The Modern BI Organization

Results from a global internet survey across 50 countries and 30 industries augmented with executive interviews

May 2009

Gloria J. Miller Dr. Thomas D. Queisser



The Modern BI Organization

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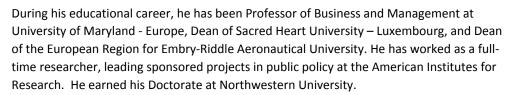
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About MaxMetrics

MaxMetrics is an international Management and IT Consulting firm, offering services in the area of data warehousing, business intelligence, business analytics and performance management. MaxMetrics' experts support organizations in implementing complex projects and programs and in optimizing management and decision taking. Their portfolio encompasses consulting engagements, seminars, workshops and assistance. MaxMetrics has professionals that have vast amounts of experience in helping organizations to implement projects and programs for improving decision making and management. MaxMetrics has offices in Atlanta, Georgia and Heidelberg, Germany.

Table of Contents

About the Authors	
Gloria J. Miller, MBA	
Thomas D. Queisser, Ph. D.	
About MaxMetrics	
Table of Contents	
Table of Figures	
Table of Tables	
Executive Summary	
Introduction	
Demographics	
Decision-Making Software	
Software Usage	
Software Vendors	
Decision-making Support Entity	
Characteristics	
Name	9
Structure	10
Strategy & Planning	12
Program Management	13
Change Management	14
The Business Intelligence Competency Center	16
Benefits of a Decision-Making Support Entity	18
Software usage at all organizational levels	18
Software used in making corporate, business, and functional decisions	20
Using more advanced software capabilities	21
Better, more accurate forecasting and predicting	22
Standard, repeatable decisions	23
Business Users are more satisfied	24
IT and business functions are better aligned to deliver solutions that support	the
business	25
Lower cost of ownership for decision-making software	26
Improved financial performance	
Summary of Usage, Support and Benefits	29

Case Studies	31
Delivering information in context, changing individual mindsets	31
Managing stakeholders, not over engineering	32
Transforming the business model, changing staff mindsets	33
Planning drives budgeting, convincing the leadership	34
International collaboration	35
Connecting customer relationships to technology, making compromises	36
Providing critical information, persuading management	37
Finding innovation solutions, dealing with large data volumes	37
The Modern Business Intelligence Organization	39
Pervasive software usage	39
Collaboration through standardization	39
Systematic person-to-person support	40
A virtual support organization	40
Communication is key	40
High-impact responsibilities	40
Conclusions	42
References	43
Index	44

Table of Figures

Figure 1 Software usage types	5
Figure 2 Software vendors	6
Figure 3 BICC characteristic grouping	8
Figure 4 Strategy and planning characteristics	12
Figure 5 Program management characteristics	13
Figure 6 Change management characteristics	15
Figure 7 BICC and financial performance	17
Figure 8 Organizational hierarchy	18
Figure 9 Software usage purposes	20
Figure 10 Software usage purposes for BICC and non-BICC	21
Figure 11 Improvements in accuracy of predictions and forecasts	22
Figure 12 Standardization-related activities	23
Figure 13 User satisfaction-related activities	24
Figure 14 IT and business alignment	25
Figure 15 Benefits of a BICC	26
Figure 16 BICC effectiveness correlations	28
Figure 17 Contour Diagram of Benefits, Usage and Total Scores	30
Figure 18 The Modern BI Organization	41
Table of Tables	
Table 1 Demographics of respondents	2
Table 2 Demographics on software and support	
Table 3 Name and management style of decision-making support entities	
Table 4 Types of decision-making support entity structures	11
Table 5 Organizational levels of decision-making (adapted from Pearce, 2007)	
Table 6 Improvement in organizational-wide financial performance	
Table 7 Usage, Support, Benefits Ranking Scores	
Table 8 Ranking Score by BICC Structure	29



Executive Summary

Do organizations that implement a strategic Business Intelligence (BI) entity – BI Competency Center (BICC) or equivalent - demonstrate better business performance? Do they improve the accuracy, speed or cost of decision-making? Those questions express the quest of our study, conducted in 2008, with the participation of over 500 organizations across 50 countries and representing 30 industries.

Over 80% of respondents indicated that their organization did use decision-making software. Almost 60% indicated having some form of decision-making support entity, indicating that BI entities have penetrated most organizations in the study.

Organizations with BICCs or similar entities had several positive results in common:

- BI usage at all organizational levels
- BI used in making corporate, business, and functional decisions
- Using more advanced BI capabilities
- Better, more accurate forecasting and predicting
- Standard, repeatable decisions
- Business users are more satisfied
- IT and business functions are better aligned to deliver solutions that support the business
- Lower cost of ownership for BI software
- Improved financial performance

Respondents indicated that having a BI entity results in superior decision making and performance, based on statistical and qualitative analyses: More than 70% indicated that the BI entity contributed to improved financial performance.

The study strongly confirmed that creating a BI entity can improve performance. Based upon these findings, a picture could be drawn for the design of an organization that benefits from business intelligence - a modern BI organization. The modern BI organization engages the whole organization in the use of BI, has a portfolio of BI software solutions and technologies, and has a virtual BICC.