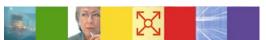# IBM Start Now Business Intelligence Solution

Table of Contents

This Document gives you information on the demo provided with this solution. For details on how to recreate the demo for a customer engagement or translate it to another language, go to the Demonstration Creations Document (BI_DemoCreation.Doc).

How to use the automated Demo			
√	**Section Title**	**Section Description**	**Refer to**
	Introduction to the Demo	General Information and an explanation of what the demo is showing with respect to the scenarios, the products and the storyline.	Page 3
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Introduction to the Demo

Home Abroad is a successful B2B and B2C retailer. As a developer, manufacturer and supplier of office solutions, Home Abroad is recognized for its customer-driven approach and its successful product line.
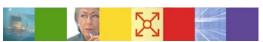
As part of its ongoing campaign to bring efficiency and convenience to its customers, Home Abroad surveyed its reporting infrastructure for measuring order shipment, delivery performance, managing product sales and inventory information. It found the current methods to be highly transactional in nature and unable to meet the needs of the fast-growing company.

To address these issues and to better serve its customers at the consumer and retail level, Home Abroad approaches a Business Partner. The Business Partner does an assessment of the existing data and technology infrastructure and proposes a business intelligence solution to manage Home Abroad's business more effectively. The business partner provides a broad overview of business intelligence through a demonstration.

For an e-commerce business, the demo provides a sampling of the business questions that need to be answered. Having this knowledge keeps a business ahead of the competition and keeps profitability high. But, how does a business collect the information and prepare it for analysis? This is what business intelligence is all about and what the IBM Start Now Business Intelligence Solutions scenarios can do for you.

The demo takes you on the data journey, showing the flow of data from a variety of company data sources, through the extraction, transformation and loading processes to the data storage area or datamart in preparation for reporting. The collected data is then generated into end-user reports for analysis. By viewing this demo, you will understand what business intelligence is, an overview and the value of the Start Now Business Intelligence Solutions, the processes contained within the solution and some sample reports that provide insight into the data to make informed, timely decisions.

Play the Demo

The automated demo included in the Solutions Guide is an AVI file. This document provides a script that you may use to describe what is happening in the demo or recreate the demo in a different language. The demo instructions focus on the TechSmith Camtasia Player and Recorder, but it is your choice to decide what tool to use with which to recreate your demo.

These instructions describe the events to begin playing the demo:

1. Install the Camtasia Codec from the Solutions Guide by running the tscc.exe file.

2. Download the Camtasia Player zip file from the TechSmith Website and unzip it to a new folder. In addition to the program, the license and product documentation is included in the zip file.

    NOTE: Windows Media Player and RealNetworks' RealPlayer can play your Camtasia screen cam movies, but TechSmith Codec is still required. The latest versions of both TechSmith Camtasia and Codec are free downloads from the TechSmith Website: http://www.techsmith.com/.

3. Launch the Camtasia Player by executing the CamPlay.exe file.

    NOTE: When you launch the Camtasia Player, by default it has a title bar, a menu bar, a tool bar, a status bar. You may customize and personalize those elements by following the instructions in the CamPlay.txt file.

4. From the Camtasia Player, open the Business Intelligence demo file. The IBM Start Now Business Intelligence Solutions demonstration plays. The control bar in the Camtasia Player controls the player's actions.

Demo Speaker Notes

This demo illustrates the IBM Start Now Business Intelligence Solutions concepts. This visual demonstration provides a means to help you quickly understand business intelligence and also provides a mechanism to show your customers what business intelligence can do for their business. Every number below represents a slide in the demo presentation.

1. **Slide 1 "Start Now Business Intelligence Welcome Page"**
   Welcome to the IBM Start Now Business Intelligence Solutions demo.
   This demonstration illustrates the business intelligence concepts and will help you quickly understand what business intelligence or BI, as it is known, is all about. It will also provide a means to help you understand the value that IBM Start Now Business Intelligence Solutions can bring to your business. Let's start!

2. **Slide 2 "Real world stories"**
   Everyday, you deal with your customers...but do you really know them? You work to make things available for them and they buy things from you. Most of the time, that is all you know about them. You deal with them on a transaction basis. To build a good relationship with your customers, you need to know more about them, about their preferences, their origins and their demographics. This knowledge is priceless in gaining excellent customer loyalty.

3. **Slide 3 "Real world stories"**
   You know you have large amounts of data from so many different sources: your organization, your customers, the media and the industry, to name a few. All of this information is available, but you still cannot get the right information to the right people. This information must be correctly processed, analyzed, and distributed within your company to gain a competitive edge. For example, your front-end sales people need the right information, presented clearly to help close business deals. So now you can see, how not knowing, can affect both your customer relationships and your business effectiveness.

4. **Slide 4 "Do you really know your customers?"**
   Gaining insight from your business is a challenge, by itself. Questions arise as business decisions need to be made. Here are some samples of the questions that need to be answered to help you understand your customers and enlighten your sales force.

   The question: When is a good time to begin a sales campaign?
   Sales campaigns need to be planned and executed at the right time. Business intelligence can assist you in determining this, by providing analysis on yearly sales fluctuations and customer buying behavior. The result of gaining this insight -- a successful sales campaign.

   Another question depicts how well the company is performing across products and regions. It also indicates the financial health of the company. Getting the answer to this question will enable you to leverage both your marketing and sales teams on a successful path to improve your bottom line.

   The answers to all of these questions, in general, pertain to knowing your customers better, making informed decisions and thus improving overall company performance.

   Now, lets see some of the problems you may encounter in getting the answers....

5. **Slide 5 "Business constraints"**
   These are some of the business problems that you may face in turning information into answers

  o   Database size: The size of your data to be processed is to say the least, quite overwhelming!

  o   Response time: Even though you have such large amounts of data, it needs to be processed quickly for timely decision-making.

  o   Number of users: A large number of employees need this information to perform their jobs effectively.

  o   Complexity of analysis: Some of the employees need simple, easy-to-use query tools, while others will need to perform complex analysis.

6. **Slide 6 "Two related problems"**
    So based on the questions and business discussions; two problems are apparent.

    Actually, lack of customer knowledge is directly related to the business constraints. The constraints are keeping your company from being able to analyze the mountains of data and produce well-structured information that relates to different areas and needs of your business. Remove the constraints, and you will be able to organize your data in an efficient format, apply the right tools to analyze it, and present the information correctly tailored to your business needs and then provide it to the right employees.

    So how do we begin...

7. **Slide 7 "Dealing with Constraints"**
    To solve this problem, we must first deal with the the business constraints.
    This illustrates the current process. Multiple data sources exist on your systems. They are read and manually formatted. The time to get information out of this data is extreme, and the results, at best, may often be incorrect and late.

    So how do we resolve this...

8. **Slide 8 "The BI solution"**
    This is an illustration of the challenge to transform data into information, which equates to the BI solution. There are large amounts and varied sources of company data. The data is extracted, transformed, and loaded into a database that is optimized for reporting and analysis. This data is now called a datamart. The data in the datamart is then distributed into a multidimensional structure that gives end-users an easy and simple method of performing analysis. The result: end-users can now display and analyze this processed data to discover information and insight within it.

9. **Slide 9 "Turning data into action"**
    We have just seen the BI Solution - - on this slide we show exactly what occurred. Large amounts of varied raw data were transformed, and, through the analysis and discovery process within the data, meaningful actions came about.

    This is how business intelligence can leverage information to transform relationships - from single customer 'clicks' to lifetime loyalty. Accomplished through the process of data 'discovery', this data insight is used to make better business decisions that can positively affect customer retention and inventory management, as well as, provide successful marketing campaigns.

10. **Slide 10 "The benefits"**
    So what are the benefits of implementing a business intelligence solution. You get to know exactly what data you have. You gain an understanding of the data trends and insight through analysis of your data. Then armed with this information, you take actions and execute business decisions quickly and effectively.

11. **Slide 11 "What is Business Intelligence"**
     We have seen a BI solution, but, in summary, what exactly is Business Intelligence. Business Intelligence is the process of solving business problems through the discovery of information and insight from data. The BI process is about identifying opportunities to fill the gap between available data resources and solving business problems. It is the ability to make better business decisions through the intelligent use of data assets. Business Intelligence is the process and IBM Start Now Business Intelligence Solutions is the answer for you.

     Next, we'll show some sample reports that explain how using a business intelligence solution to get the right information from the data, can result in taking the right business actions.

12. **Slide 12 "Report and Analysis"**
     We will show a fictitious company that has processed its data with a business intelligence solution. It is a retail business, that sells computer accessories within certain states throughout USA.

     Now let's look at the reports... How are the sales of these products performing?

13. **Movie "Analyzing revenue by location"**
     The revenue analysis is performed from the Revenue by State and Gender chart. In this chart, we see how sales are broken down for each state. It also shows the composition of the buyers in that state. From this chart, we can summarize the display to have only the total revenue for each state, since we are not analyzing the gender distribution. Now, let's look at the total sales. From the sales in Texas, we would like to see which cities contributed to the revenue. It seems now that Houston, Fort Worth and Austin are the top 3 contributors to the revenue. We can also see the specific ZIP codes where the buyers live. For example, in Austin, buyers only come from 4 ZIP code areas. Judging from this result, we may want to look further into those areas to see why the buyers are so concentrated; and then decide whether there are locations where posting banners or advertisements would grow awareness of the products.

14. **Movie "Product sales analysis"**
     Again, from the Revenue by State and Gender, we want to see which product has significant sales revenue for a city. We start from the state of Texas. Expanding the state revenue to a city level. We summarize the display to show only the total revenue for each city, since we do not wish to analyze the gender distribution. To analyze the results for each city, we can swap the user dimension and the address dimension. Now we see the address distribution for all users. We then need to open another view that has product distribution; we used what is called 'Link'. We link the address dimension to a report called "Demo - RevenueByProd". Drilling-down to the product dimension in Austin, we can now see the product distribution. Let's turn on the legend so we can easily see what the products actually are. It now shows that 'Twinax Protocol Converter' and 'Touch' are the best selling products in Austin. We may need to increase the inventory for those products.

15. **Movie "Sales time analysis"**
     Next, we open another report that has time and location dimensions. It is called 'Revenue by Time VS State'. This chart shows aggregated revenue for the USA. We expand the location dimension to show each state's revenue. We can see that Texas, California and Colorado are the largest markets that we have. We then back up to the aggregate view and expand the time slice. We get the revenue for first and second quarters of 2002. Sales have increased through the second quarter, therefore, we are more interested in the second quarter. Expanding this, we can now see the month-to-month revenue. Again, we swap the location and time dimensions. Now we can see the time-based revenue for each state. This is an interesting chart. In Minnesota (MN), there is a large peak for April, while the revenue for the remaining time is not that strong, we need to analyze this. We want to know what the product is that actually sold in that high-peak time. We link the dimensions

again to the "Demo - RevenueByProd" view and open the link. It appears that there is a huge sale for 300GB and 320GB attached drives. Further analysis can be performed to determine the demographics of who bought them and so on.

16. **Slide 16 "Closing"**
In summary, you can see that Business Intelligence is the answer, and IBM Start Now Business Intelligence Solutions can provide you with the RIGHT solution.

Thank you for viewing the business intelligence solution demonstration.