

Powering Intelligent Business Processes



BUSINESS INTELLIGENCE AND DATA WAREHOUSING

The Top 10 Trends



CONTENTS

[Back to Contents Page](#)

[Previous Page](#)

[Next Page](#)

[Last Page](#)

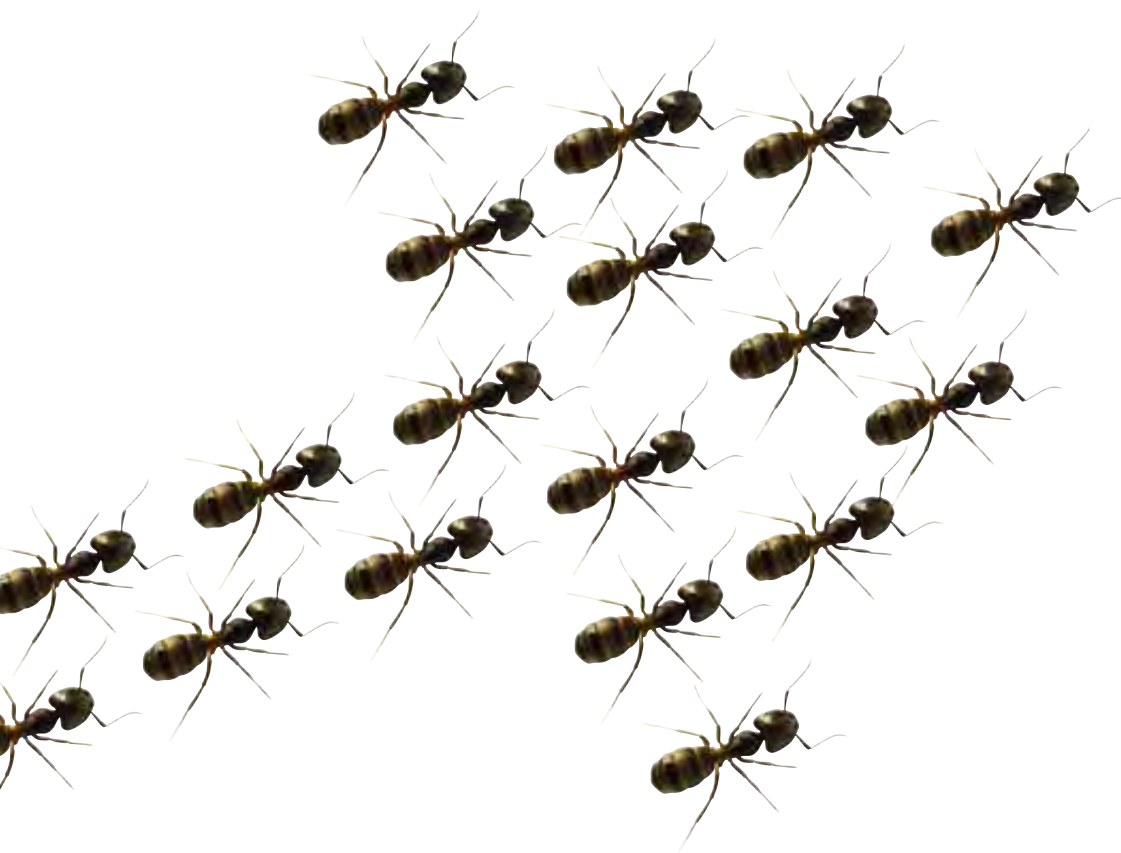
Introduction

There can be no doubt that the business landscape has changed more in the last two years than in the last ten. Businesses who not only survived, but were able to thrive in the unstable economic climate, where those who were able to identify and act on trends.

The majority of that aptitude boiled down to having access to and being able to act on critical information faster than anyone else. Thereby realising a competitive advantage.

That's the power of Business Intelligence (BI). And why it pays to develop an appropriate strategy focused on your business, not IT goals. One that is flexible enough to adapt to changing trends and deliver continuous value to end-users.

Identifying the trends in Data Warehousing and BI can really set your business up for continued future success. No crystal ball required. Just an eye for opportunity.



1. WEB 2.0 AND BI – A WEB OF INTRIGUE

The introduction and adoption of web 2.0 has meant that the flow of information is uninterrupted. Critical data is no longer only accessible within the four walls of an organisation, but rather outside of it as well.

Allowing users to collaborate. Make informed decisions. And deliver real business growth like never before.

WEB 2.0 AND BI, A PERFECT MATCH

Adopting Web 2.0 concepts with BI platforms you're able to collect, analyse, assign importance to, and then share information with a wider audience – through a variety of applications.

Improve your ability to interpret reports and have virtual discussions around them. Deliver the resultant information on time to key decision makers.

Bringing more untapped users into the loop can only be more beneficial. Knowledge is power. And that empowerment in most instances translates to an improved bottom line.



2. INFORMATION MANAGEMENT PLATFORMS – CONSOLIDATING DATA

Heard of information overload? Data is entering the enterprise through so many sources that collecting it, storing it and channelling it to relevant people – when they need it and how they need it – is becoming critical.

DELIVERING INFORMATION OFF A CENTRALISED PLATFORM

With a unified Information Management Platform you're able to use data quality, data integration and data virtualisation. Then combine it with Master Data Management to deliver real information value to all users. Including customers and suppliers.

Enjoy the agility necessary to speed up decision-making. Simply provide the right cleansed data in real-time from a single location. Early in the process.

3. INTERACTIVE VISUALISATION – SEE INFORMATION IN A WHOLE NEW LIGHT

What's the use of having information at your fingertips, if it's presented in a way that makes it difficult for end-users to interpret and act on? Simplifying your BI reporting tools so they include heat maps, geographic maps and other easy to understand visuals, is the way forward.

TRADITIONAL REPORTING, THE NON-TRADITIONAL WAY

Why settle for trite bars and pie charts when we can help you view and use data in a whole new and more beneficial way? By simplifying the delivery of information, you bring more users into the net. Empowering them to contribute toward real change and the financial development of the organisation.

Users are already employing powerful visual aids such as Google maps or applications on their hand held devices as an information route map. Let's show you how to incorporate those into your BI processes to deliver superior value.

4. IN-MEMORY ANALYTICS – SQUEEZE MORE PERFORMANCE OUT OF YOUR DATA

Getting the most out of your data depends on a focussed BI initiative. Coupled with the speed at which you can recall information and distribute it to those who depend on it to function to the best of their ability.

ADD ANOTHER LAYER TO YOUR MEMORY BANK

Reduced memory costs are helping you store more data. Useful, provided you've got In-memory Analytics – a high speed BI performance layer – in your organisation.

Having it as part of your BI platform means you're streamlining your information. So the performance of end-users can be improved without them having to call on old-fashioned summary tables.

Suddenly response times are improved, those tasked to manage your database are free to add more value to the business, and users are able to search for information themselves.



5. BI AS A SERVICE – EVERYONE’S GOT THEIR HEADS IN THE CLOUD

Having access to information 24/7, anywhere, and on any device, has been made easier with the introduction of Cloud BI tools. Ease of use has also meant that your IT department is freed up to concentrate on developing future processes, to improve business profitability.

IMPROVE FUNCTIONALITY AND LOWER COST WITH SOFTWARE AS A SERVICE

Software as a Service (SaaS) BI Tools are changing the way we store, interact with and apply information to gain a competitive advantage.

Ease of use is up. Cost per user is down. And the improved ways in which information is stored and accessed means that users are able to collaborate and share ideas better than ever. We can help you realise those ideals.

Integrating the tools so they don’t interrupt your current flow of information. Ensuring that the information is protected in a secure environment at all times. Providing more value by allowing you to pull in other reference data such as address databases, industry benchmarks and industry classifications.



6. EVER INCREASING DATA VOLUMES – ARE YOU MANAGING DATA OR IS IT MANAGING YOU?

There’s no doubt we’re living in the information age. Email is becoming the preferred method of business communication. So storing, retrieving and delivering masses of information, instantly, is placing enormous strain on data management systems.

TAILOR MADE SOLUTIONS THAT HANDLE SPIRALLING DATA VOLUMES

To cope with increased pressure on data management, some of the largest web players such as Google, Yahoo and Amazon have taken to building their own solutions to handle increasing data volumes.

A nice solution, but one that is probably out of the reach of ninety five percent of enterprises. Which is why we believe that the solution lies in column oriented databases. Able to load just as fast as row oriented databases, they’re being combined with MPP technology to provide a more robust BI architecture.

Plus, their ability to compress data, so you can store more in your existing archives, means you can reduce your capital expenditure and improve profitability.



7. OPEN SOURCE BI – OPEN FOR BUSINESS

Used correctly, BI should bring many happy returns on investment to the business. With the introduction of open-source business intelligence tools, you can now really do more, for less.

LICENCE TO BE THRILLED

Imagine being able to perform reporting, ad hoc querying and online analytical processing (OLAP) without having to pay for expensive licensing costs? Remain compliant with many European countries that favour open source solutions? And, manage large volumes of information without tying up valuable resources?

With open-source business intelligence, you can do all that and more. Integrate it seamlessly alongside any other commercial closed-source solution and watch it go to work. Pulling data together, processing it, then delivering quality information to end-users. Adding value all the way along the chain.

8. SOA-BASED ANALYTIC APPLICATIONS – ARE YOU BEING SERVED?

How do you stand out in a market where many organisations are offering me too solutions? You don't reduce your pricing. You increase service delivery.

To accomplish that, you need to weave BI into your operations using a Service Orientated Architecture (SOA).

TAKE A DIFFERENT BUT MORE ROUNDED APPROACH

Management processes that support key business functions within your organisation need to be working fast and efficiently. The way to accomplish that is to seamlessly integrate them with other organisational processes.

With a BI platform built on Service Orientated Architecture, you're able to use core technologies. Such as repositories, process and analytical engines. Then run them alongside Web-based infrastructures such as Web services and runtime platforms.

That way you're able to analyse more information in shorter time frames and business processes become faster and more accurate. All because the chances of human error have been removed with increased automation.

9. REAL-TIME BUSINESS INTELLIGENCE – BUSINESS HAPPENS IN REAL TIME

In the past, the business landscape changed week by week. Now it changes hour by hour. Staying in touch with and reacting to market trends depends not only on your users having relevant information at their fingertips. Rather also on the speed at which they receive it.

SPEED THRILLS

Although you're not able to predict the future, you still have a chance to influence its outcome with real time BI.

Using Complex Event Processing and predictive analytics, you're finding that the new and improved applications make business management more precise and error free. You're dealing with the influx of large sums of real-time data. And you're able to process and deliver crucial information to relevant users in double quick time.

Speeding up decision-making and delivering real value back to the business.

10. DATA MINING WORKBENCHES – IT'S TIME TO DIG DEEP

Heard the expression the detail is in the data? It rings true with organisations trying to find ways to use information to predict future outcomes. Or, explore how changing processes internally will affect the efficiency of the business.

Knowing how to mine your data will help facilitate that, especially if you're making use of data mining workbenches.

MOVE UP FROM STANDARD ANALYSIS TOOLS

With data mining workbenches your ability to understand large batches of data from multiple sources is improved. So you're well placed to influence the outcome of what it is you set out to achieve. All by accurately analysing and acting on information from assorted datasets.





Trends in Data Warehousing and Business Intelligence are one thing. Having the know how to implement the processes so that they provide full value to the business, is something quite different.

With experienced consultants we can help influence positive business outcomes by sitting down with you. Discussing your business challenges and then using that knowledge to develop service packages that include:

BI Framework methodology: This practical framework acts as a guide to help you make the right choices when it comes to the range of BI solutions, right for your business.

BI Audit Services: What good is a BI initiative if you're unable to measure how well it's performing? Taking your particular needs into consideration we're able to apply the relevant parts of this audit service to your BI initiative.



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