

BI Assessment and Strategy

Overview of Business Intelligence

Business Intelligence (BI) is a discipline that improves business decision making by employing fact based and data driven support systems. BI comprises the processes and technologies for collecting, managing and reporting decision oriented data. BI empowers business users and decision makers to solve everyday business questions, and typically refers to the challenge of providing business users with meaningful information from company data sources to help those users make better, more informed business decisions.

The business problem

Businesses are challenged with the need to make decisions, but are limited in the decision making process due to a lack of actionable information. The resulting "Business Pain" might be an inadequate understanding of customer behaviour, inability to monitor and improve internal processes, limited visibility into key operational metrics, poor sales productivity, or thousands of other BI pains. Every day spent without a BI solution is another day of living with that business pain, and the "opportunity cost" associated with delaying the ultimate benefits of BI.

Some of the symptoms of this problem include the following:

- Multiple sources of the truth
- Lack of timely and accurate information
- Lack of confidence that the information is correct and reliable
- Lack of real/near real time information is impeding management decisions
- Too much data
- Reactive and not proactive
- More time spent collecting data than analyzing data

Business intelligence is a capability that when implemented correctly provides powerful insights and information on business performance. BI can be used in a variety of business and functional areas. Typical BI applications would include some of the following areas:

- Customer management
- Product pricing
- Supply chain pricing
- Operational cost management
- Service management
- Risk management

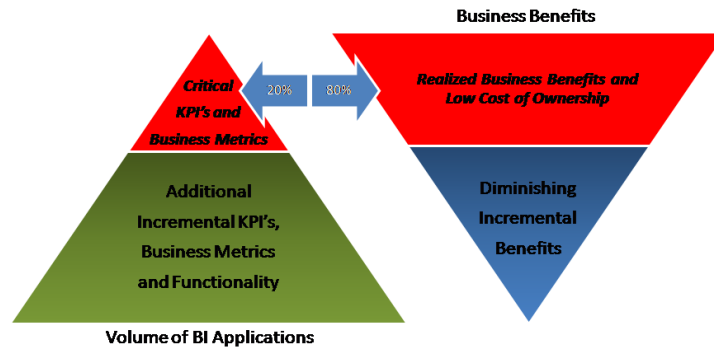
Our approach to BI

The best practice in designing and developing effective BI applications is to recognize the economics of BI. Given any functional and reliable business intelligence system, there is a point (which will vary slightly from one prospect to another) where incremental additions to the initial core application will increase total cost of ownership, with little if any marginal impact on business value. The key point is that there is a certain critical set of functionality required to deliver the majority of business benefits of business intelligence, and there is a point at which additional functionality will increase costs (in some cases very significantly) without additional business benefit.



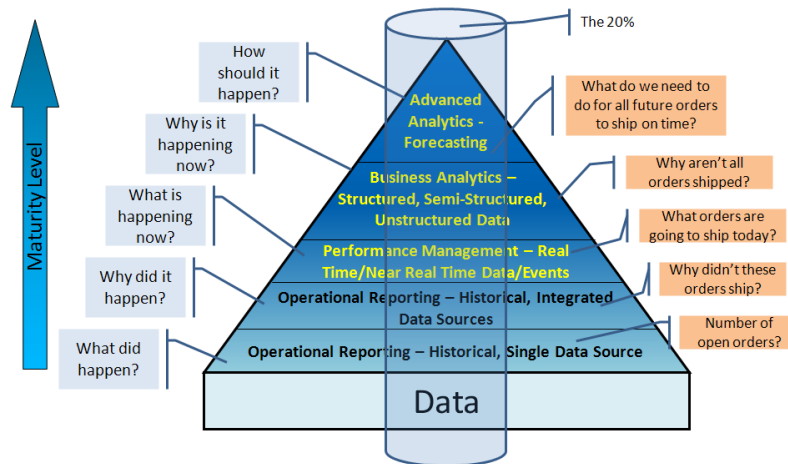
We recognize that the 80/20 rule applies to BI, and therefore our approach is to help a business discover their critical core set of business needs (the 20) and build the appropriate BI applications to address those needs in order to achieve the majority of the benefit (the 80).

The Economics of BI



The critical set of functionality developed in Curach's BI solution is achieved by first executing our BI Assessment and Strategy Program in order to identify and prioritize the key questions that need to be answered. Every organisation is at a different level of maturity of business intelligence capability. Our assessment and strategy program we compile, prioritize and analyze the combination of question types and data sources in order to determine the 20% that represent the critical core set of business needs that should be addressed by the initial BI solution.

Business Intelligence Maturity Model



The result of the Assessment and Strategy program is a roadmap of BI applications designed to optimize unrealized business benefits at the minimum total cost of ownership. We assist enterprises in developing a customized BI program that is business driven and designed to effectively answer the key business questions an organisation faces to improve performance and provide insights for better management decisions.

The program has been effective at a number of organisations across a diverse set of industry verticals and within many subject areas. Please contact us for if you require more information.

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