

A large, faint, wireframe-style graphic of a chair is centered in the background of the slide. The chair has a high back with a decorative top rail and a seat with a similar decorative pattern. The lines are thin and grey, creating a subtle watermark effect.

The Intelligent Enterprise – *From Business Intelligence to Business Analytics*

Spotfire Webinar - Feb 2007

Dr. Wolfgang Martin
**Analyst, iBonD Partner, Ventana Research Advisor and
Research Advisor at the Institute for Business Intelligence**

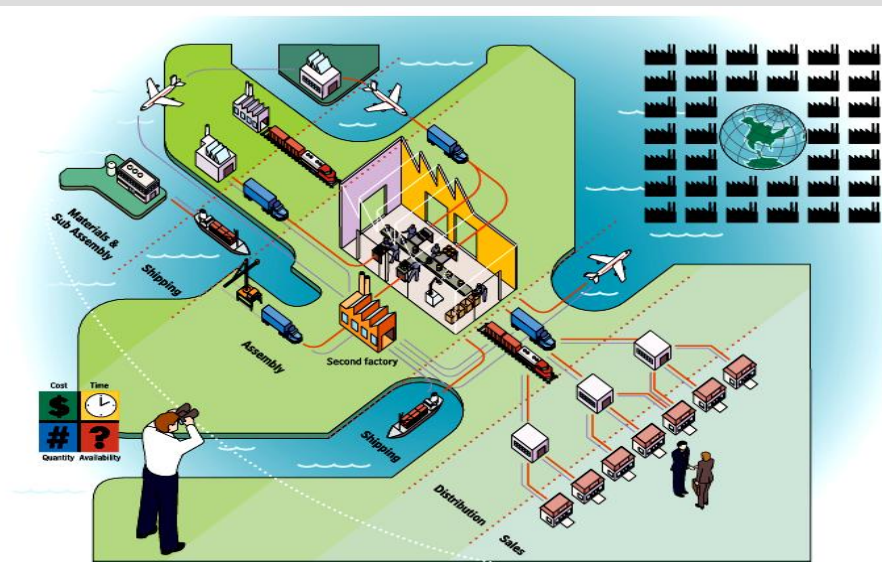
The Intelligent Enterprise

- Empowering the Enterprise through Analytics
- Evolving from Business Intelligence to Business Analytics
- Mastering Business Analytics



Processes – The New Focus

- Automated Processes Cut Costs
- Integrated Processes Speed Up Business
- Secure and Reliable Processes Minimize Risk
- Synchronized Processes Empower Real-Time Actions and Reactions
- Flexible Process Management Fosters Agility
- Intelligent Processes Anticipate Problems



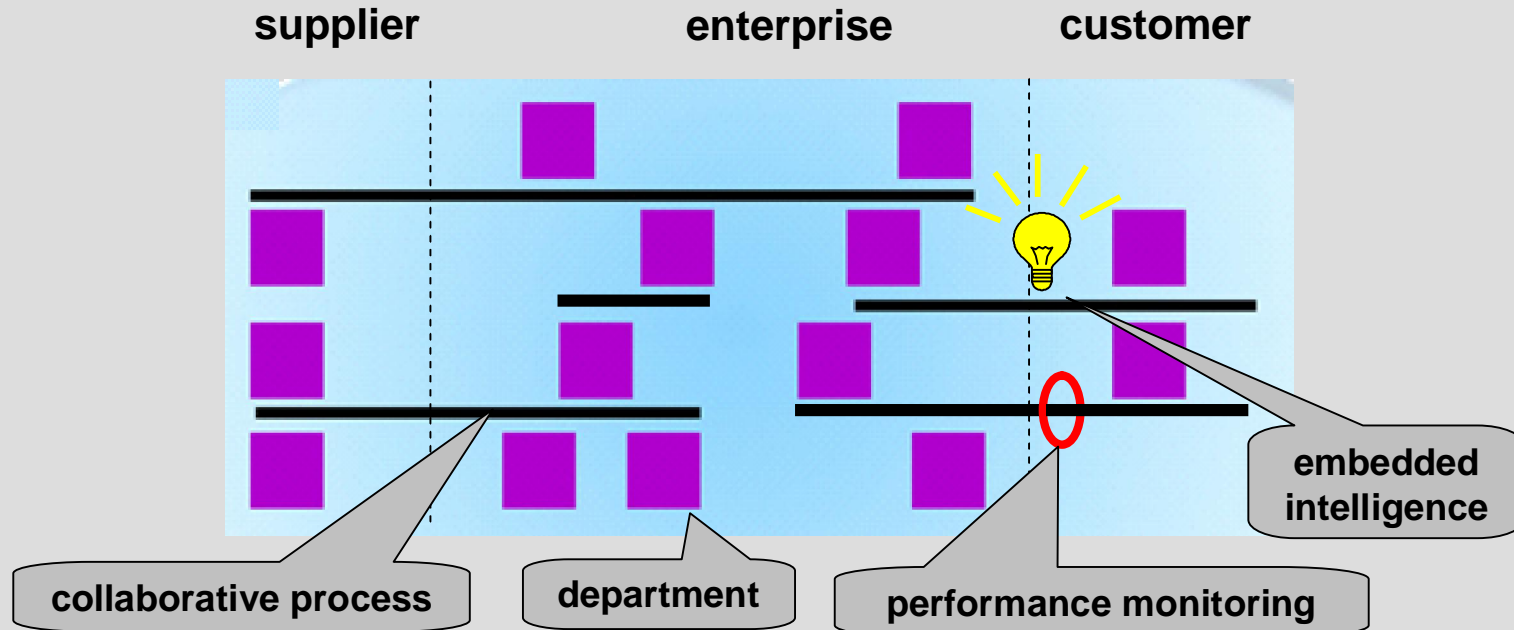
Drivers

- Compliance
- Deregularization
- Cost Pressure
- Market Dynamics

The Process-Oriented Enterprise

Management Focus

- Industrialization of processes
- Flexibility of processes



Processes are cross-functional, cross-departmental, and cross-enterprise

Challenging Business Intelligence

- Identify and solve problems before they arise
- Ubiquitous intelligence

Examples:



Product availability:
The never empty shelf



Sales forecast:
Your quota in 3 months

Empower the Enterprise Through Analytics

- Focus on the industrialization and flexibility of business processes
 - Adapt quickly and flexibly to new business scenarios
- Identify, classify, and intelligently analyze all available information
 - Avoid to be surprised when the unexpected happens



Take Aways



The Intelligent Enterprise

- Empowering the Enterprise through Analytics
- **Evolving from Business Intelligence to Business Analytics**
- Mastering Business Analytics



The Data Analysis Gap

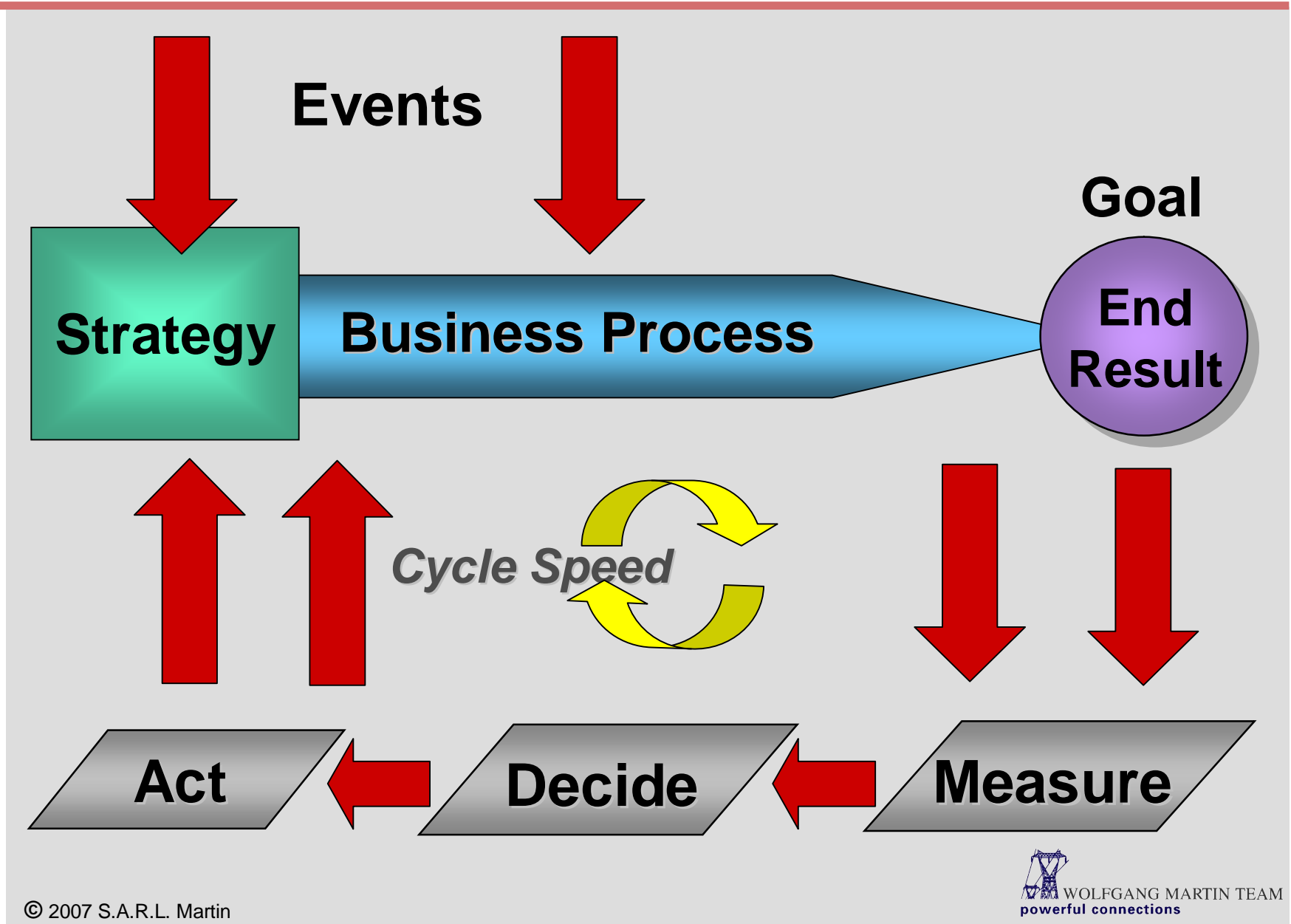
Traditional BI did not always meet expectation.

Why?

- Lack of business relevance (bottom up BI)
- Missed to turn information into action
- Retrospective view
- Lack of operational component
- Poor concepts for information distribution (information hiding or information deluge)
- Lack of collaborative component
- Isolated information silos



From Data to Knowledge to Action



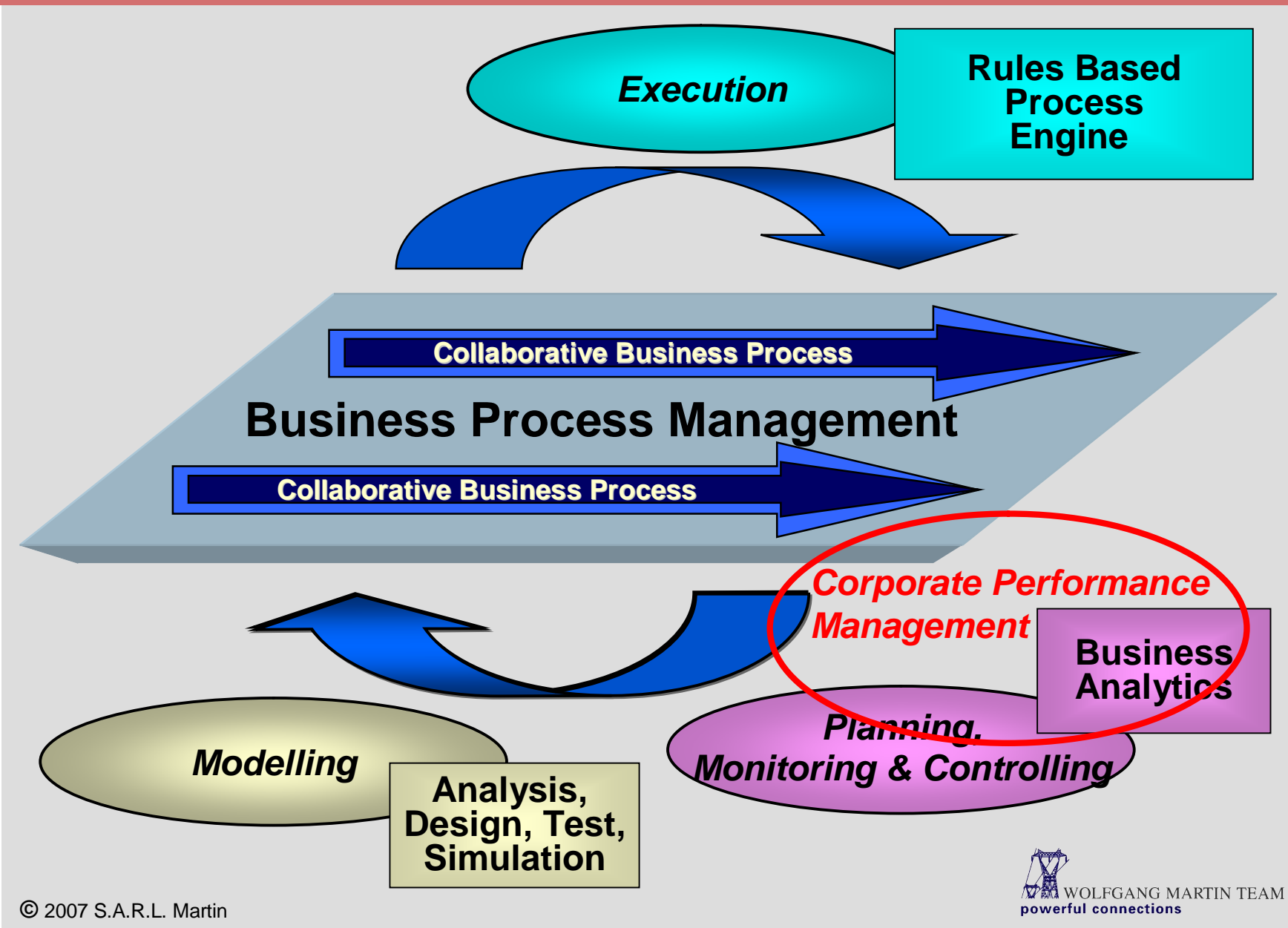
Corporate Performance Management

CPM is a business model enabling the enterprise to continuously harmonize business goals and processes and keep them consistent.

CPM means, planning, monitoring and controlling of processes.

- You can only manage, what you can measure
- You should only measure, what management can action

Role of Business Analytics



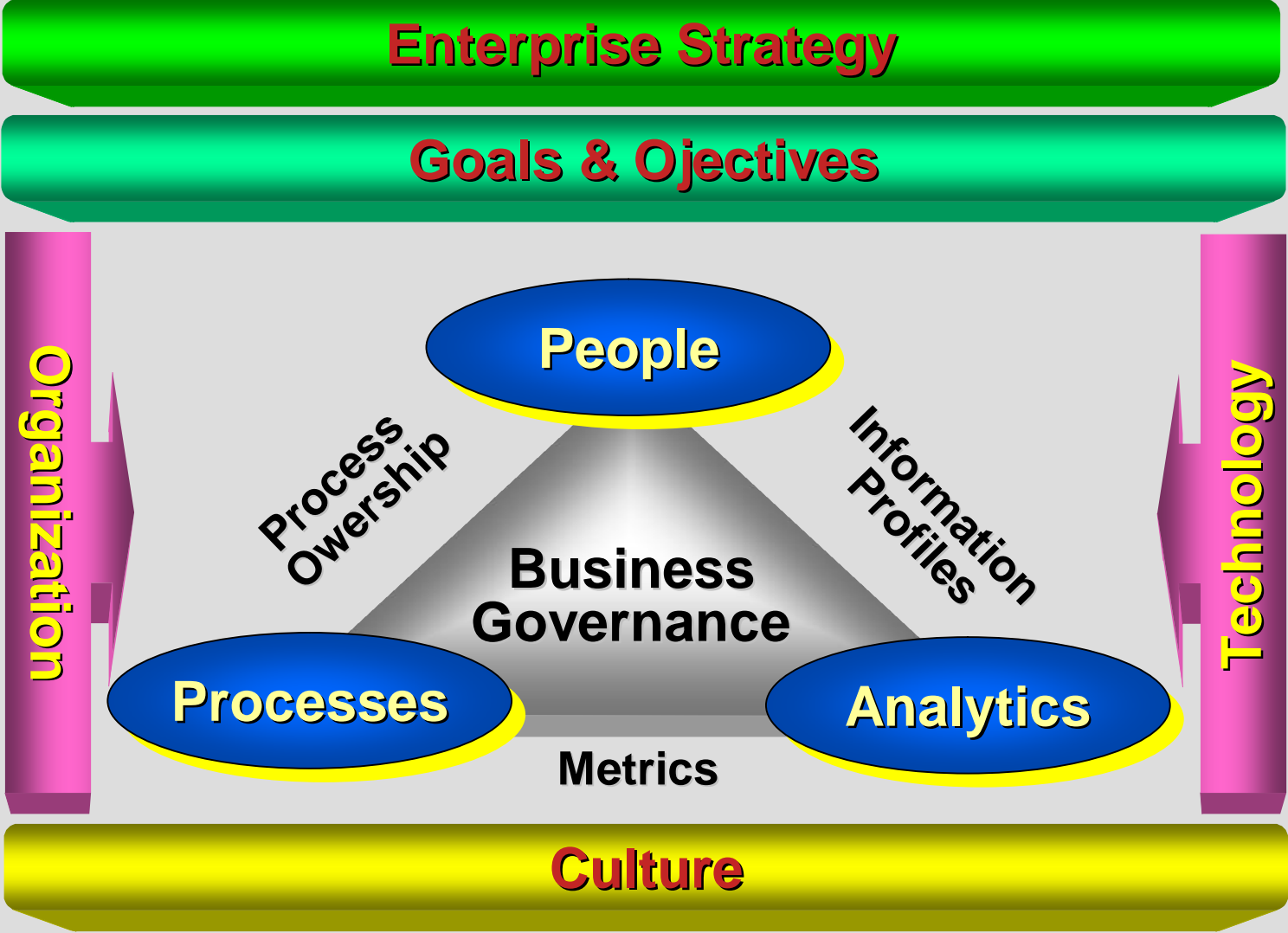
Positioning Analytics

CPM is based on Analytics (BA)

- BA operationalizes BI („Real-Time Analytics“)
- BA looks forward, BI looked backward
- BA is more than reporting. BA turns information into actions

CPM puts the concepts of BI into the context of business processes

BPM & CPM – Innovation



Towards BA – CPM Benefits

- CPM is a methodology to link strategy to results.
- CPM turns data into actionable information.
- CPM empowers all staff by delivering information not only to power users and business analysts, but to everybody inside and outside the enterprise.
- CPM delivers high degree of accuracy and consistency of information.
- CPM provides transparency and traceability to management and enhances the bottom line.
- CPM delivers the right information to the right information consumer to the right location in due time (“right-time” or “real-time”).



Take Aways

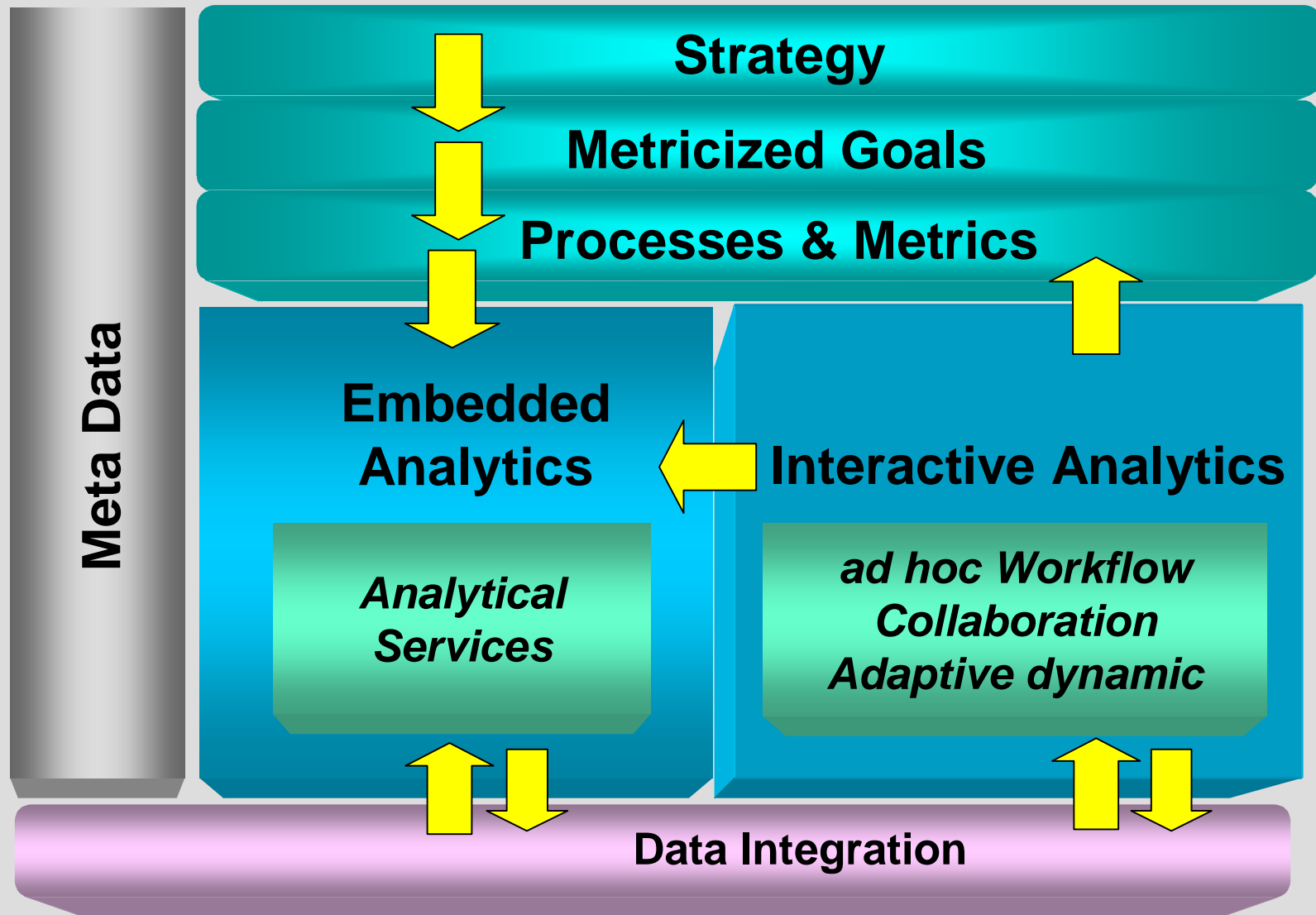


The Intelligent Enterprise

- Empowering the Enterprise through Analytics
- Evolving from Business Intelligence to Business Analytics
- **Mastering Business Analytics**

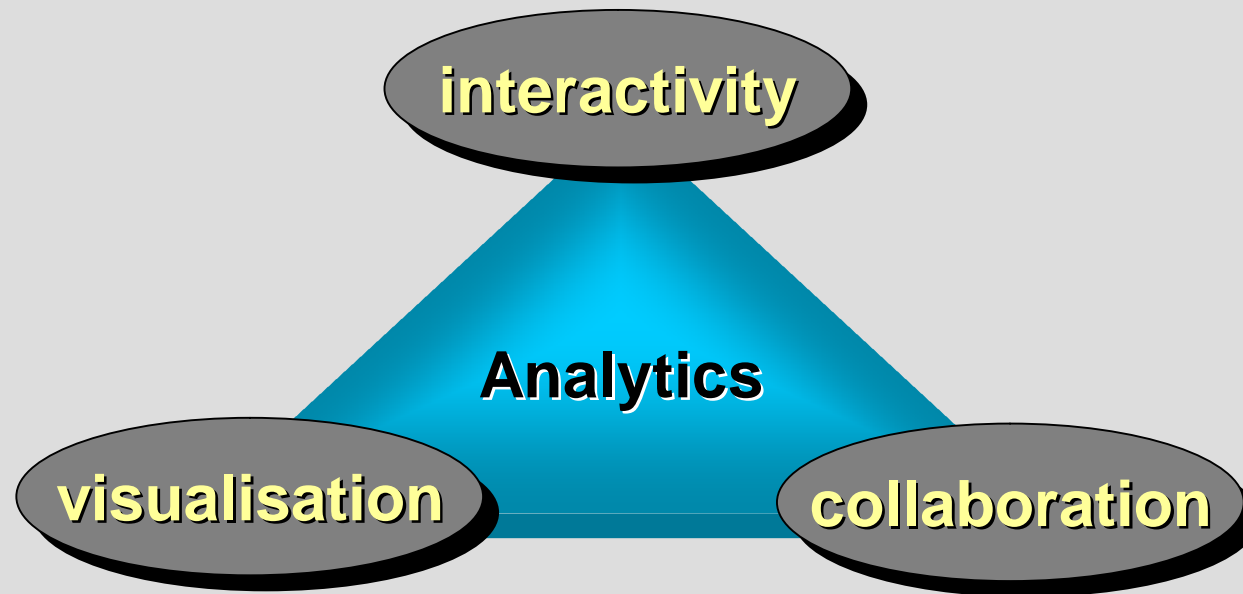


CPM – Reference Architecture



Interactive Visual Analytics

- Empower boardroom style of decision-making
- Balance the three most important principles of analytics



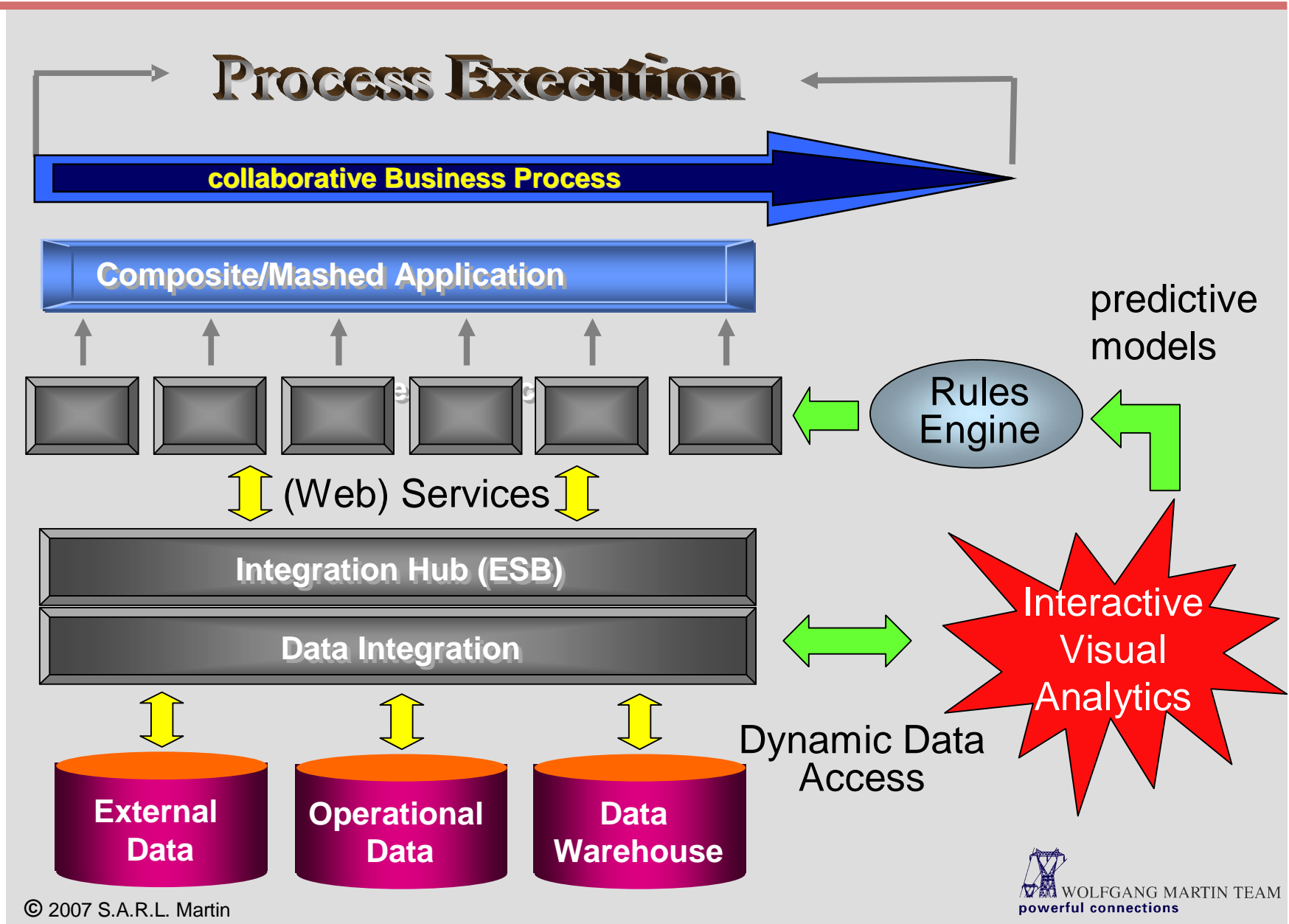
Engage the eye as a detector and pattern extractor

Interactive Visual Analytics

New Generation of Tools

- Tightly coupled visualization services providing different views on the data simultaneously
- Instant drill downs and dynamic queries
- Application of statistical methods
- Intuitive toolbox of metrics, functions, filters, statistics, and geospatial services
- Dynamic access to all data beyond the DW

Intelligent Processes



Master Business Analytics

- Analytics combines embedded analytics and interactive visual analytics
- Interactive Visual Analytics balances interactivity, visualization, and collaboration
- Analytics should not be restricted to the Data Warehouse
- Analytics must be service-oriented

Put Your smart brains in the driver's seat!



Take Aways



WOLFGANG MARTIN TEAM
powerful connections

The Intelligent Enterprise

Process Oriented Enterprises are Agile and Intelligent.
Agility Fosters Re-activity, Intelligence Fosters Pro-activity.

Process Intelligence Drives the Evolution from Business Intelligence to Business Analytics.

The Goal of Analytics is to Turn Data into Knowledge that Lets Business People Immediately Comprehend the Dynamic State of their Business and Act Accordingly.



White Paper “Interactive Visual Analytics”

Free Download at

www.wolfgang-martin-team.net

Contact:

wolfgang.martin@wolfgang-martin-team.net