

# Infovision 2012 BI Leader's Track

## Emergent BI

### Challenges, Opportunities, Priorities

Anchored By  
Narendra Vaze and Nagaraj Kulkarni

“BI” => Placeholder term

=> Decision Aids

=> Includes DW / BI / Analytics  
/ Big Data / Mining /

=> Data Integration

# Systemic Changes We Know (?)

**Connected  
Globe**



**Boundary less ness  
Best Sourcing  
Interlinked Culture**

**Customer  
Centric**



**Demand Side Focus  
Bottom Up Innovation  
Empowered employees**

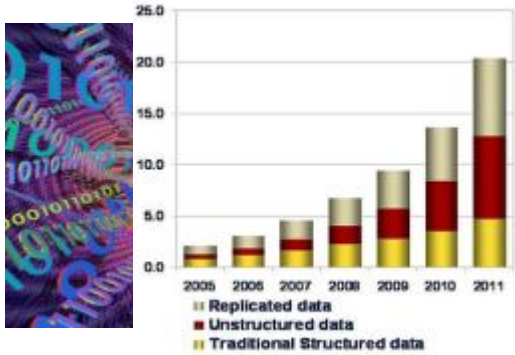
**Agility and  
Response Time**



**Leading Trends  
Responsiveness  
Speed, Agility, Flexibility**

# Changing Landscape We Know

**Data  
Explosion**



**Manageability**  
**Scalability**  
**Performance**

**Information  
Overload**



**Agility**  
**Decision Making**  
**Time to Action**

**Interlinked  
Processes  
& Systems**



**Boundaryless**  
**Systemic Understanding**  
**Collaborate and Synergize**  
**Simplify and Scale**

Peter Drucker, the renowned Management Guru

**'The emphasis will shift from  
the "T" in iT to  
the "I" in IT  
in the next information revolution'**

How are we initiating the "iT to IT" journey for the business? Can we list our five "iT to IT" transformation priorities?

**Are we helping our clients move from "iT to IT"?**

Bill Gates in *Business @ The Speed of Thought*

**The best way to put distance  
between you and the crowd  
is to do an **outstanding job**  
with information.**

How you gather, manage, and use information will determine whether you win or lose.

**Are we helping our clients do “Outstanding Job”?**

# Technology => Business

## Mobile

- Anywhere, Always on
- Location & Geo
- Context
- Decision Point

## Cloud

- Cheap, Scalable, Instant
- Collaborative, SOA
- Always On

## Linked Social

- Information ecosystem
- Mediation Exchanges

## Team

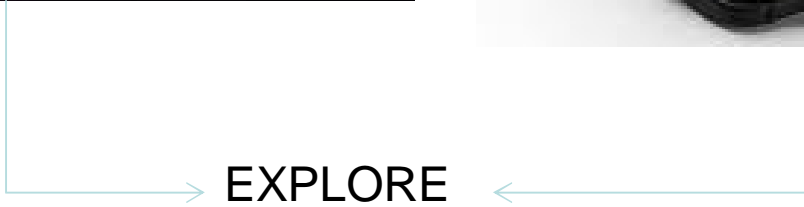
- Tools to Decision Factors
- Process, Metrics, KPIs
- Art of Asking intelligent questions

## Business

- Frictionless Collaboration
- Reduce Transaction Costs
- Intermediation Power
- Customer centric and Ecosystem Dependent

Visualization

# Decision Aids



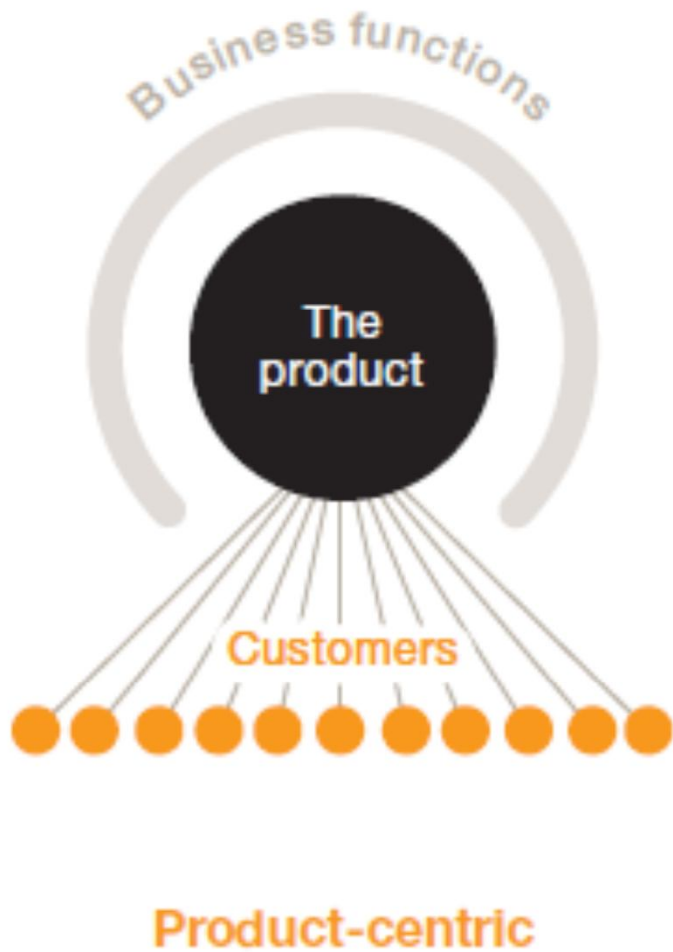
EXPLORE

INFER

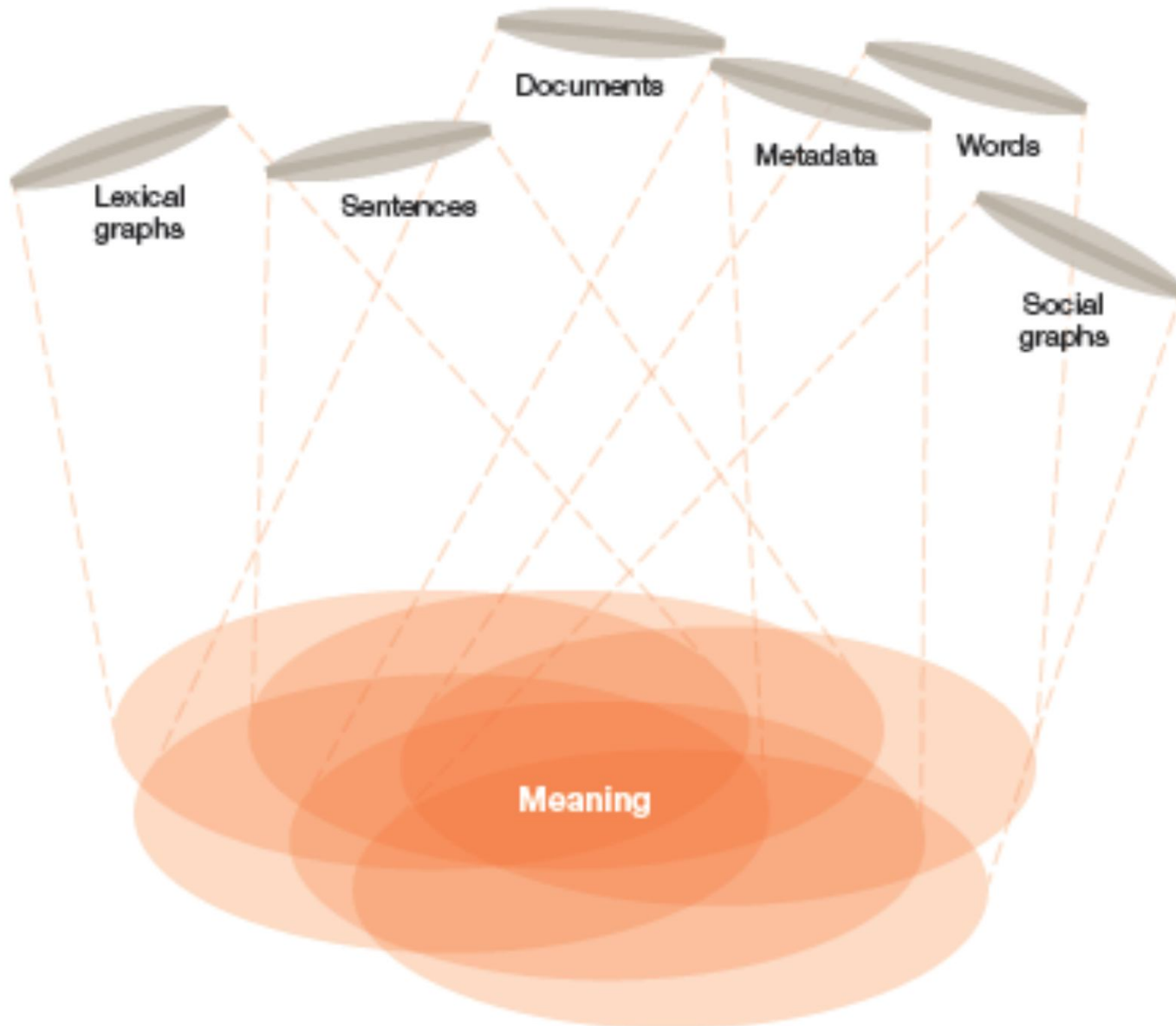
Kiran => SuperMarket



# Impact Factors for BI Leaders



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Cloud co-creation



The trend toward decentralization continues

*“Being a cloud service really reduces friction. The coefficient of friction around data has for a long time been high, and I think we’re seeing that start to drop.”*

# Business Objectives



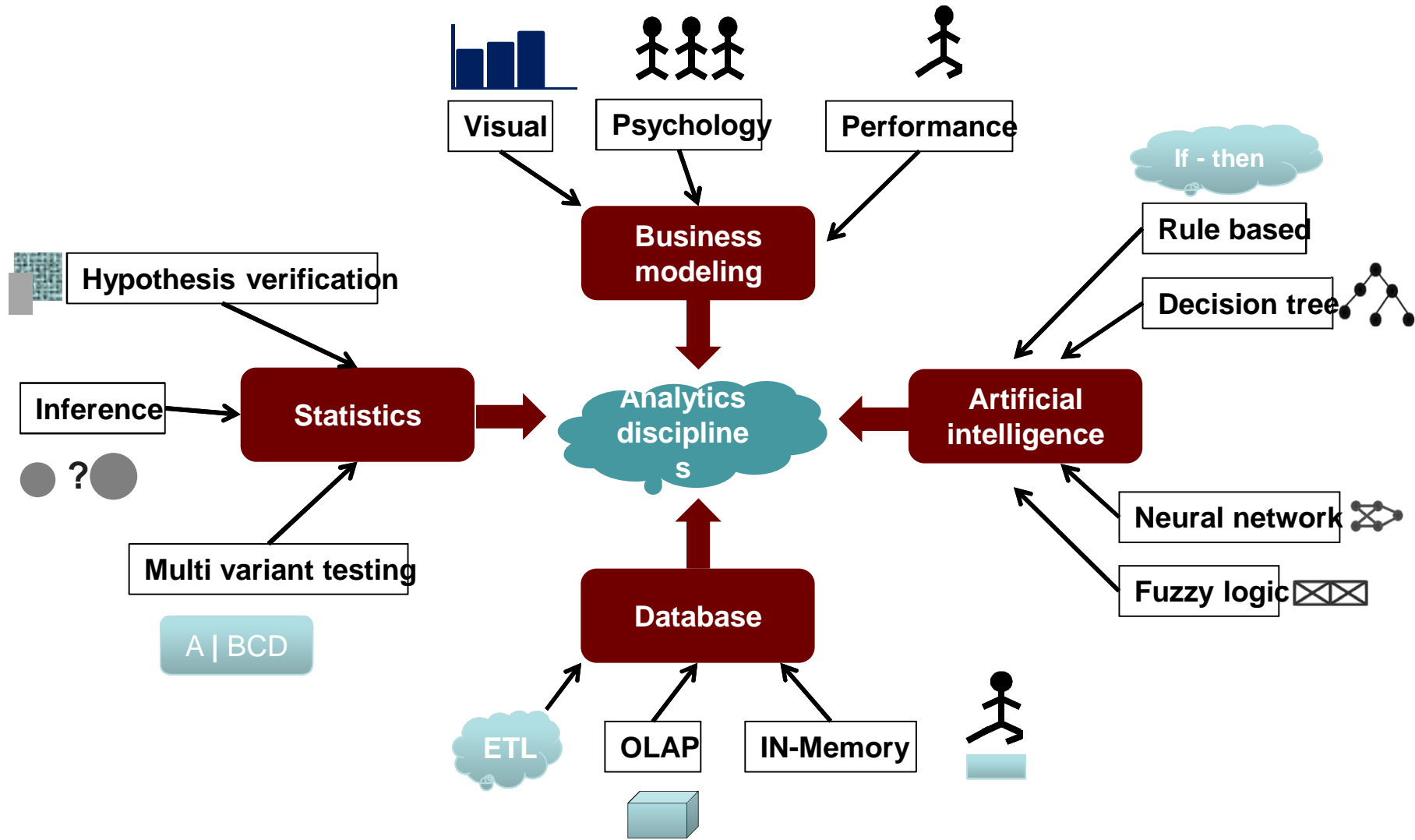
# Universal Laws of Business Success!



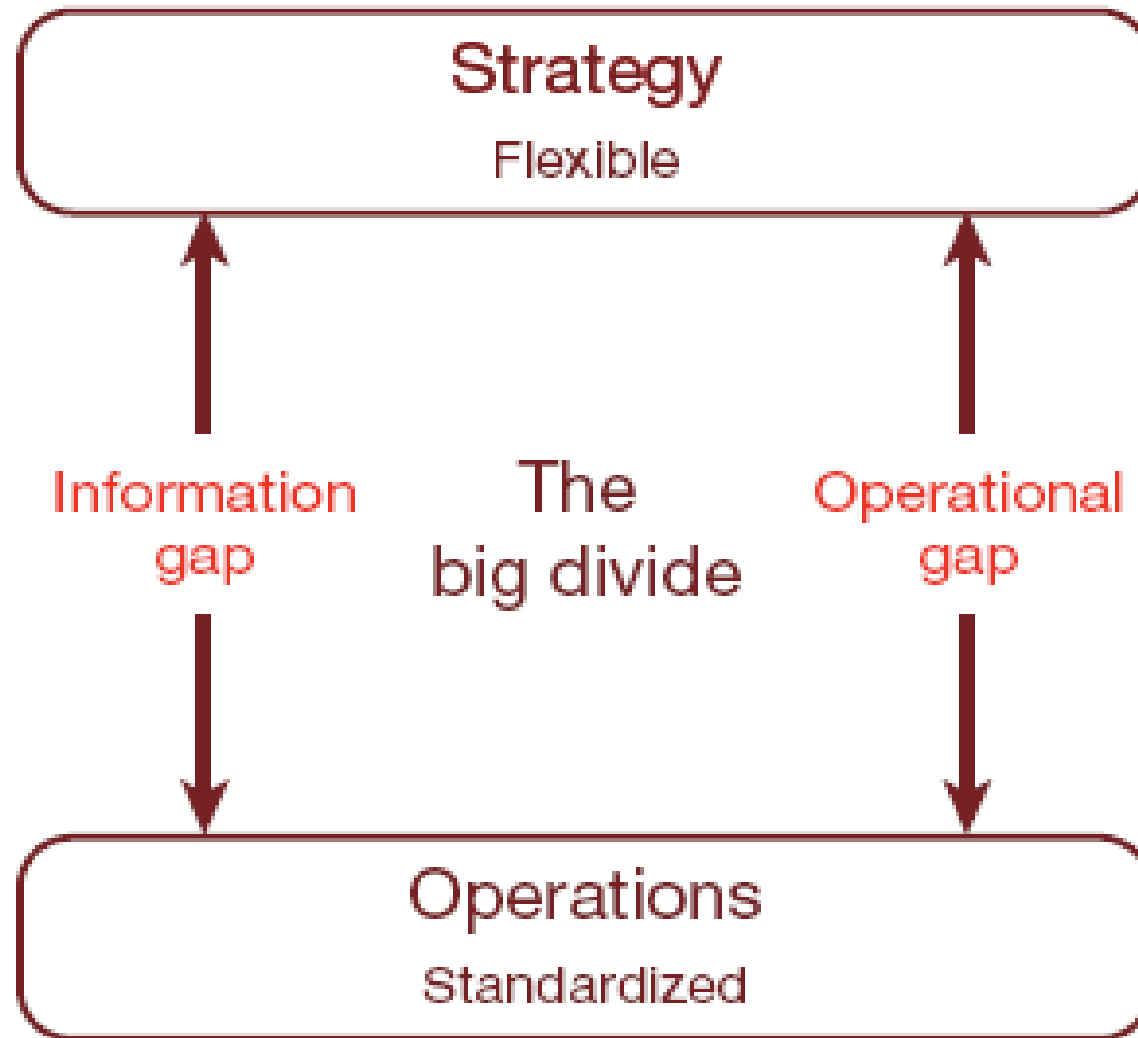
Is there Cash at the end of the day, for tomorrow to run!



# Decision Factors



# Information Mediation



# Emergent BI Needs from the IT Organization



- Cost of IT
- Efficiency – more for less/more for same
- Partnering for business value
  - Cost reduction
  - Revenue
  - Market Share
  - Profitability/margins

**Imperative for the CIO: Demonstrate  
Higher ROI**

- Virtualization and Cloud
- Mobility
- BI / Big Data
- Security
- BYOC/BYOD/Consumerization of IT

**All of the above are relevant in formulating  
BI strategies**

## Business Users' Expectations (BUE)

1. Reliability /Integrity
2. Speed
3. Aid in decision making
  1. Insights
  2. Recommendations
  3. Predictions
4. More empowerment/Self-service
5. Mobility

- Solid Foundation
  - DQ, MDM, Solid BI platform(s), Data Integration
  - Supports BUE # 1 & 3
- More Data/Big Data
  - Social media, sensor data, log files, ....
  - Supports BUE # 3
- Speed
  - In-memory DB/analytics, DW appliance, Columnar storage
  - Supports BUE # 2

- Cloud / BI as a service
  - BI in the cloud; available on the internet; pay per use
  - Supports BUE # 5; Supports IT imperative of cost/ROI
- Analytics
  - Much beyond historical data analysis
  - Correlation, interpretation, recommendations, predictions
  - Supports BUE # 3
- Self Service BI
  - Democratization of information; smarter users
  - Supports BUE # 5

- BYOC/BYOD/Mobility
  - Information on any device, anywhere
  - Tablets and smart phones acceptance by IT
  - Supports BUE # 2, 4, 5

- IT budgets continue to be under pressure
- BI competes with rest of IT functions for priority
- BI is indeed a critical IT trend and will continue as such
- My Top 3
  - Analytics
  - Big data
  - MobilityAt faster and faster speed

**If 'Business Intelligence'  
is THE 'Solution'  
What is the 'Problem'?**



# BI and ANALYTICS

are NOT a replacement for

**HUMAN INGENUITY (or otherwise)**

- "We have confused information (of which there is too much) with ideas of which there are too few)."  
– *Paul Theroux*
- "The great Information Age is really an explosion of non-information; it is an explosion of data ... it is imperative to distinguish between the two; information is that which leads to understanding."  
– *R.S. Wurman in his book: Information Anxiety2*

# How do we do BI differently?

**Challenges:**

**Opportunities:**

**Priorities:**

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## Emergent BI Priorities, Opportunities, Challenges

Anchored By  
Narendra Vaze and Nagaraj Kulkarni

[narendravaze@yahoo.com](mailto:narendravaze@yahoo.com)

[Nagaraj.Kulkarni@compegence.com](mailto:Nagaraj.Kulkarni@compegence.com)