



BI Forum 2009

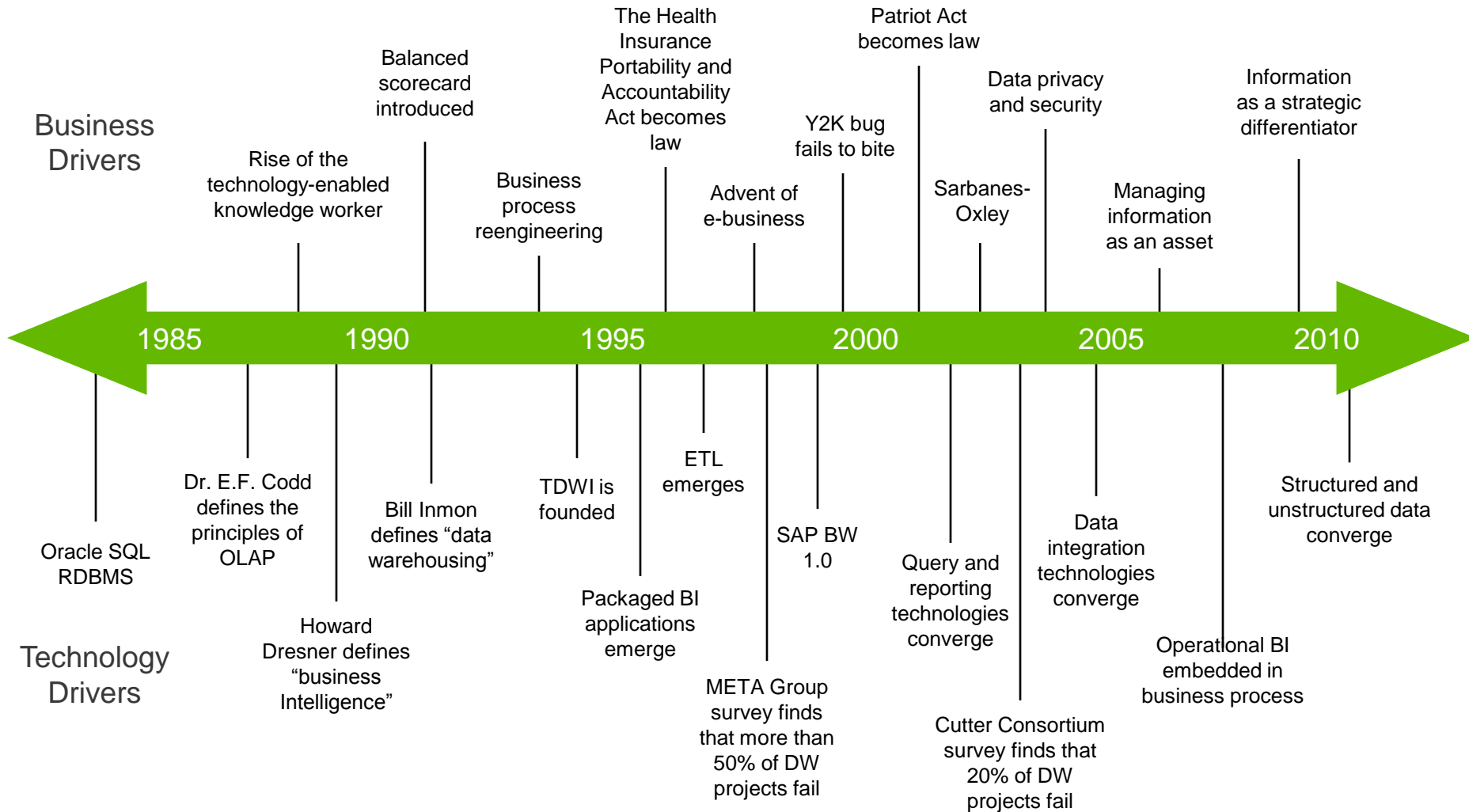
BI Mega Trends

Where we are today!

Thomas Zimmer

HP Business Intelligence

Over the past 20 years, BI has evolved

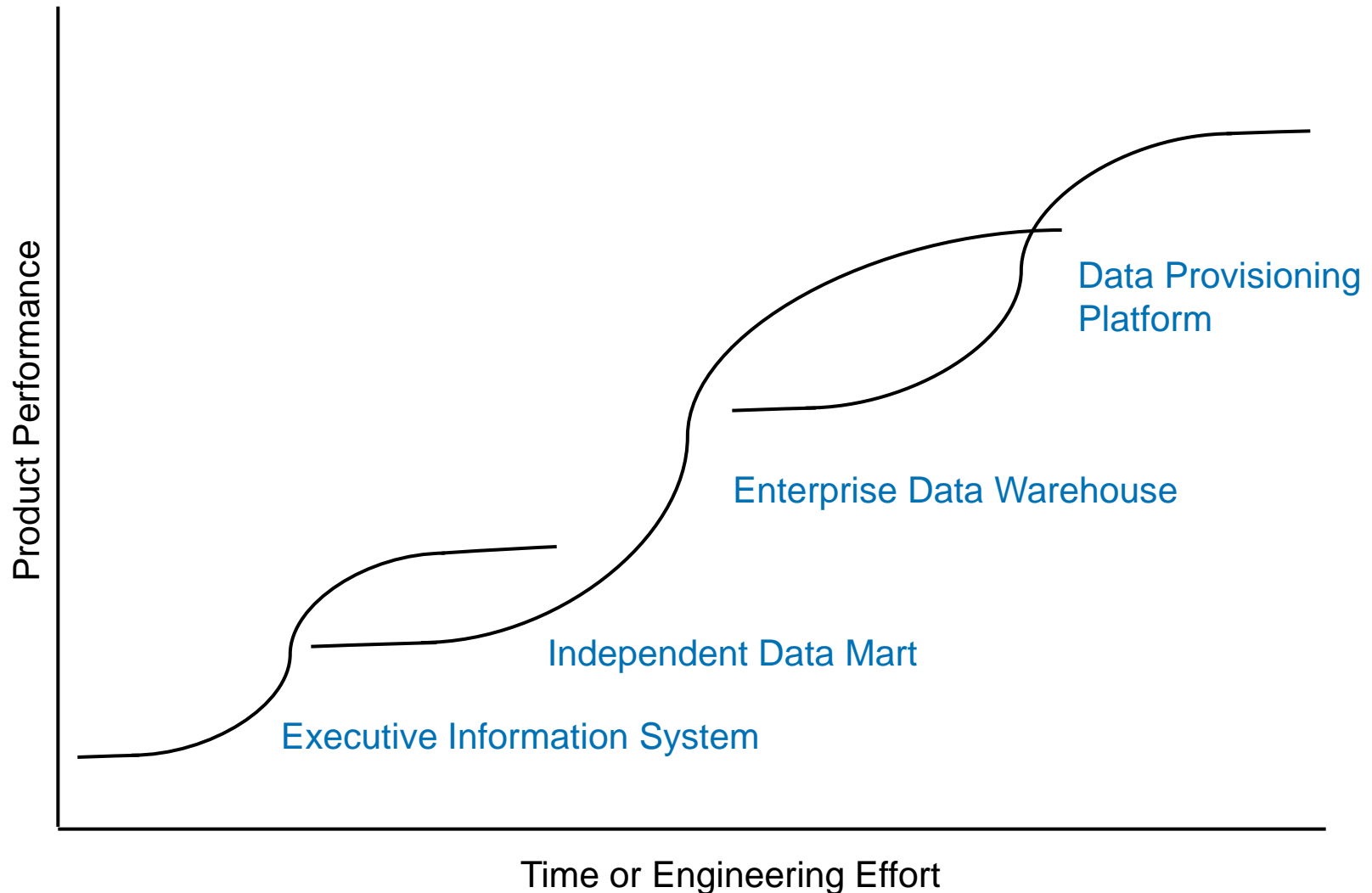


What Businesses are Saying...

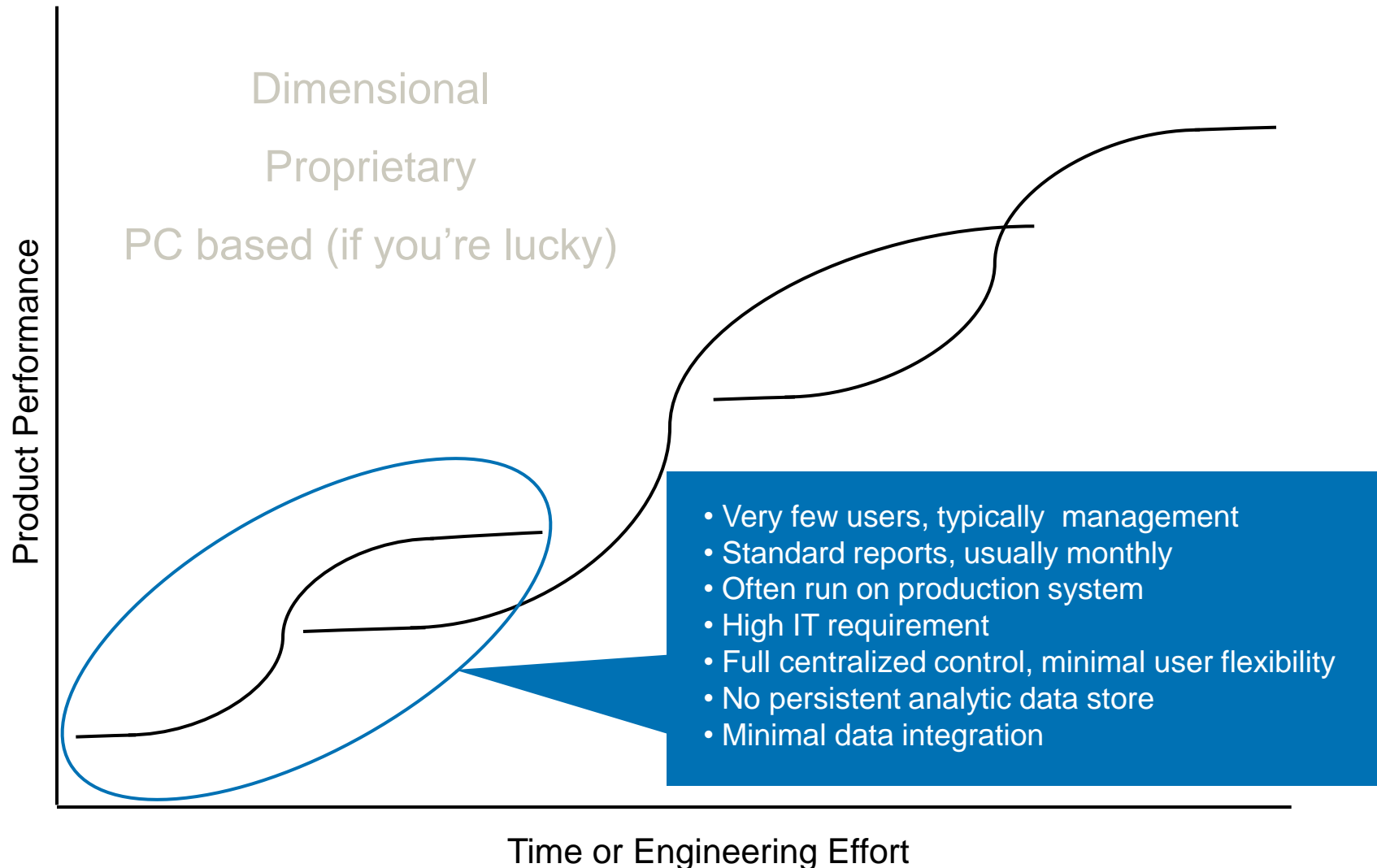
- “Data is **growing at a compounding rate** and we have multiple non-integrated source systems. **Our IT environment is too expensive to operate, manage, and maintain.**”
- “We have **multiple versions of the ‘truth’** and I can’t reconcile these reports.”
- “We’re having problems **complying with regulations** because our metrics are inconsistent.”
- “Our sources often supply **data of dubious quality** and I don’t have control over the sources.”
- “We spend too much time fixing data and **not enough time analyzing data.** “
- “Our users are asking for analysis reports and intelligence in **near-real time** and we can’t keep up with the demands.”
- “While our users continually scream for wider access we need to **protect our data assets from unauthorized access and threats.**”



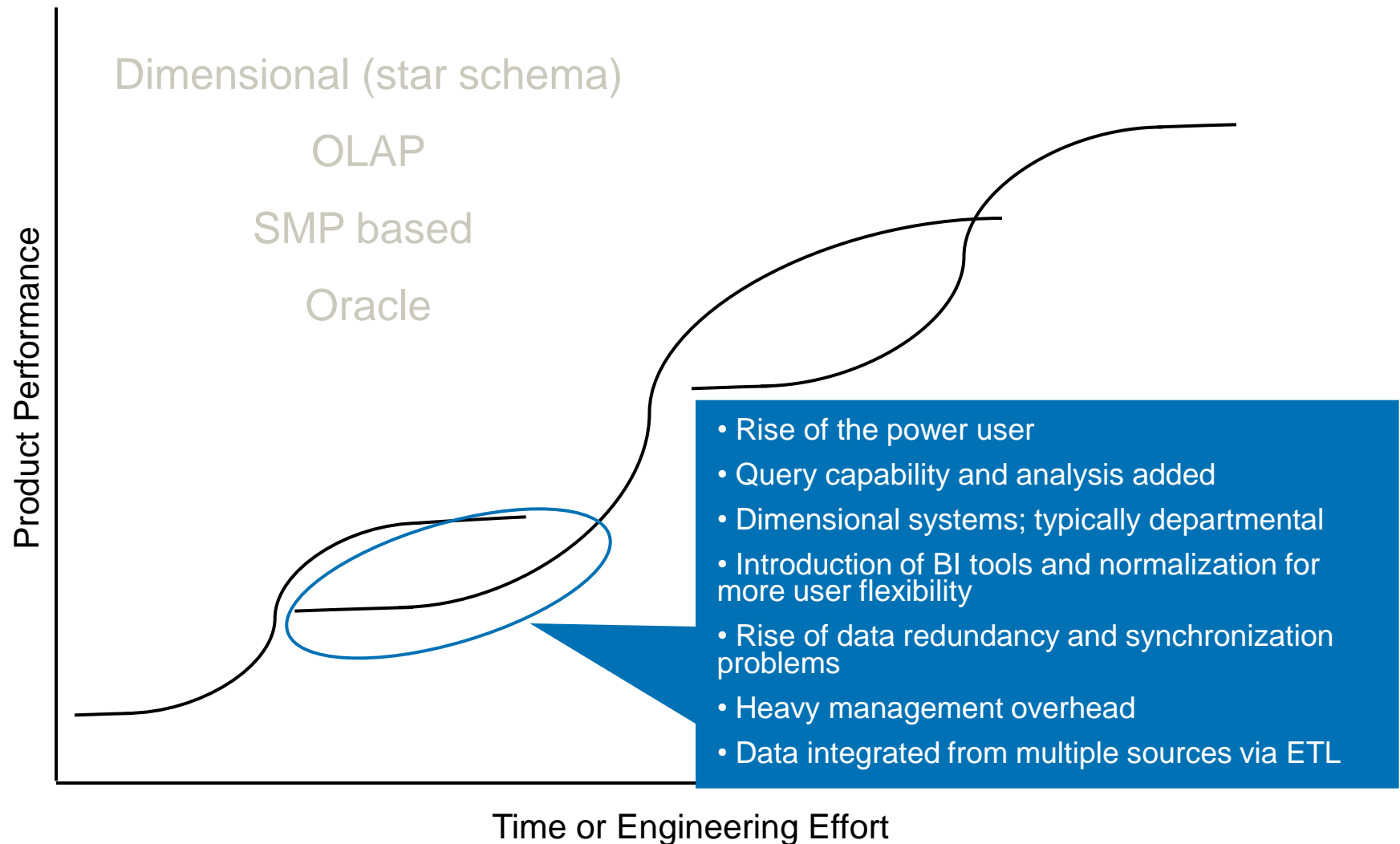
BI technology S-Curve



Executive Information System (EIS)

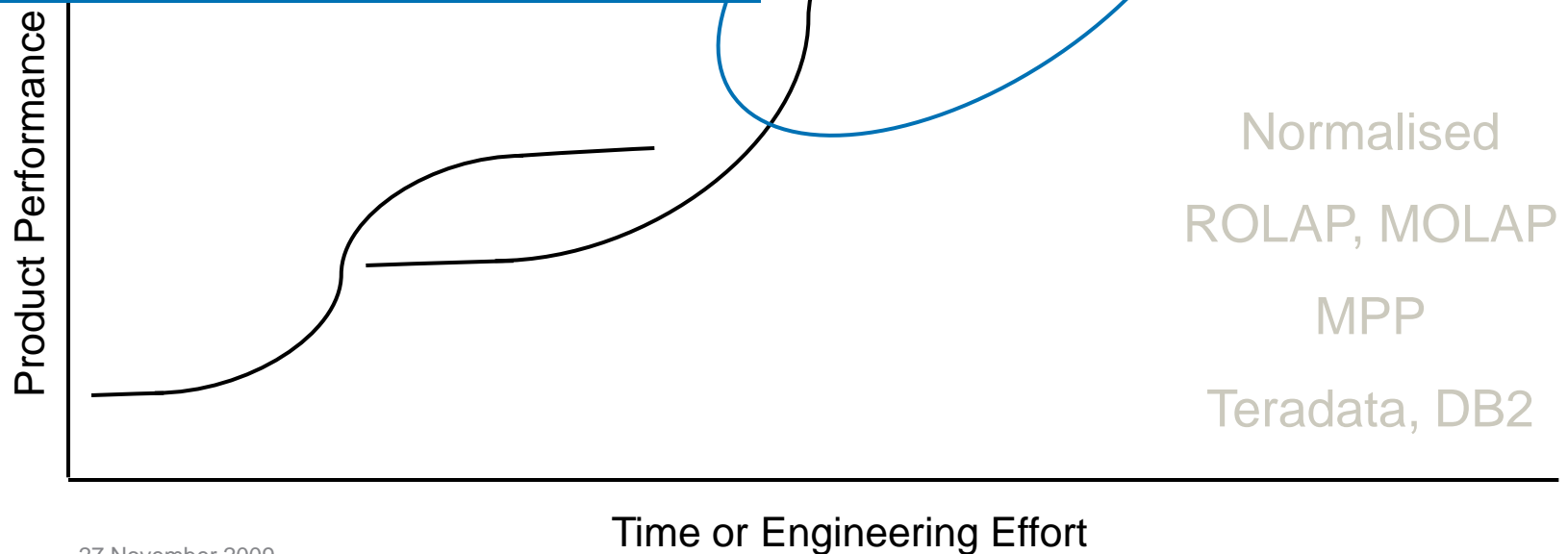


Data Warehousing: Independent DMs



Data Warehousing: Enterprise DW

- Eliminates redundant data; single version of the truth
- Ad hoc query and cross-functional analysis
- Reduces ETL costs; continuous data loading possible
- Re-centralizes control
- Integrates data from multiple sources, but requires agreement on a single data model
- Complex to manage, not adaptable to change



The Critical Balancing Act

Intelligence

Blue Chip

The Winners !



Out Of Business
(slowly)

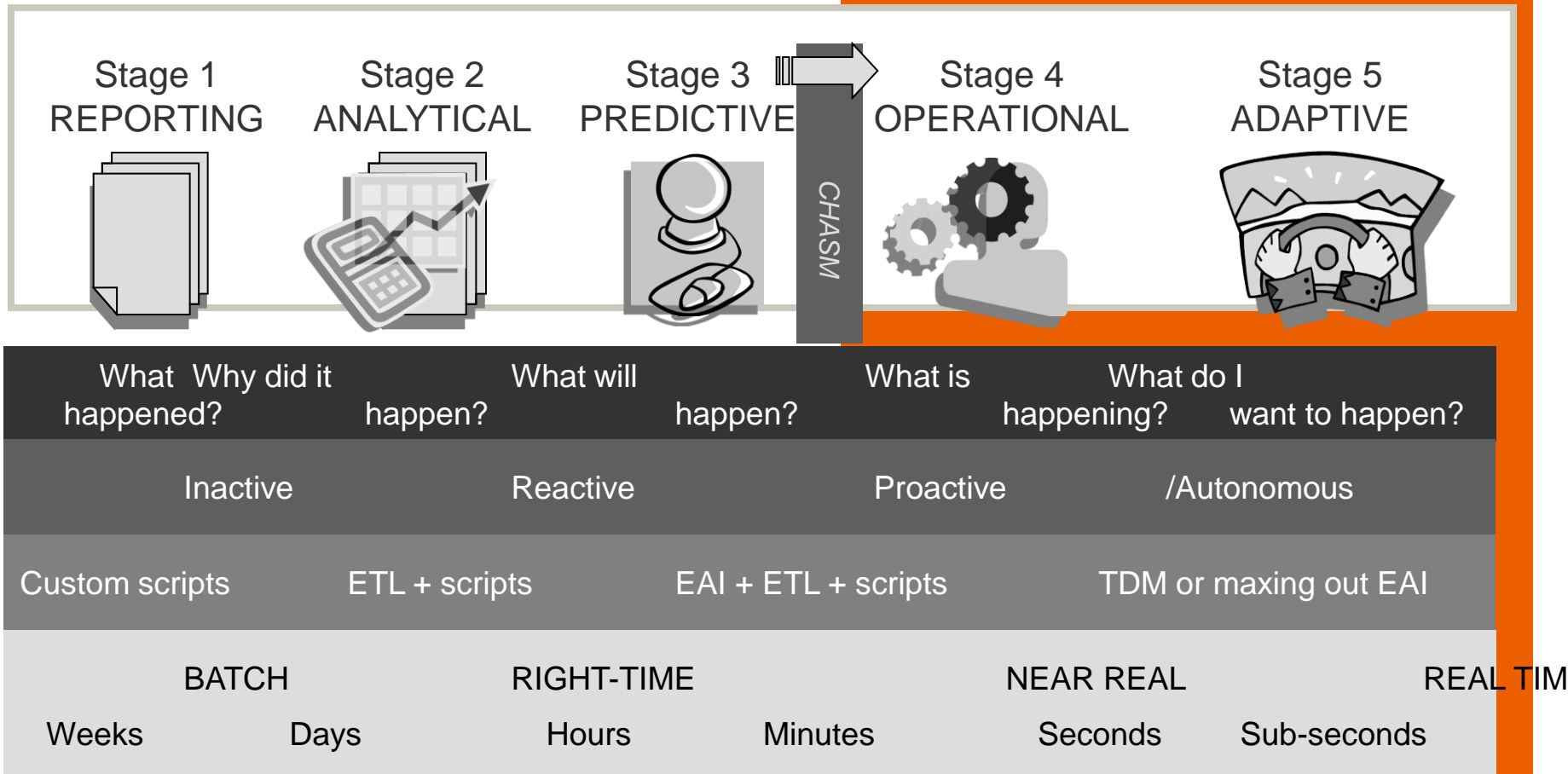
Out Of Business
(fast)



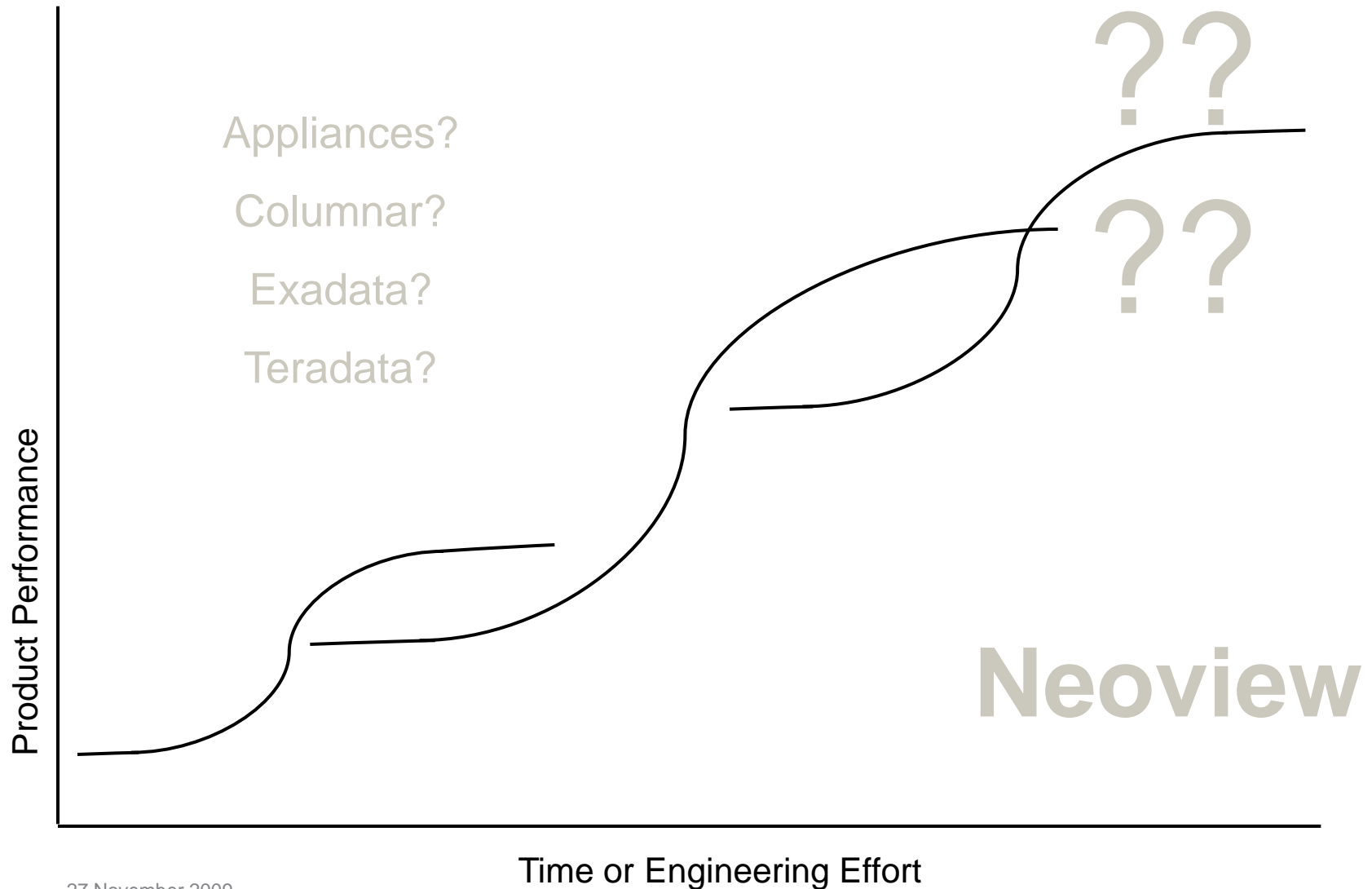
Speed

Data Warehouse Evolution Model

Strategic + tactical, post-predictive



Data Provisioning?? Operational BI??



Business intelligence is evolving to become an integral part of business operations

- Strategic
- Reporting
- Standalone
- Weekly batch updates
- Simple ETL
- Single-function departmental data marts
- Few users doing strategic analysis
- Data volume < 1 TB
- Response time and availability not critical
- Summarized data
- Operational
- Automating action
- Mission-critical component
- Continuous online updates
- Sophisticated data integration
- EDW supporting “single version of the truth” for multiple applications
- Thousands of users performing many types of tasks
- Data volumes at more than 100 TB
- Near-real-time response and 24x7 online everything
- Detail plus years of history

Why business intelligence matters

Grow and retain
customer base

Manage operational
and financial risk

Increase profitability

Maximize up sell and
cross sell

Reduce the cost of
running the business

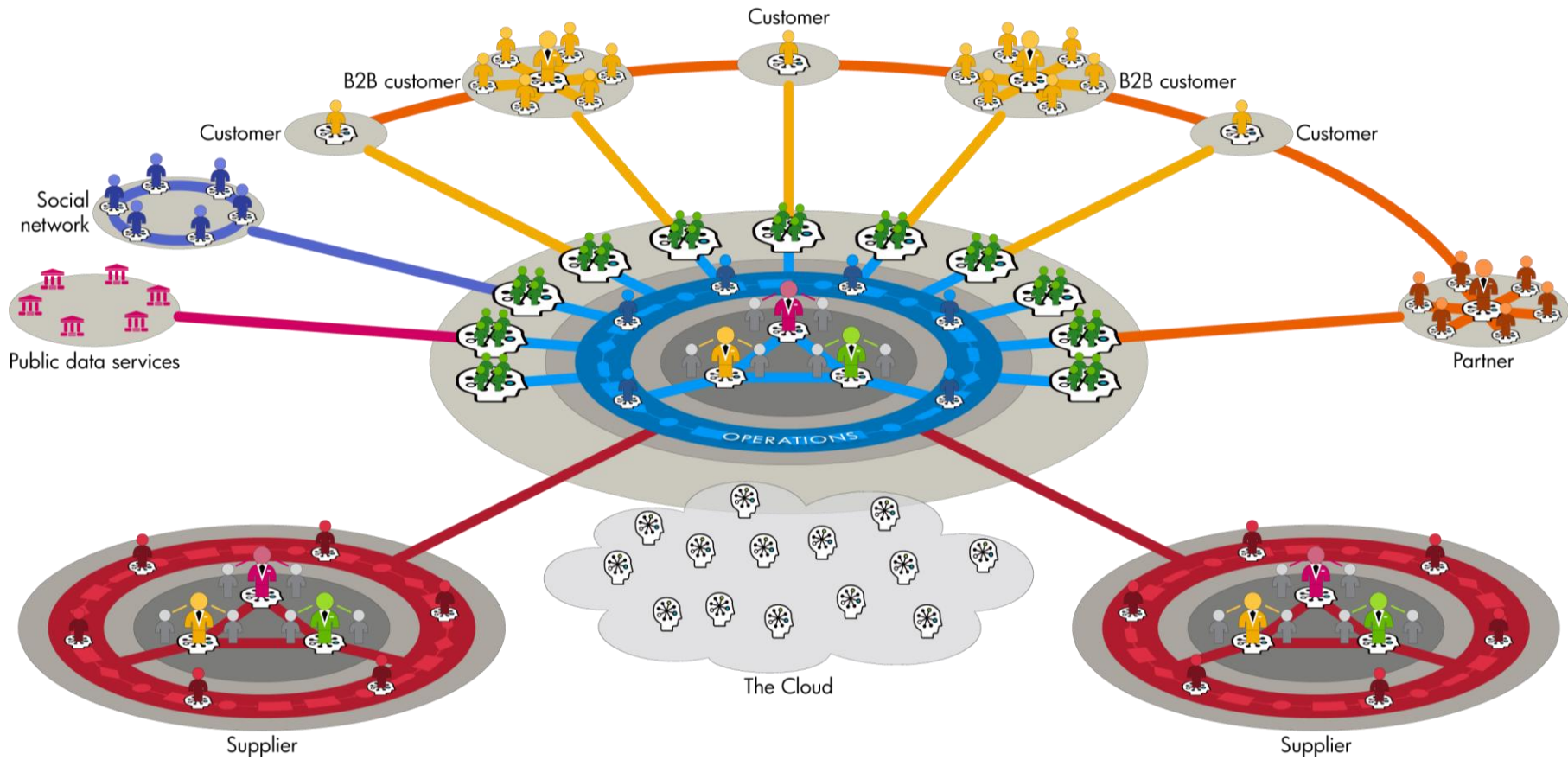
Respond to market
opportunities

Optimize growth
opportunities

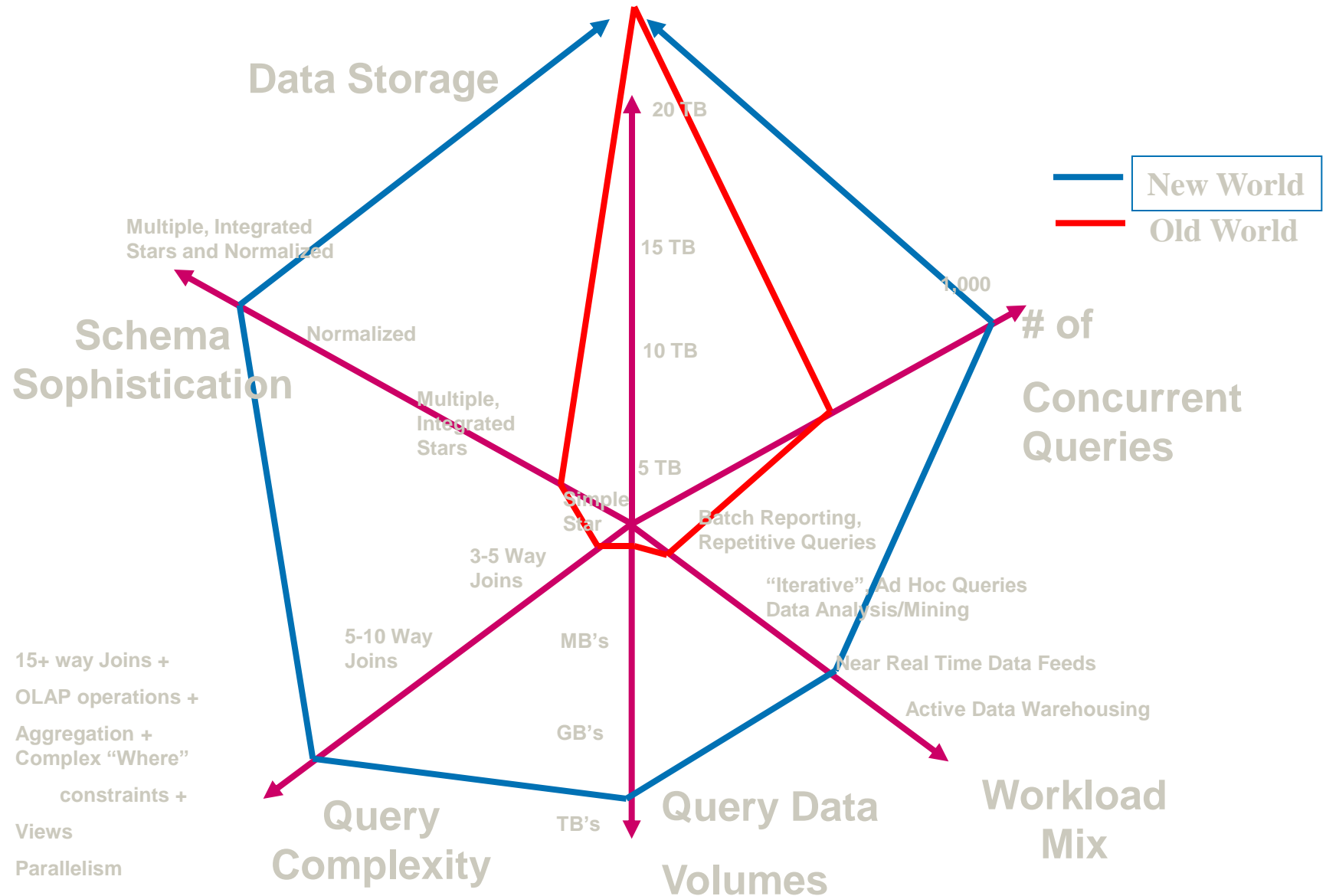
Improve efficiency
and productivity

Capitalize on
regulatory change

Connect your business to new opportunities



New World Requirements



Questions?



“Even if you’re on the right track, you’ll get run over if you just sit there.”

Will Rogers