



CRMT

Model zrelosti poslovne inteligence

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CRMT

BI Maturity Model

- **maturity model** that benchmarks your progress in data warehousing and business intelligence
- help you determine **where you are, where to go next** and **how to get there**
- Wayne W. Eckerson, Director of TDWI Research (The Data Warehousing Institute)
- created 2004, renewed 2007, new aspects 2009





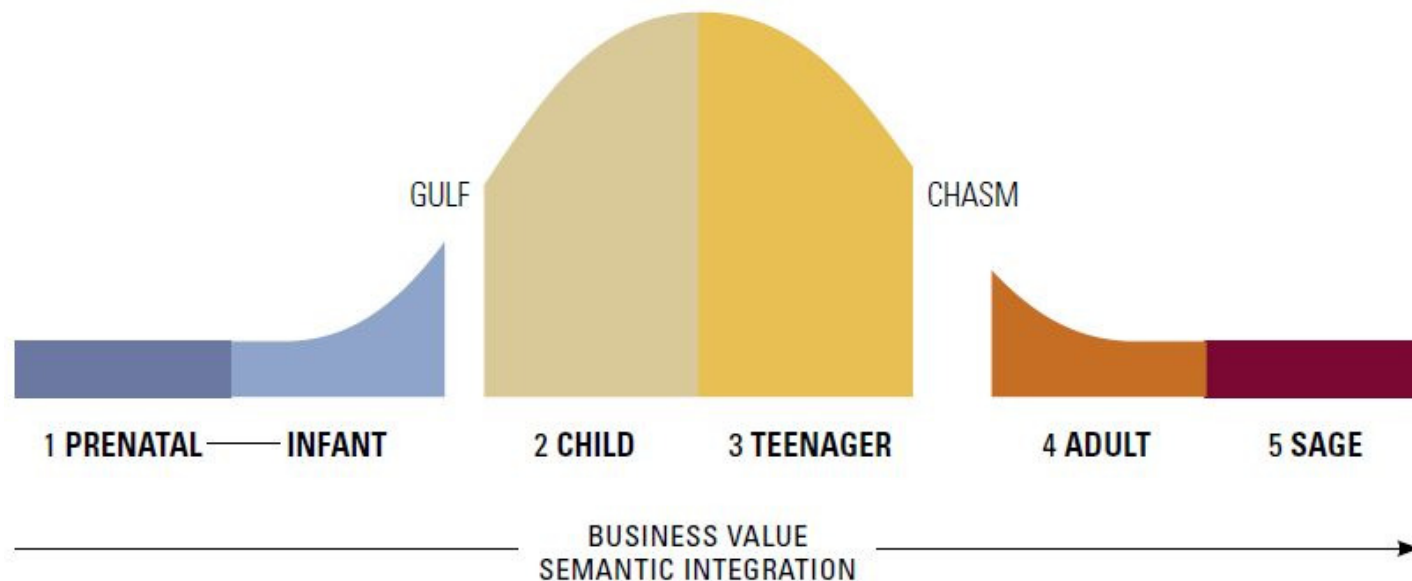
BI ADOPTION CURVE



BI adoption Curve

- eight key categories (scope, sponsorship, funding, value, architecture, data, development, delivery)
- five stages, two gaps

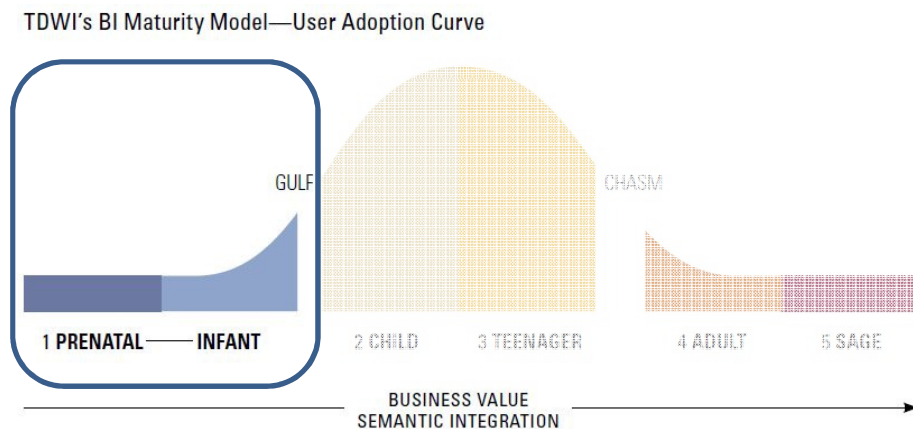
TDWI's BI Maturity Model—User Adoption Curve



Source: TDWI Research

1. Prenatal and Infant Stage

Inform Executives!



Typicaly

- management reporting (print)
- operational reporting (OLTP)
- spreadmarts (Excel, Access)
- IT backlog -> powerfull end users
- multiple truths
- what happened, will happen

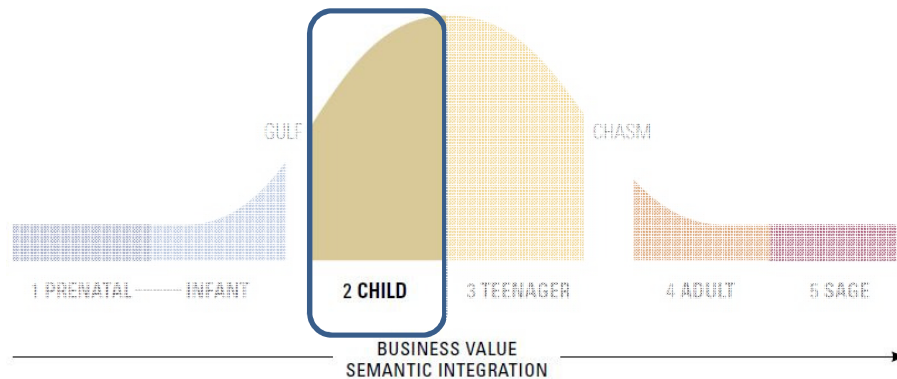
Cross the Gulf

- ✓ executive sponsorship
- ✓ funding
- ✓ data quality
- ✓ manage change
- ✓ manage people

2. Child Stage

Empower Workers!

TDWI's BI Maturity Model—User Adoption Curve



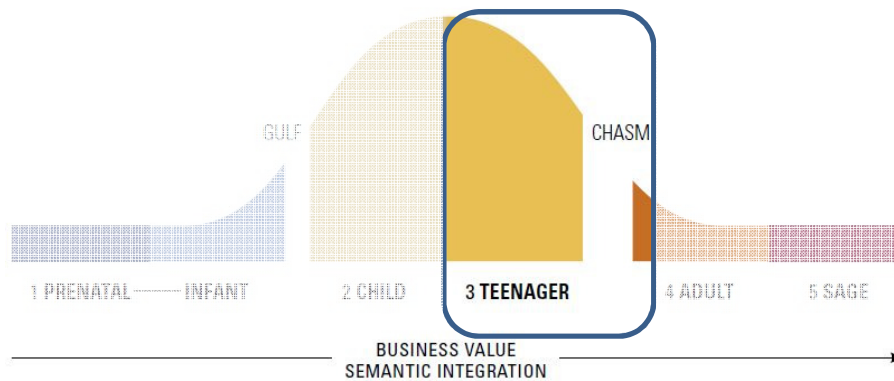
Typical

- first steps in DW
- departmental
- multiple data marts
- first BI tool
 - query
 - reporting
 - ad hoc OLAP
- power users
- what happened

3. Teenager Stage

Monitor Processes!

TDWI's BI Maturity Model—User Adoption Curve



Source: TDWI Research

Typical

- single consistent DW
- cross departmental
- standards (project, methodology)
- BI manager
- self service for power users
- casual users
- what is happening

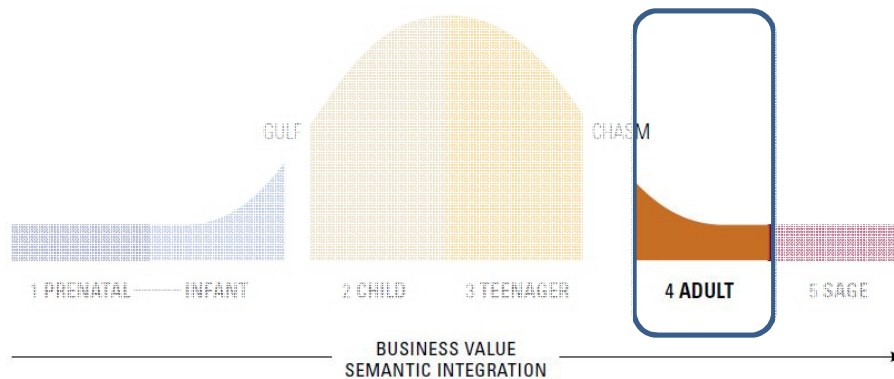
Cross the Chasm

- manage business changes
- standardize semantics
- move to corporate IT
- prevent 'report chaos'
- keep up with business needs

4. Adult Stage

Drive the Business!

TDWI's BI Maturity Model—User Adoption Curve



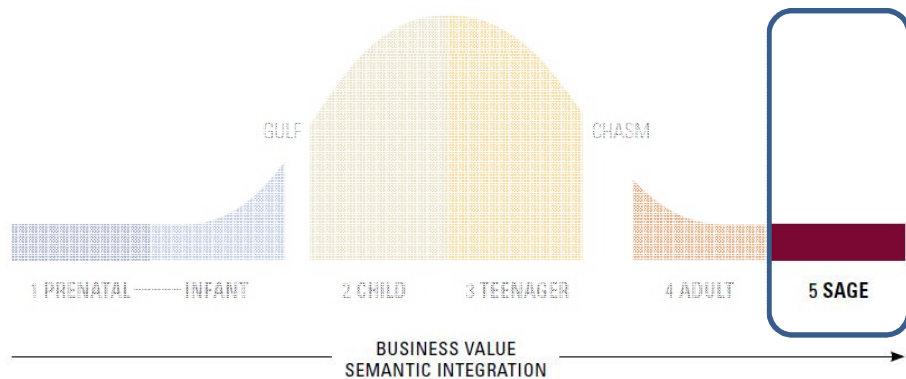
Typical

- strategic enterprise DW
- unified architecture
- fully loaded
- flexible and layered
- just-in-time delivery
- dashboards & scorecards
- predictive analytics
- centralized management
- competence center
- what should we do

5. Sage Stage

Drive the Market!

TDWI's BI Maturity Model—User Adoption Curve



EDW becomes commodity.

(like electricity, water, transportation)

Typical

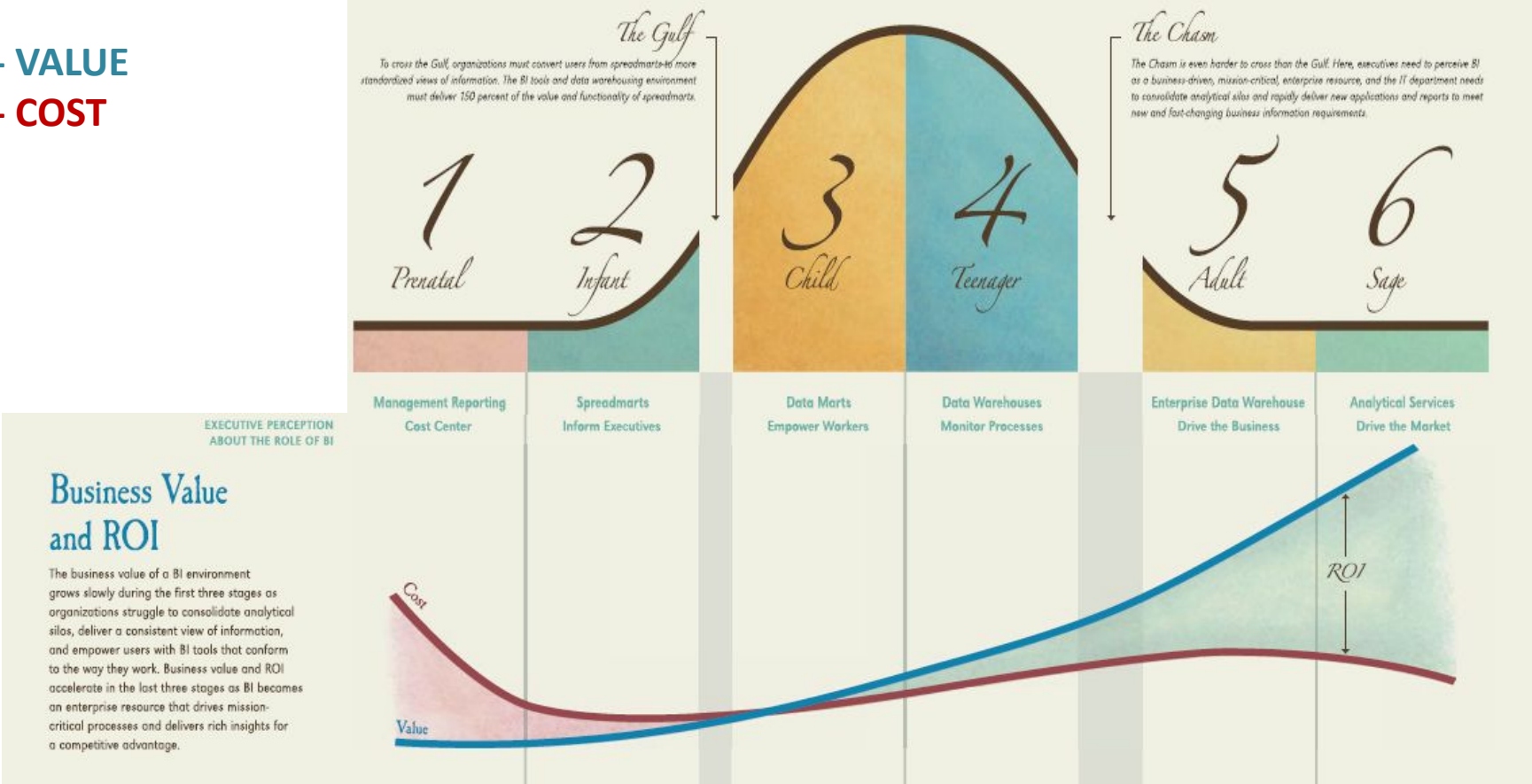
- framework of standards
- center of excellence
- federated development
- extended enterprise (customers, suppliers)
- BI and data services
- decision automation
- what can we offer



ASPECTS OF BI MATURITY MODEL

Business Value and ROI

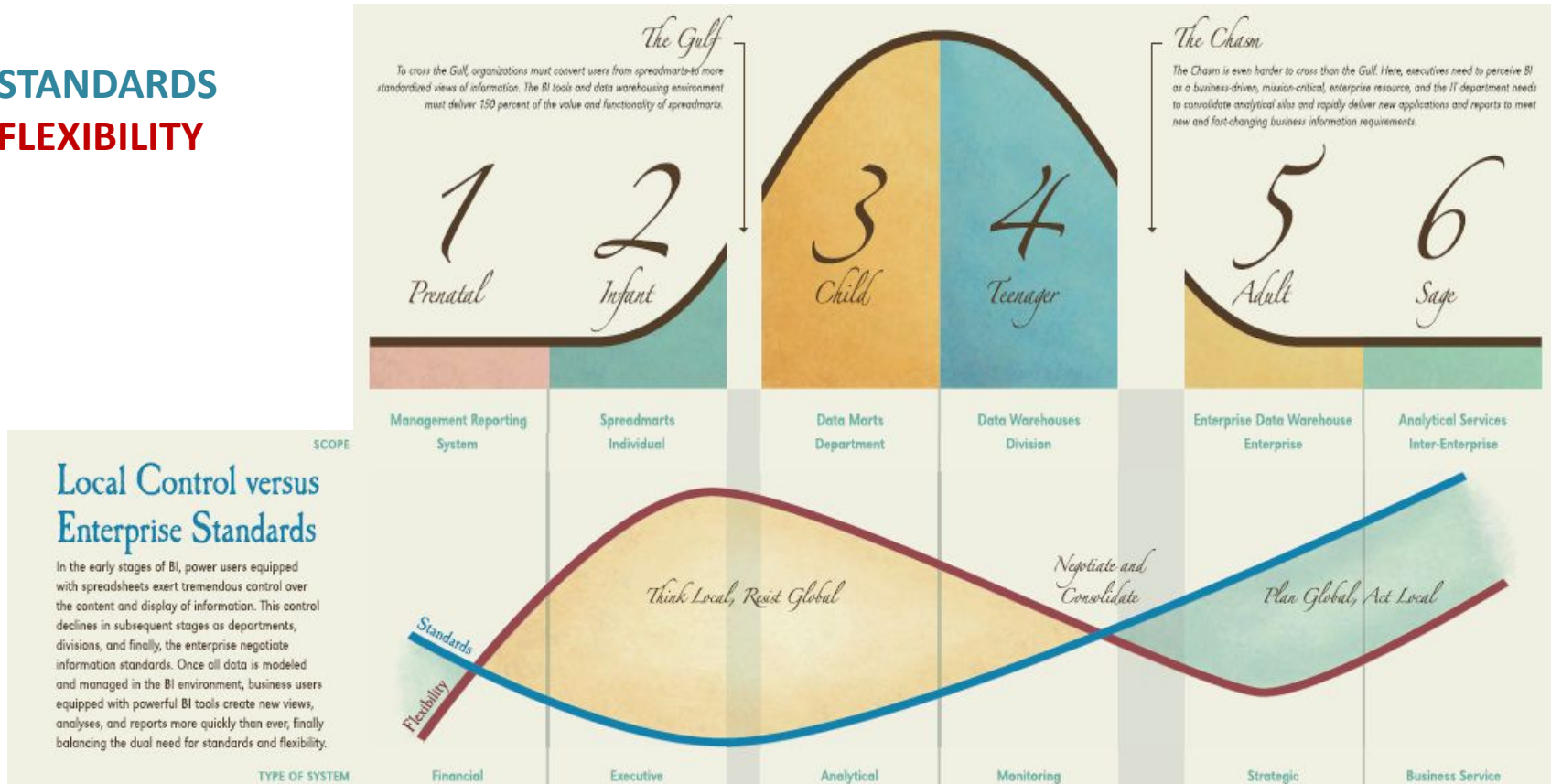
- VALUE
- COST



Source: TDWI Research

Local Control vs Enterprise Standards

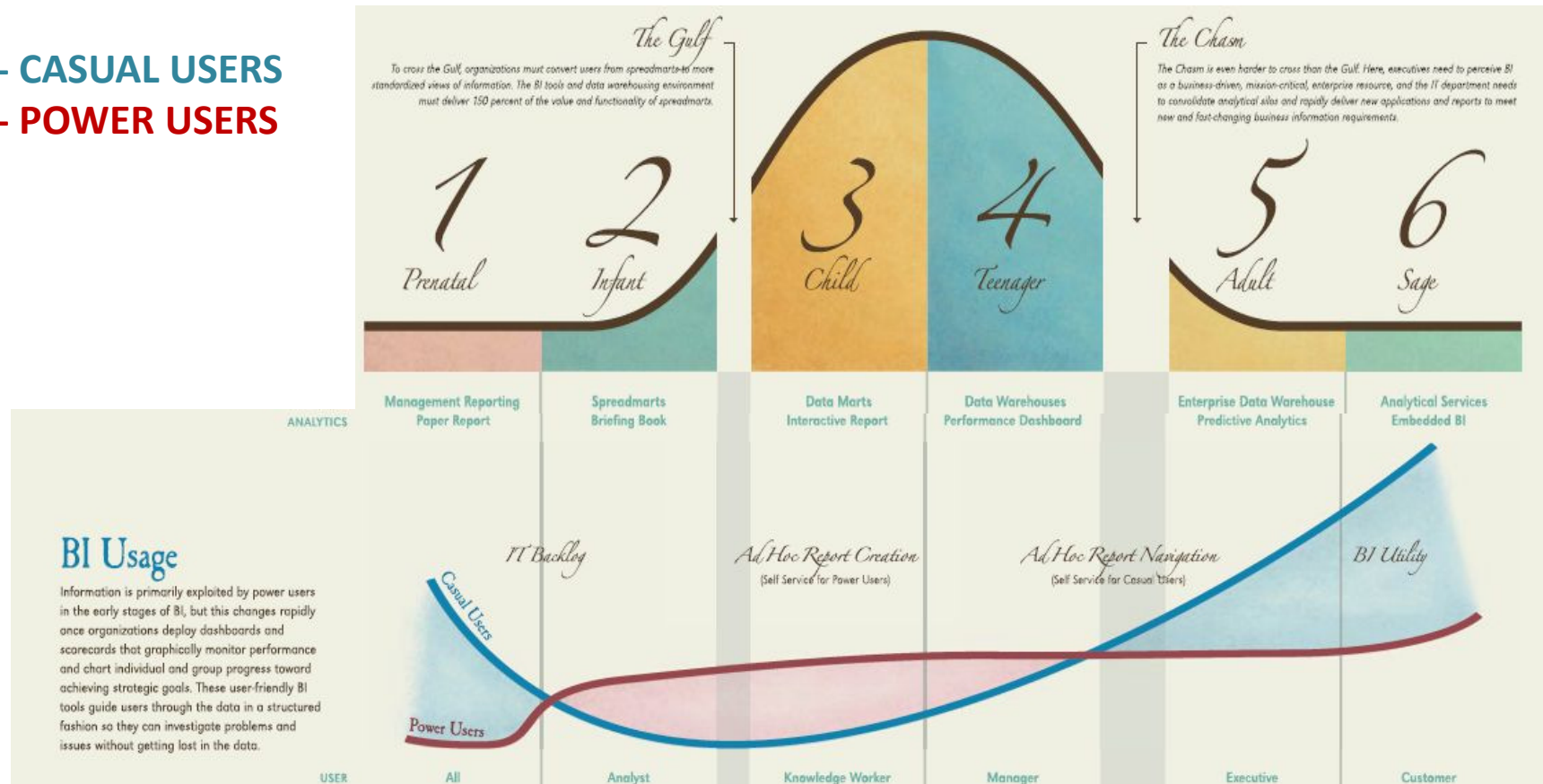
- STANDARDS
- FLEXIBILITY



Source: TDWI Research

BI Usage

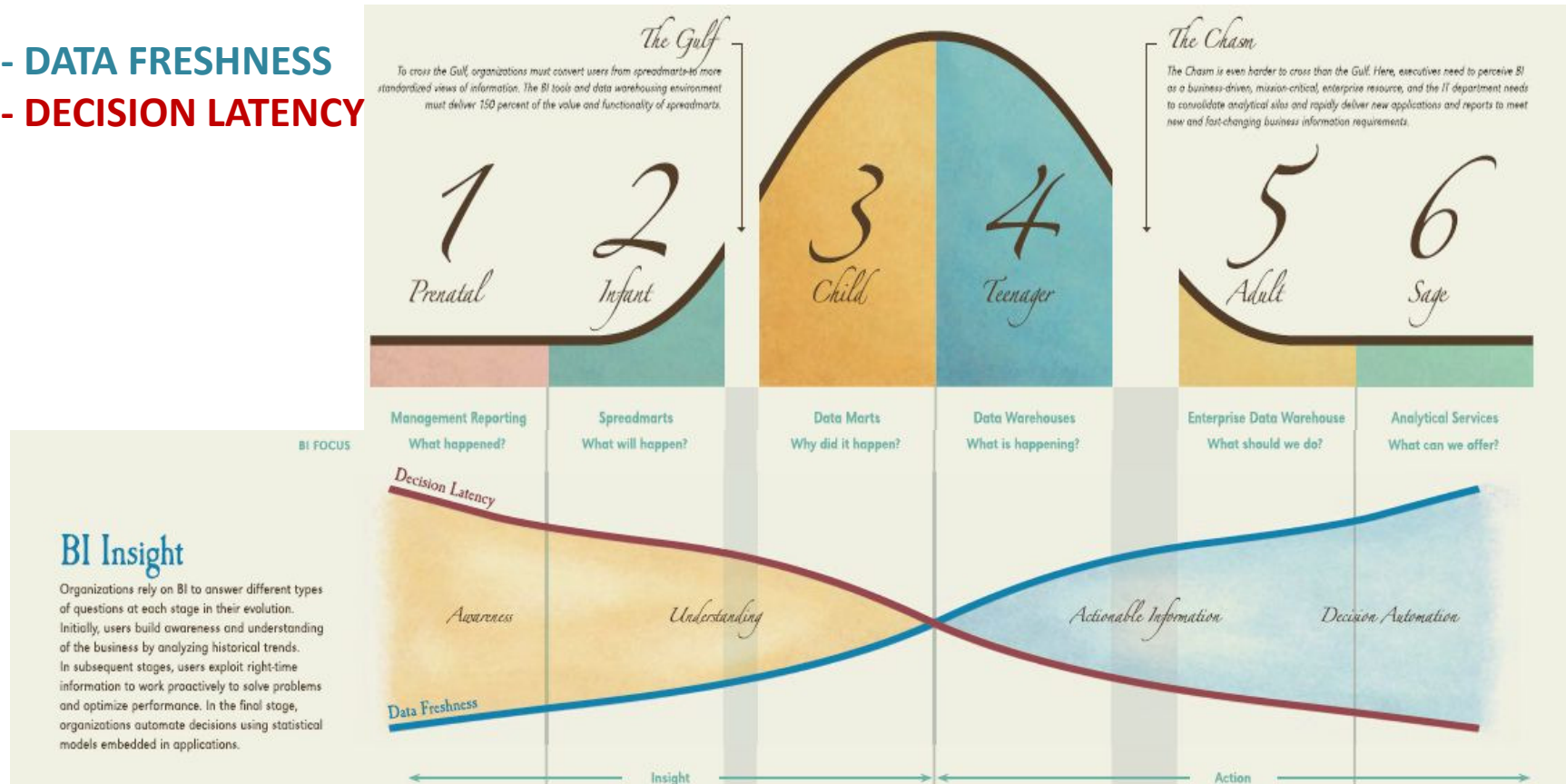
- CASUAL USERS
- POWER USERS



Source: TDWI Research

BI Insight

- DATA FRESHNESS
- DECISION LATENCY





WHAT CAN WE DO?



Conclusion

- Can help you assess the BI maturity
- Can help you progress faster, easier, with less pain, ...
- We offer you
 - skills
 - manpower
 - technology
- Additional info
 - survey and articles: www.tdwi.org





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YOUR **FIRST** CHOICE.