

Dos and Don'ts: Building Your Business By Building Your Business Intelligence

A CONVERGENCE CONSULTING GROUP WHITE PAPER



How can you ensure your organization's BI projects don't fail?

Business Intelligence (BI) is neither a product nor a system. BI is a perpetual, evolving practice – a vision and strategy built upon an organization's goals and operations. But having just any BI solution within an organization is not enough. Having the *right* BI is how businesses can experience exponential growth, even and especially in the midst of changing economic conditions.

Don't rest on a software solution alone. There are many software providers that tout their BI capabilities. They allow the extraction of information from various data stores and display the data on pretty graphs and charts. Even with a great software solution, businesses need a BI architecture that tailors the software to the organization's specific needs. Does the software enable the merging/purging and cleansing of data?

Does it provide one version of truth for the business? Is it replicated throughout the enterprise and scalable as an organization continues to grow? Does it deliver self-service reporting or web-like search functions? Does it provide the forward visibility to create What-If scenarios and predictive analytics? Are the performance management instruments and other reporting tools one-size-fits-all or can they be fitted

Enterprise BI Strategy & Management

- Planning & Strategy
- Assessment & Roadmap
- IT Alignment & Tool Selection

End-to-End BI Deployment

- Program & Project Management
- BI System Architecture Design

Information Delivery Deployment

- Enterprise Performance Management
- Dashboards & Scorecards
- Analytics & Ad-hoc Analysis

Information Management

- Data Modeling & Warehouse Development
- ETL & Enterprise Data Integration
- Master & Metadata

to an organization's needs? These are just a few challenges when an organization counts on software without a full BI practice in place that helps to drive down operational costs while providing the ability to make strategic business decisions to remain competitive and optimize growth.

Do find ways to take what you have and do more of the right things, better.

In Jim Collins' book, *Good to Great*, after a study of 1,435 companies, Collins explains how a good company can become great. His conclusion was that good companies examined what they were doing well, and did it more; while great companies not only continued to do what they did well even more, but also investigated what they didn't do well and did what they could do to avoid making the mistakes again. In evaluating business operations, the right BI practice can help design more efficient business processes – identifying and reengineering inefficient systems and processes, having insight into what works well, and being able to use predictive analytics to separate an organization from its competition.

Don't change your level of risk-taking.

Whether an organization is experiencing the effects of tough economic conditions or a growth spurt, discovering innovative ideas can help an organization's indispensability in the marketplace. Don't change your level of risk-taking, but do focus on intelligent risk-taking. The right BI tools can help prevent putting an organization at jeopardy as they innovate. What's more, the right BI tools can help an

organization to be more nimble, more preemptive.

Do remember that a short-term investment can glean long-term savings — and revenue.

Often, businesses will piece together existing tools, a combination of applications, even open-source software, with redundant data spread throughout the enterprise, to create a BI "practice". What they end up doing is driving up operating expenditures (OPEX), creating additional capital expenditures (CAPEX), and minimizing their potential revenues. By investing in the implementation of the right solution, an organization's IT department can deploy its highly technical resources to more critical functions rather than business units having to wait for IT to be able to create reports. Furthermore, business users are empowered to easily extrapolate information more timely and accurately with better insight to business conditions so that they can streamline operations, create more strategic relationships with customers and suppliers, avoid risk, and optimize value from existing product lines. The best way to identify the *right* solution would be to start with a BI lifecycle assessment that will examine the key BI metrics for your organization and industry and deliver a roadmap to success.

Do count on the Convergence Consulting Group (CCG) Difference.

In a business world with myriads of technology and service providers, CCG stands out as a premier Business Intelligence consultancy with:

- Client-focused "Big Five" consulting skills
- Seasoned BI consultants with broad industry experience
- Proven, repeatable, scalable BI implementation methodologies
- Objective and agnostic platform selection
- "On shore" only consulting teams
- Cost effective solutions that offer sustainable value and ROI

About Convergence Consulting Group

CCG is a Florida-based, premier BI consultancy built on a foundation of broad industry experience, business and technology expertise, and a focus on details. Our use of mature, scalable, repeatable methodologies and client-focused "Big-Five" consulting skills ensures success in all phases of the BI project implementation lifecycle.

CCG offers a broad base of services that deliver Enterprise Information Management, Performance Management, and Business Intelligence solutions for our clients. Our depth of experience implementing technology solutions across a wide spectrum of industries and platforms allows us to deliver the highest quality BI solutions and services.

Strategically partnered with industry-leading BI platforms, CCG is uniquely positioned to deliver enterprise BI solutions in all business verticals.

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