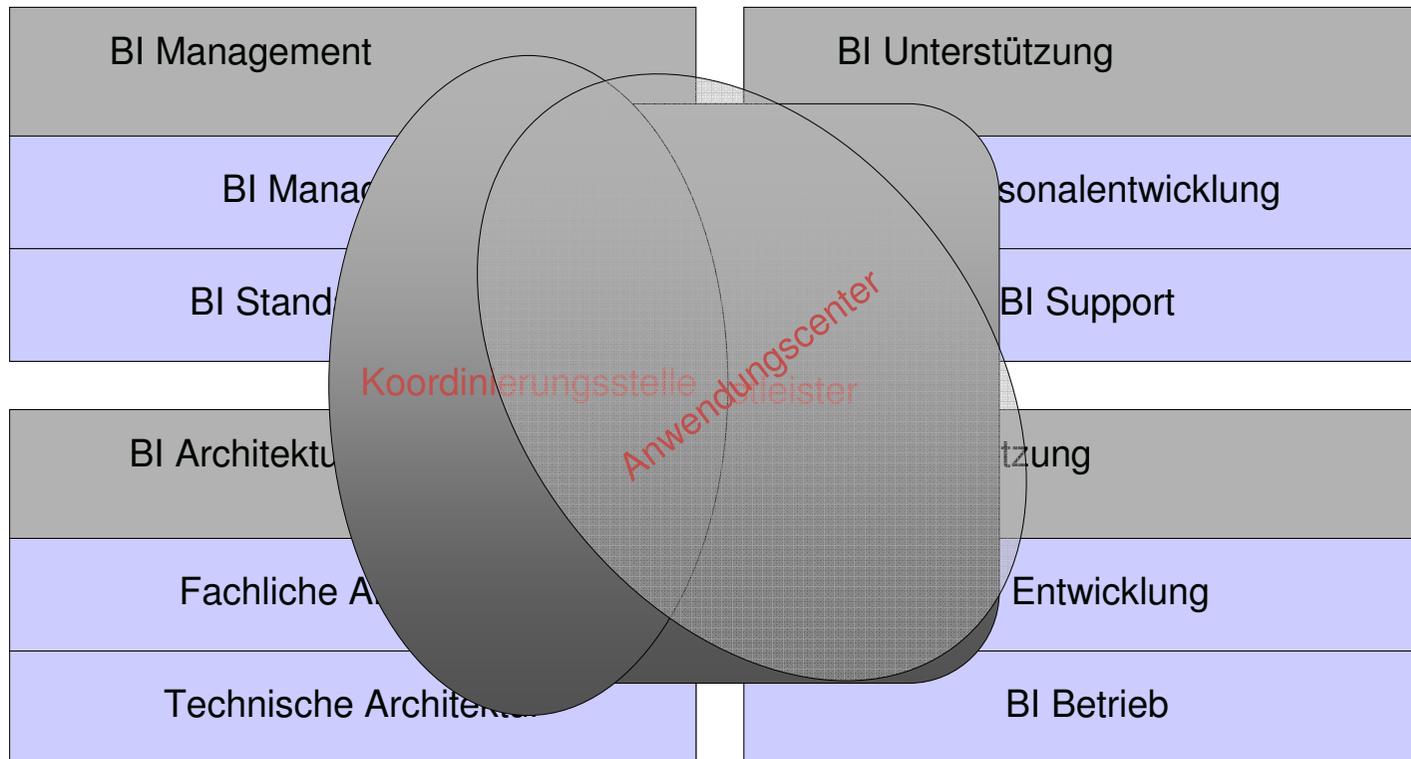
# Organisation eines BICC



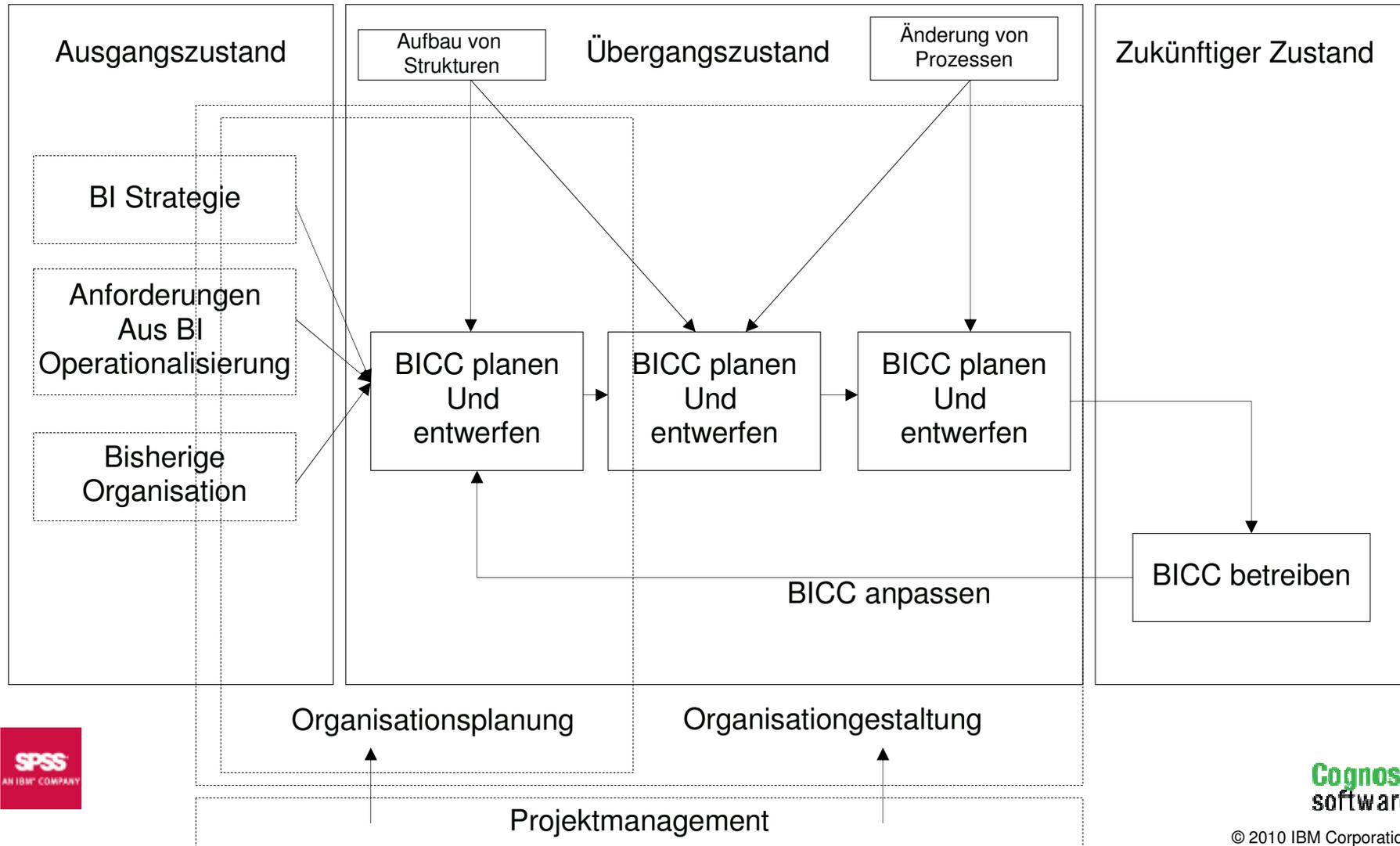
# Organisation eines BICC



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# Organisation eines BICC



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## Prozesse, Betrieb und Anpassung

- COBIT
  - Control Objectives for Information and Related Technologies Framework
  
- EAM
  - Enterprise Architecture Management (EAM)

# Prozesse, Betrieb und Anpassung

	DATA <i>What</i>	FUNCTION <i>How</i>	NETWORK <i>Where</i>	PEOPLE <i>Who</i>	TIME <i>When</i>	MOTIVATION <i>Why</i>	
SCOPE (CONTEXTUAL)	List of Things Important to the Business  Flanner Entity = Class of Business Thing	List of Processes the Business Performs  Function = Class of Business Process	List of Locations in which the Business Operates  Node = Major Business Location	List of Organizations Important to the Business  People = Major Organizations	List of Events Significant to the Business  Time = Major Business Event	List of Business Goals/Strat  Ends/Means=Major Bus. Goal/Critical Success Factor	SCOPE (CONTEXTUAL)  Flanner
ENTERPRISE MODEL (CONCEPTUAL)	e.g. Semantic Model  Owner Ent = Business Entity Rein = Business Relationship	e.g. Business Process Model  Proc = Business Process IO = Business Resources	e.g. Logistics Network  Node = Business Location Link = Business Linkage	e.g. Work Flow Model  People = Organization Unit Work = Work Product	e.g. Master Schedule  Time = Business Event Cycle = Business Cycle	e.g. Business Plan  End = Business Objective Means = Business Strategy	ENTERPRISE MODEL (CONCEPTUAL)  Owner
SYSTEM MODEL (LOGICAL)	e.g. Logical Data Model  Designer Ent = Data Entity Rein = Data Relationship	e.g. "Application Architecture"  Proc = Application Function IO = User Views	e.g. "Distributed System Architecture"  Node = IS Function (Process/Storage etc) Link = Line Characteristics	e.g. Human Interface Architecture  People = Role Work = Deliverable	e.g. Processing Structure  Time = System Event Cycle = Process Cycle	e.g. Business Rule Model  End = Structural Assertion Means = Action Assertion	SYSTEM MODEL (LOGICAL)  Designer
TECHNOLOGY MODEL (PHYSICAL)	e.g. Physical Data Model  Builder Ent = Segment/Table/etc. Rein = Pointer/Key/etc.	e.g. "System Design"  Proc = Computer Function IO = Screen/Device Formats	e.g. "System Architecture"  Node = Hardware/System Software Link = Line Specifications	e.g. Presentation Architecture  People = User Work = Screen Format	e.g. Control Structure  Time = Execute Cycle = Component Cycle	e.g. Rule Design  End = Condition Means = Action	TECHNOLOGY CONSTRAINED MODEL (PHYSICAL)  Builder
DETAILED REPRESENTATIONS (OUT-OF-CONTEXT)	e.g. Data Definition  Sub-Contractor Ent = Field Rein = Address	e.g. "Program"  Proc = Language Stmt IO = Cont of Block	e.g. "Network Architecture"  Node = Addresses Link = Protocols	e.g. Security Architecture  People = Identity Work = Job	e.g. Timing Definition  Time = Interrupt Cycle = Machine Cycle	e.g. Rule Specification  End = Sub-condition Means = Step	DETAILED REPRESENTATIONS (OUT-OF-CONTEXT)  Sub-Contractor
FUNCTIONING ENTERPRISE	e.g. DATA	e.g. FUNCTION	e.g. NETWORK	e.g. ORGANIZATION	e.g. SCHEDULE	e.g. STRATEGY	FUNCTIONING ENTERPRISE



# Prozesse, Betrieb und Anpassung



# Agenda

- Grundlagen und Definitionen
- Rahmen des BICC und Vorgehensmodell zur Ableitung einer BI Strategie
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- J. Henderson & N. Venkatraman, “Strategic Alignment: A model for organisational transformation through information technology,” in T. Kochan & M. Unseem, eds, *Transforming Organisations*, Oxford University Press, NY, 1992.