

Measure it, then manage it





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## Introduction



Introducing and then moving forward with a workable Business Intelligence (BI) solution rests on it being more business rather than IT oriented. Which needs to be kept efficient from start to finish. It's as simple as that.

That way of thinking ensures that BI solutions aren't bogged down in IT led processes and procedures that can slow progress.

But having a focussed BI initiative that puts your business on the road to improvement doesn't just hinge on those few factors alone.

It also needs a framework. A framework that can deliver an effective Business Intelligence solution. For a more organised, streamlined and effective way of working.

Which is supported by a set of services that allows users to improve decision-making. Allows you to reduce cost. And us to deliver a rapid return on investment to your bottom line.



## WHY BUSINESS NEEDS MORE INTELLIGENT INFORMATION

Improved insight leads to more informed decision-making. As businesses search for any sort of competitive advantage, having the relevant information at your fingertips is more vital than ever.

With a leading Business Intelligence solution you'll know what to do with that information, who to give it to, when and where.

And the solution will be in line with your business goals, as it's developed using an in-depth understanding of your key challenges.

So how can you transform your business? First begin with measuring your information. Then make decisions on where to push your resources for maximum value.

Through Business Intelligence you're able to use that information to report, analyze and model your business around future goals.

**REPORT** – measure past and current performance

**ANALYSE** – use past and current performance to improve decision making

**MODEL** – use results to improve the way you do business



## Driving business forward



### A BETTER UNDERSTANDING OF STRATEGY AND OBJECTIVES

What's driving your business? Product leadership, operational excellence or customer intimacy? Or all three?

Placing all your emphasis on one aspect and neglecting the other two can damage your business. But understanding where to place the most emphasis takes insight, and knowledge of the importance of value disciplines.



### DEFINE TO REFINE

Focus your BI initiative so you have a more defined business strategy. That's the beauty and simplicity of the value discipline model by Treacy and Wiersema.



Unearth your true business objectives and have intelligent information to get the best from your processes and people.

### STRIVE FOR OPERATIONAL EXCELLENCE

Most large international companies use this to put the emphasis on:

- Efficiency, streamlined operations and supply chain management
- Reasonable quality products at low prices, delivered in high volumes
- Superb operations and execution, delivered by superb people.

## STAND OUT WITH PRODUCT LEADERSHIP

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Right for you, if you're operating in highly competitive and fast changing markets. Emphasises:

- Development, innovation and iconic design
- Getting lots of products to market, faster than others
- Flexible processes and breakthrough brand marketing.



## ENGAGE BETTER THROUGH CUSTOMER INTIMACY

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Know your customer and provide outstanding service to keep them coming back. This puts emphasis on:

- Tailoring products and services - so individual customers get what they want
- Exceeding expectations – through customer relationship management
- Better decisions – by giving customer-facing employees the tools they need.

## MINIMISE RISK AND MAXIMISE COMPLIANCE

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The playing field on which companies compete has changed dramatically. And so have the rules.

Staying compliant with corporate governance is not part of the value discipline model. But it is the fourth important BI driver.

So you achieve the right information flow from your operations business and the approval of regulatory bodies, such as Basel II, Solvency II, Sarbanes Oxley and MIFID.



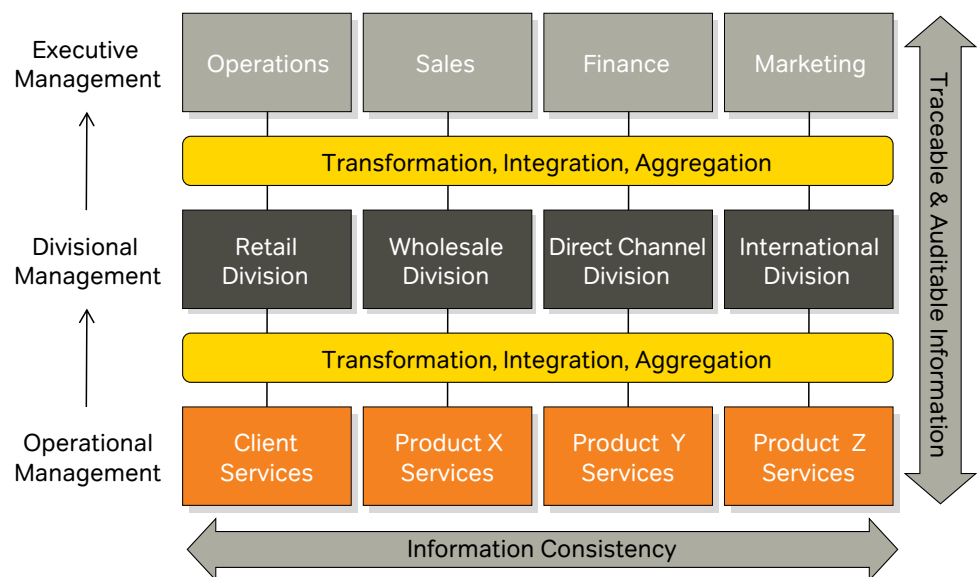
## Managing better



### UNDERSTANDING WHERE YOUR INFORMATION COMES FROM AND HOW TO USE IT

It's not what you've got it's how you use it. Or is it? Not knowing where the information came from in the first place, or if it's consistent, can be just as bad as having no information at all.

You need a strong foundation. Something to base your BI initiative on. Especially when your organisation is the centre for information from multiple sources.



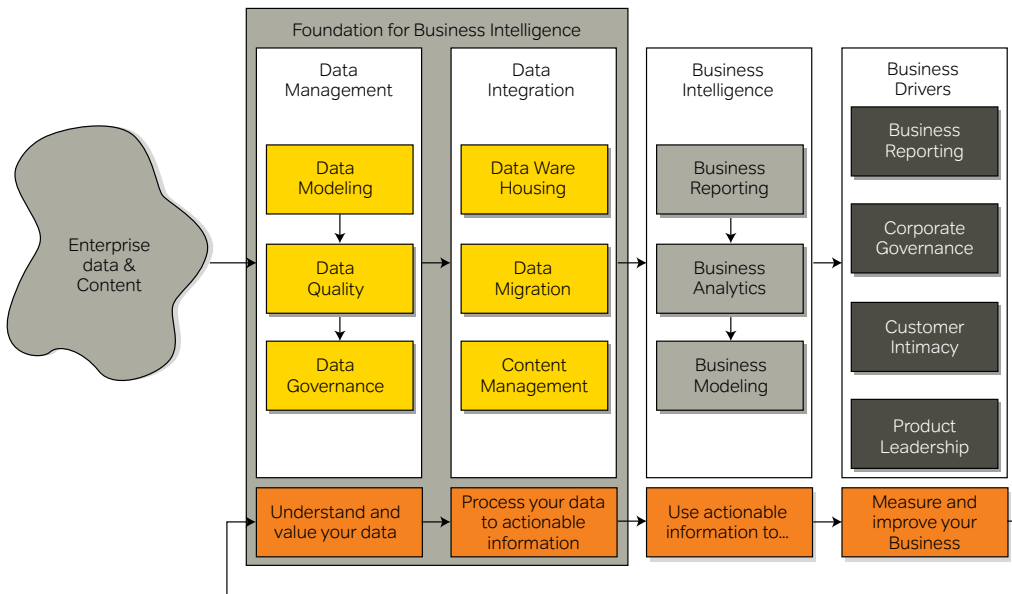
### ARE YOU MANAGING YOUR DATA OR IS IT MANAGING YOU?

Business Intelligence could end up falling at the first hurdle. Unless you're able to gather information from various points in the business. Understand who sent it and why. Then decide if it's consistent.

With the right data management solution, you're in the driving seat. Using business data definitions, data quality measurements, data ownership and data governance to deliver BI. When you need it. Where you need it.

## THE MODEL FOR EFFECTIVE INFORMATION MANAGEMENT

We have extensive knowledge and experience in data, information and content management. It's how we support you in establishing the foundation for a successful BI initiative.



## GREAT RESULTS DEPEND ON A SOLID FOUNDATION

Using the model should be the first step in developing your BI process. It helps measure and improve your business by highlighting:

- The importance of combining information from the company and traditional databases for true Business Intelligence
- The role data management plays in developing an effective Business Intelligence solution.





### THE PHASES OF BUSINESS INTELLIGENCE DEVELOPMENT

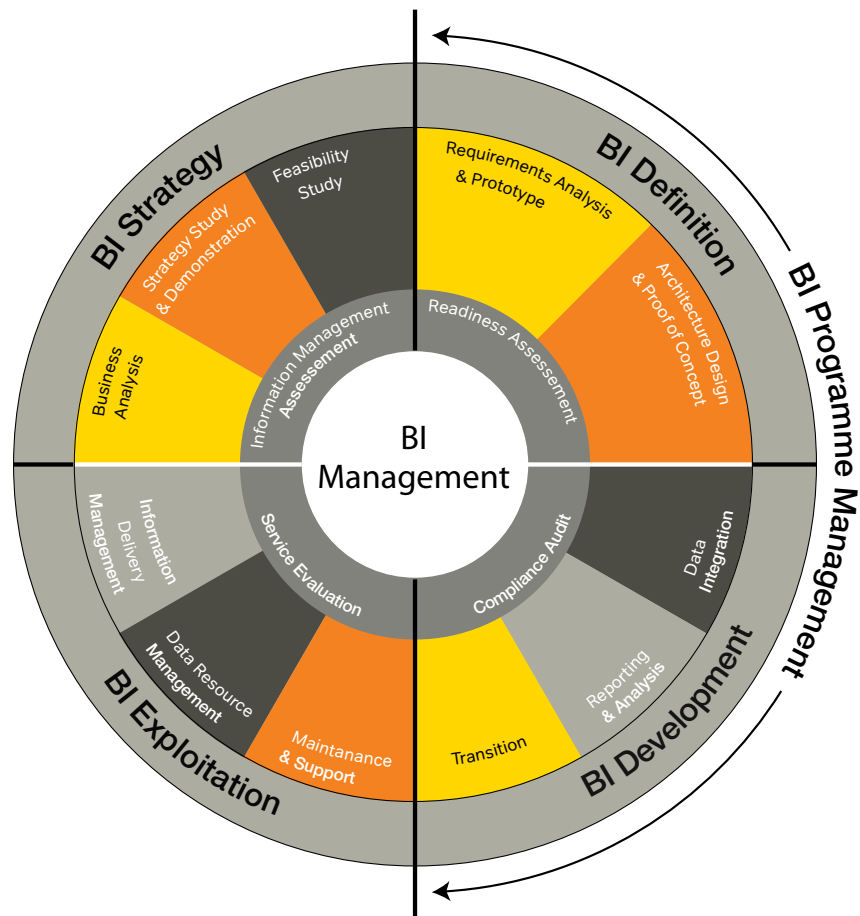
The business world isn't static. So, to make sure that your BI model is both current and effective, we continuously develop, improve and measure it against your key business objectives.

Getting that right requires a tried and tested process. One with a sound framework, proven to work across all business sectors. Always taking into account that:

- From the start business and IT processes are working together and managed continuously
- Chosen architecture and infrastructure are agile enough to cope with future demands.

### A PROVEN FRAMEWORK, A PROVEN METHODOLOGY

We divide BI into four quadrants and link them together via BI lifecycle management. This is our BI framework.



## IT ALL COMES TOGETHER IN FOUR PHASES

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So we can be sure we deliver what you expect.

- **BI strategy** – what you need. It is based on a feasibility study, and is adjusted according to your strategic goals
- **BI definition** – takes the BI strategy and uses it to determine, or adjust, where your BI initiative should be headed
- **BI increments** – used to design and develop your reporting and analytical applications
- **BI exploitation** – makes sure your BI solution is always available and reliable through better data resource management.



## THE IMPACT OF EACH QUADRANT

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To make sure that business and IT, as well as change and service, are working in harmony, specific departments or individuals need to take charge.

**Upper two quadrants** – should be driven by the business side of your organisation

**Lower two quadrants** – need strong commitment and involvement from your IT department

**Right-side quadrants** – are change-driven and should be managed separately

**Left-side quadrants** – part of your day-to-day Business Intelligence operation





## THE WAY TO MANAGE BI EXPECTATION AND DELIVERY

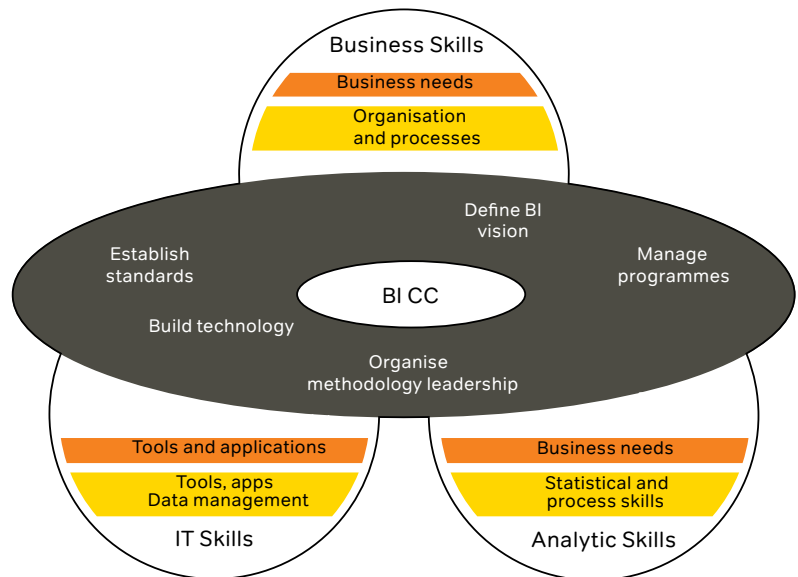
Once established and implemented, BI solutions are then seamlessly included and put to work in the business processes of your organisation.

Getting the most out of them means getting high quality usable information. To people who depend on it. This means:

- Managing the flow of information from many sources
- Staying constantly in touch with information users to deliver constant upgrades in the shortest possible time.

## BUSINESS INTELLIGENCE COMPETENCE CENTRE

- Audit services to measure and improve quality of BI organisation processes and technology
- Full BI Life cycle support by standardised methodology
- Governance structure to ensure business value driven mindset
- Benchmark and estimating framework to support reliable planning and budgeting of BI



BI CC at large Insurance Company raised customer satisfaction by 24% by implementing the Logica BI Framework

## COMPETENCE IS BORN FROM INTELLIGENCE

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Is your BI solution working to its full capacity? The way your people expect? Ensuring it requires a special blend of intelligence and competence.

This is driven through an innovative Business Intelligence Competence Centre. Involving information delivery management, data resource management and operations maintenance.

**Information delivery management** – used to contact all relevant BI end-users to see what they require and develop the appropriate solution for them.

**Data resource management** – with source data fed into the central information model to deliver quality data that's on time and on target.

**Operations and maintenance** – for consistent monitoring of continuity, stability and availability of the BI environment and daily operations.

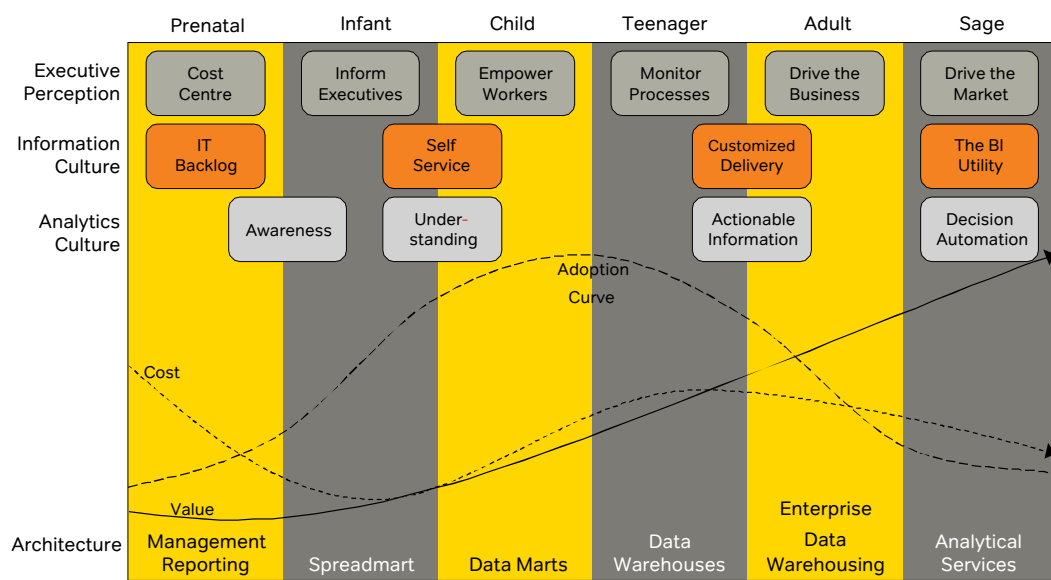


# Evolution not revolution

## MANAGING THE BI SOLUTION THROUGHOUT ITS LIFECYCLE

Once the need for a BI solution has been established, determining exactly what that solution is and where it's required is just the first step on a successful journey.

Smoother workflow and greater productivity requires constant assessment so that the BI solution evolves from start to finish.



## IS THE END REALLY NEAR?

Assessing the BI maturity of your organisation is not as clear-cut as it may seem. There are many factors that come into play.

These range from the importance that management places on BI as a business driver, right through to whether your business infrastructure is designed to support it.

All have to be considered when balancing one level of BI maturity. Before growing the next.

**Executive perception** – Do management see it as a cost saving exercise or a key business driver?

**Information culture** – Do all understand its importance, so that decision makers have the relevant information at their fingertips, when required?

**Analytics culture** – Are people in the know aware of its existence, putting it to work on a daily basis so that it really starts to add value?

**Cost and value (ROI)** – Getting your money's worth out of BI boils down to time. Time spent improving the business rather than checking information quality.

**Architecture** – Can your platforms support Business Intelligence, to enable easy analysis and reporting?



## THE VISION THAT ANSWERS YOUR MISSION

Used correctly, Business Intelligence is your true business enabler. We have outlined its business benefits in this paper, however what makes our approach truly unique is the input and thinking of our people before developing the solution.

We'll sit down with you on a one-to-one basis to get closer to your business challenges. Developing a solution that really works for you.

## YOU TALK, WE LISTEN, AND THEN WE ACT

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Ours is a truly consultative approach that supports your Business Intelligence initiatives.

Putting incisive information at your fingertips. So you're making informed and correct decisions at the precise moment when called upon.

Doing more with less, that's business intelligence.

For more information...



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