
Increasing Your Business Intelligent Quotient

October 2, 2008



Objectives

- **Introduce the topic of business intelligence (BI) and define some its boundaries**
- **Survey Oracle BI products and technology**
- **Stimulate some discussion about BI and BI implementation experiences**
- **Provide insights on starting a BI initiative**

Agenda

- **Introductions**
- **BI Definition and Boundaries**
 - What is business intelligence and why companies invest in it
 - Success factors
- **Overview of Oracle BI Technology**
 - Oracle BI Suite
 - Oracle BI product road map
 - Demonstration
- **Integra BI Capabilities and Experience**
- **Panel Discussion**
 - Business problems solved by BI
 - By products and side effects
- **Wrap up**
- **Drawing**

What is BI?

"Business Intelligence is knowledge gained through the use of trusted information which supports decision making to help achieve business goals"

- **BI requires**

- Technology
 - Hardware and database platforms; data management software; delivery tools
- Business practices
 - Governance, decision processes, operational processes
- Data
 - Definitions, cleansing processes, consistency and trustworthiness
- People
 - Changing roles/responsibilities, empowering knowledge workers to use information

- **BI enables**

- Business people to ask and answer questions
- Companies to get value from all the data they collect and store

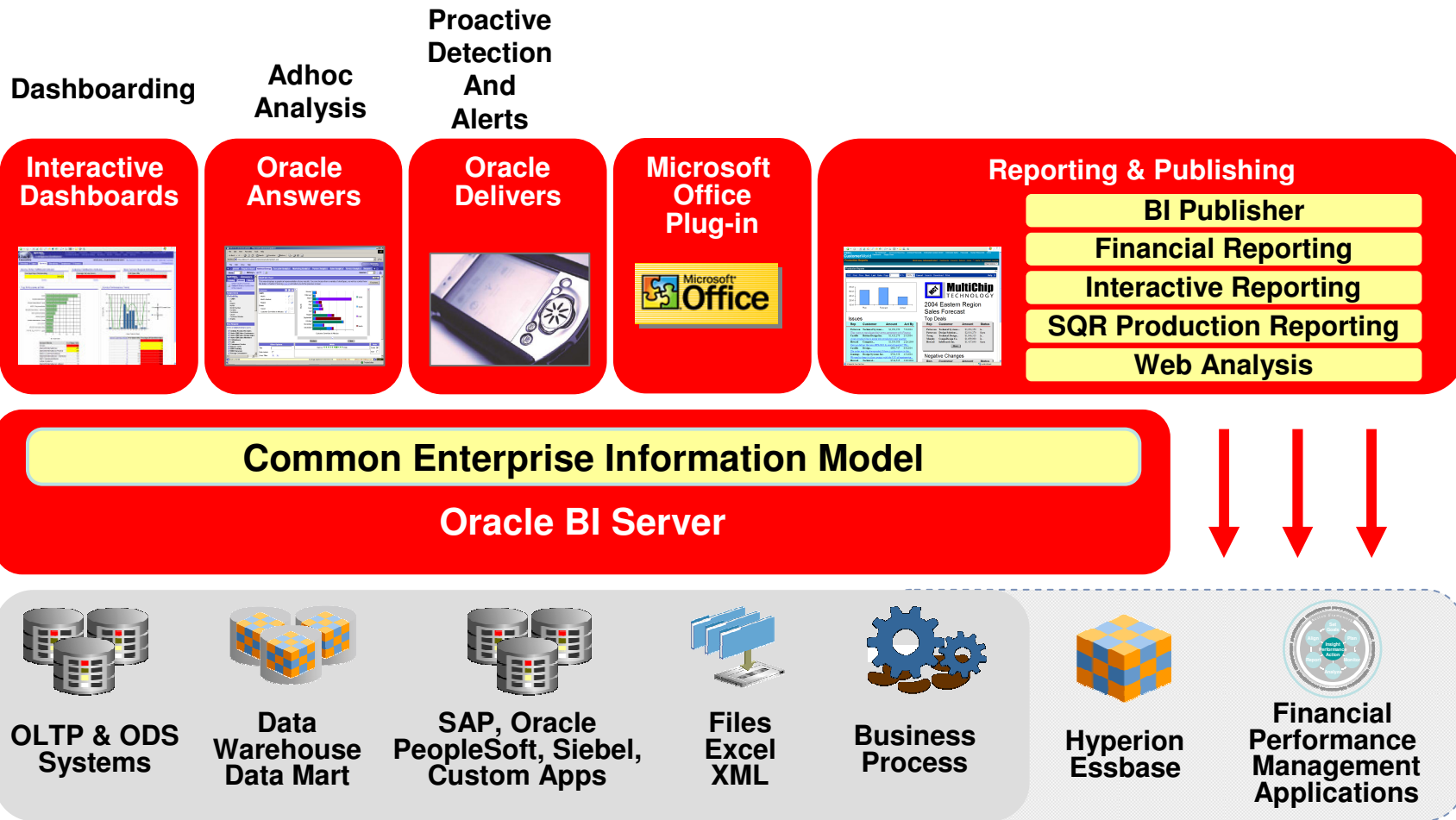
Why Companies Invest in BI

- **Volatility of today's business environment**
 - Product life cycles are shorter, time to market is shorter
 - Instant Gratification Society = A business user community who expects quick answers and more flexibility more than ever
- **Complexity of business**
 - Need information from multiple systems to make decisions
 - Need information in easy to understand, consistent format to enable fast understanding and reaction
- **Volume and variety of data**
 - Everything is collected; i.e. We capture every click
 - Storage is cheap
 - Data is moving everywhere
 - Integration with vendors, acquisitions, partners
 - Our customer base is harder to define and constantly changing
- **Business expects to have the ability to answer questions quickly**
 - "Reports" don't satisfy the need anymore

BI Success Requires Commitment, Coordination, & Experience

- **Commitment**
 - Sponsorship from key stakeholders
 - Business and technical resources
- **Coordination**
 - Regular and consistent oversight by a steering committee
 - Strong project management to align goals with investment
 - Methodology & approach should be suited towards an iterative development and rollout
- **Experience**
 - Understanding of how successful BI projects are justified and completed
 - Learn from others and adopt lessons learned from early efforts
 - Working with C level and individual knowledge workers to get buy-in
- **Advice for the Information Systems leader**
 - Get ahead of the demand curve
 - You'll never get complete requirements from your business customers.
 - Start with a small project
 - Architect for performance – no one will use a slow system or old data
 - Expect to learn from early mistakes
- **Advice for the Business leader**
 - Pick something you care about
 - Commit resources
 - Insist on iterations to get your team and IT aligned
 - Stay involved

Oracle BI Suite Enterprise Edition **Plus**



Oracle BI Demo

Agenda

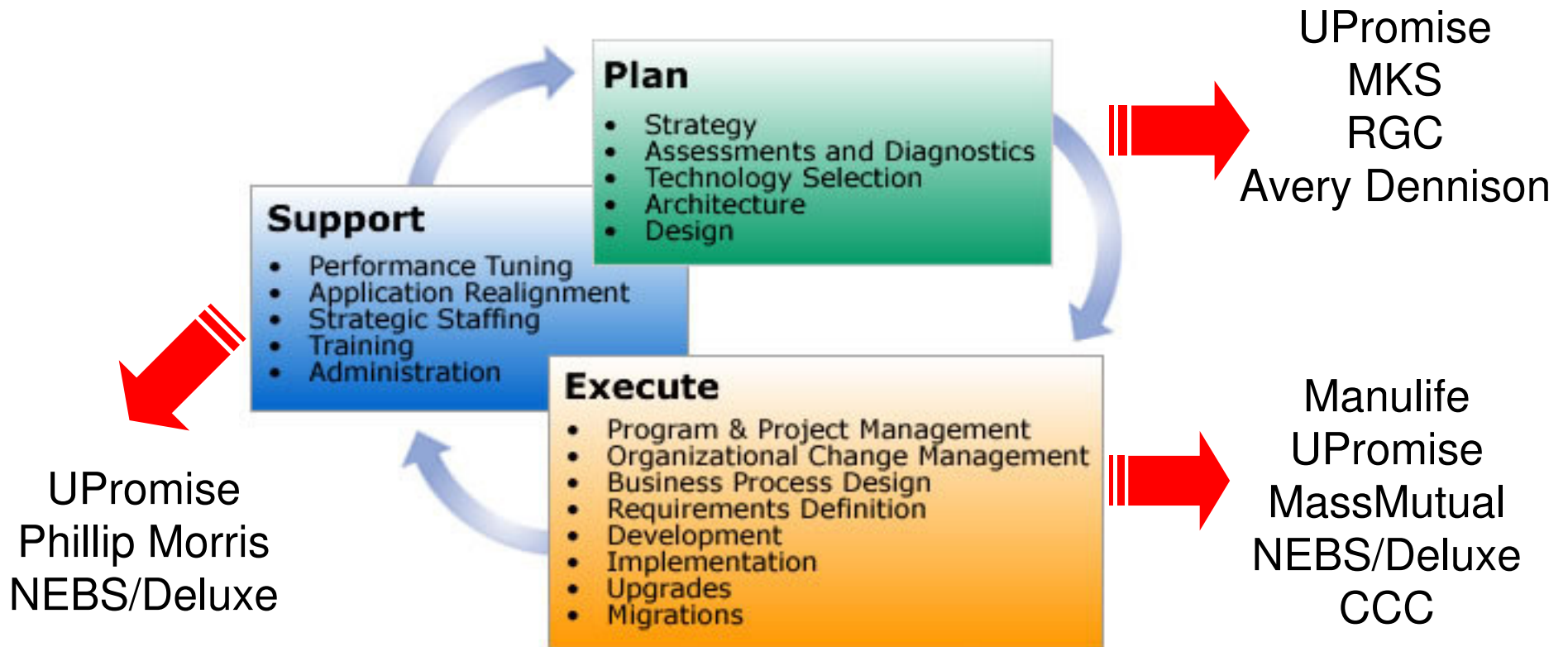
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Business Results from Information

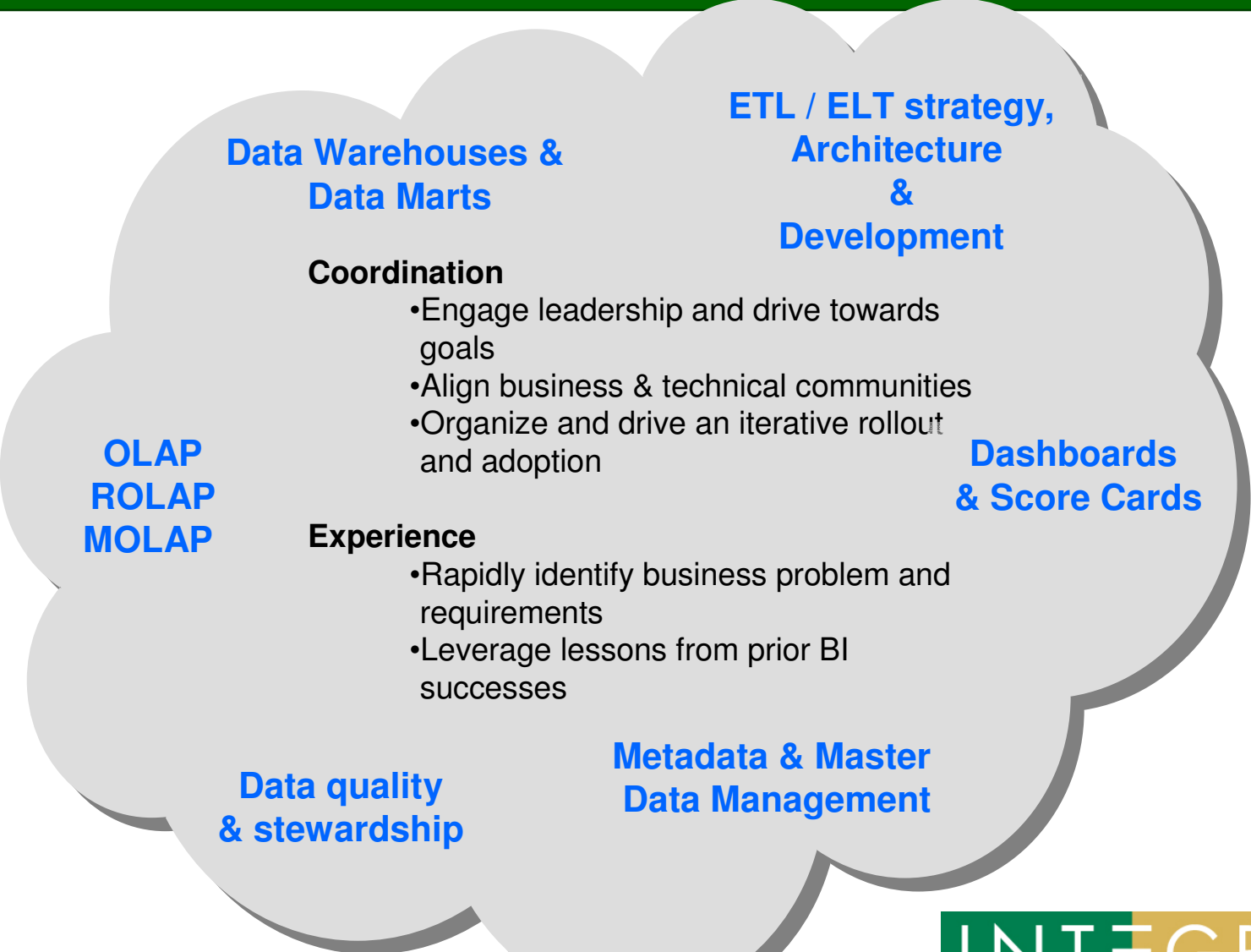
- 8 year old company with 20+ year Oracle technology consulting legacy
- Headquartered in Waltham, MA
- 40+ consultants serving regional and extra regional clients
- 11th fastest growing private company in Massachusetts (BBJ 2003 - 2007)



Integra's Full Life Cycle BI Capabilities



Integra Has the Experience to Enable BI Success

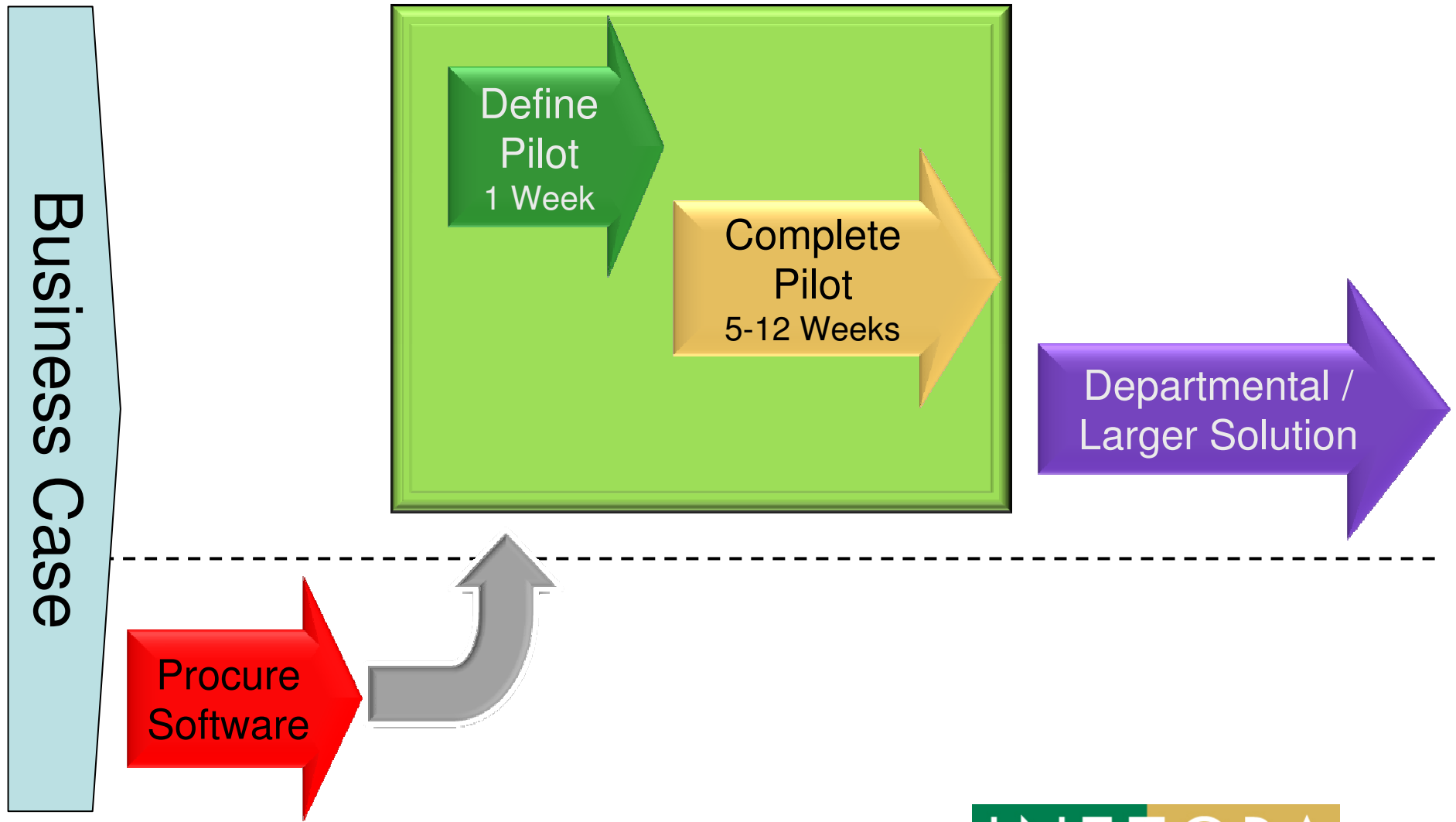


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PARTNER**



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Business Intelligence Success in 6 - 12 Weeks



Panel

Allan Edwards – Moderator – Integra

- **Tom Basilere – UpToDate**
- **Bill Duffy – Pitney Bowes**
- **Chuck Gillis – Aspect Communications**
- **Diane Grace – Oracle**
- **Larry Thomas – Integra / UPromise**

Topics

- **Business problems solved by BI**
- **Implementation challenges**
- **By-products of BI implementations**
- **Other**

Next Steps and Contacts

- **Complete the survey on your desk**
- **Schedule a 1/2 day BI workshop with your team**
 - Roadmap to start on BI
 - Initial business case

Contacts

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This presentation will be available in the Resource Center at www.integratc.com by COB on Friday



Thank you.