



# **The 5 biggest mistakes of a BI software usage and how you can prevent them**

Moskow, 2014-05-21

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# BARC is the leading European market analyst for business intelligence

Who we are:

- The **BARC/CXP** group merged in 2011 with roots in three countries and up to 40 years experience analyzing business software markets.
- Today, 80 employees across Europe, including **40 analysts & consultants** cover all business software topics for >2 000 clients per year

What we are doing

- **4 Business segments:** market research, product research, events and consulting

Our USP vs:

- **Market analystis:** *Deeper technology know how:* Test lab for software, proof of concepts with customers, quality assurance roles in implementation, system reviews
- **System integrator:** *True independence:* clear focus on strategy & architecture, no reselling of software

## A good approach for a business intelligence project is to focus on six steps



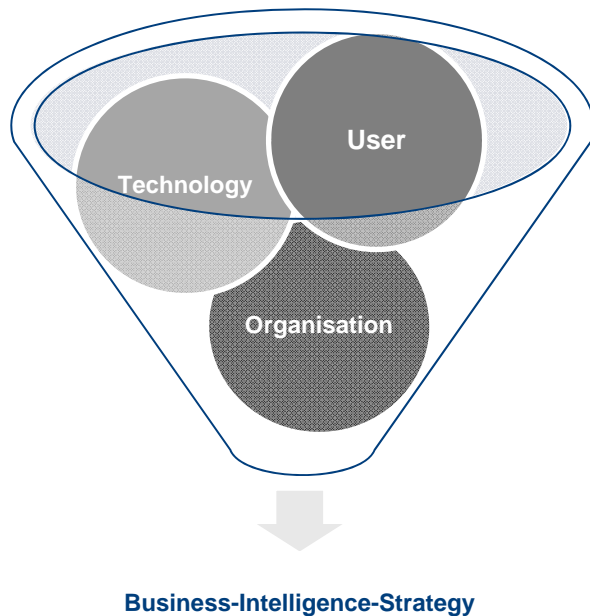
## The 5 biggest mistakes of a BI software usage

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# 1. mistake: there is no real enterprise-wide strategy for the business intelligence environment



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## Technology

- Tools and databases
- Flexibility

## User requirements

- Business advantage for users
- Skills of user (groups)
- Costs efficiency

## Organisation

- BI Competence Center
- BI Governance
- First architecture of your information infrastructure

## Example: German company had no idea. They decided to focus only on a „cheap“ solution

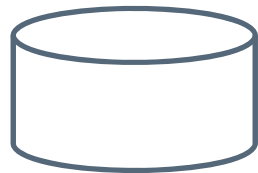
- Customer located in Hamburg, Germany needed a new business intelligence software for financial department
- Software Selection and implementation: was quite fast
  - Internal employee recommended a software of a business intelligence vendor he knew from a former company
  - They contacted the software vendor, bought the implementation work of an consulting company and implemented the software in a short time
- Strategy: „low costs“
- Architecture: Microsoft SQL Server
- Requirements:
  - Planning with 300 users
  - Analysis with 100 users (was forgotten)
- Result:
  - After the implementation, the customer bought 100 licences for an additional software to analyze data
  - Two years after the implementation, the software doesn't fit into the enterprise bi architecture and doesn't work anymore.
  - The company spend more than 1 Mio. EURO, which are more than 3.000 EURO per user
  - A half year ago, this customer called us for a business intelligence strategy workshop and a software selection process.

## The 5 biggest mistakes of a BI software usage

1. There is no real enterprise-wide strategy for the business intelligence environment
2. The business intelligence architecture is not defined well



## Second, you have to define your business intelligence architecture



### Application

- Application classes for users
- Devices
- Performance

### Data provisioning

- Technology
- ETL-processes
- Ensurance of data quality

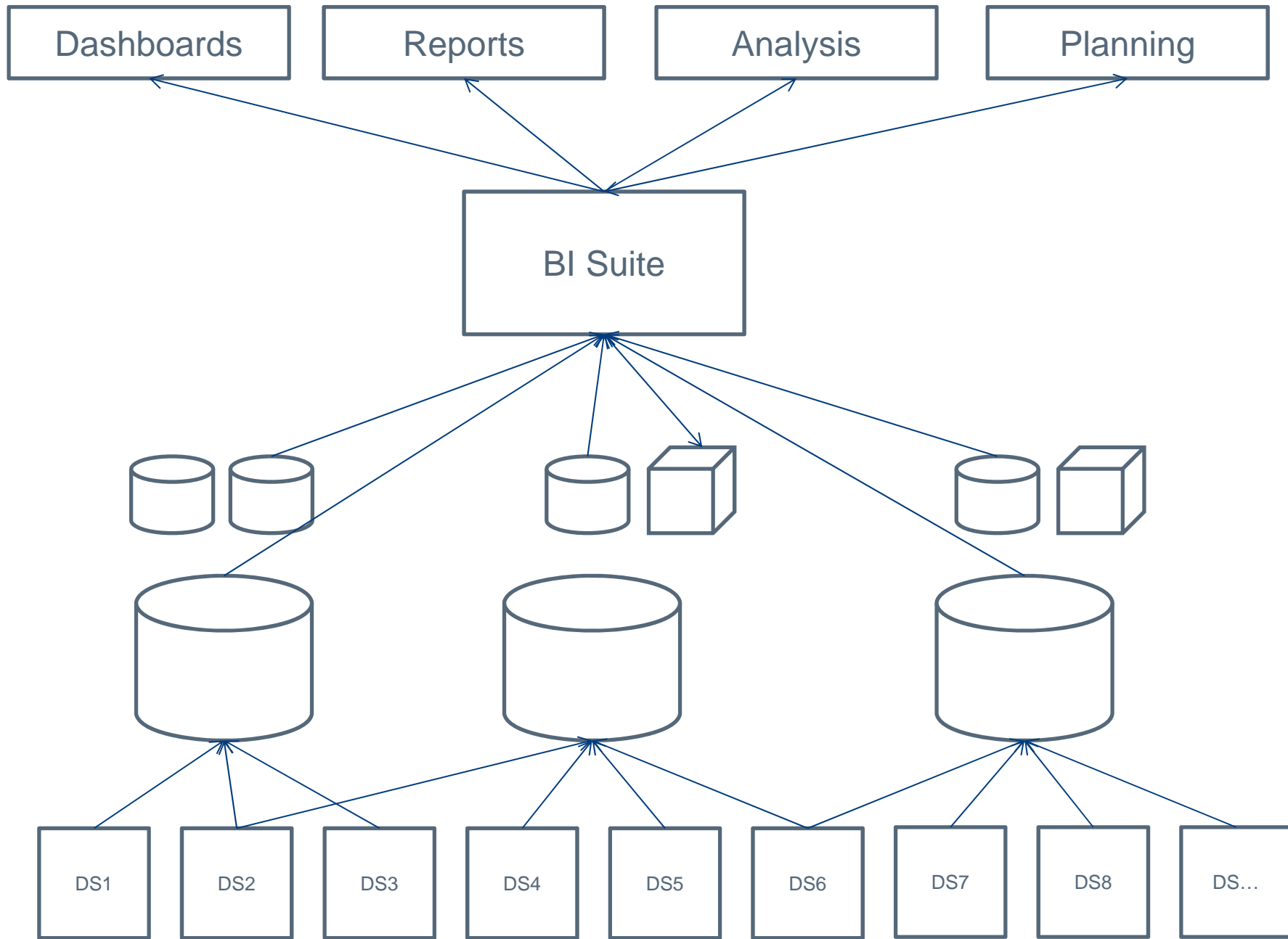
### Data sources

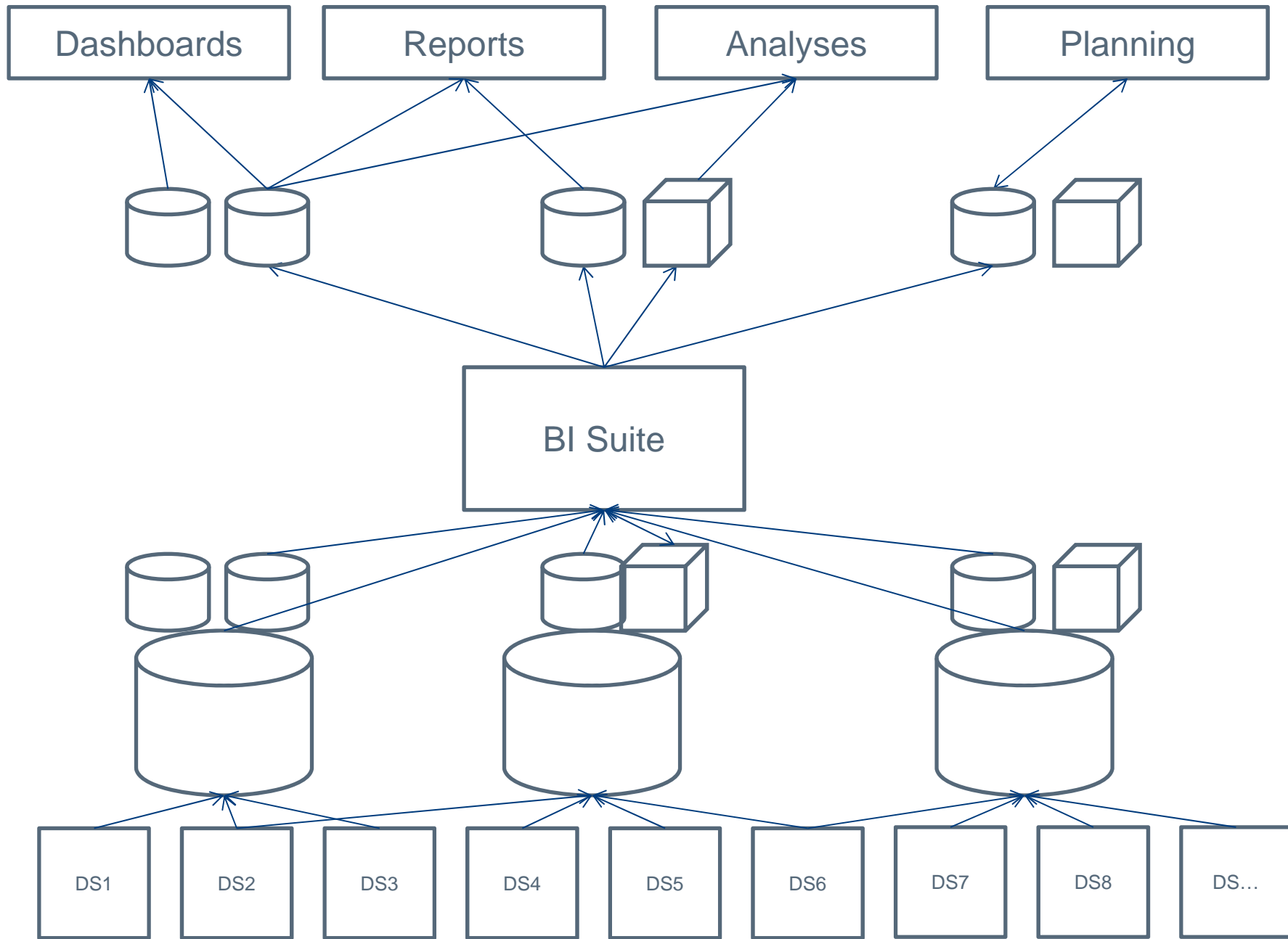
- Number of data sources needed
- Which data is required?
- How many ETL-processes are needed

## **Example: At a company in Switzerland, the IT department had a clear architecture, the departments not really**

Review in Spring 2013

- BI architect wanted to have a new review of the whole infrastructure, he wanted to see:
  - The usage of the data in the data warehouses
  - The user satisfaction with the architecture and front end tools
  - The usage scenarios of the different SAP tools





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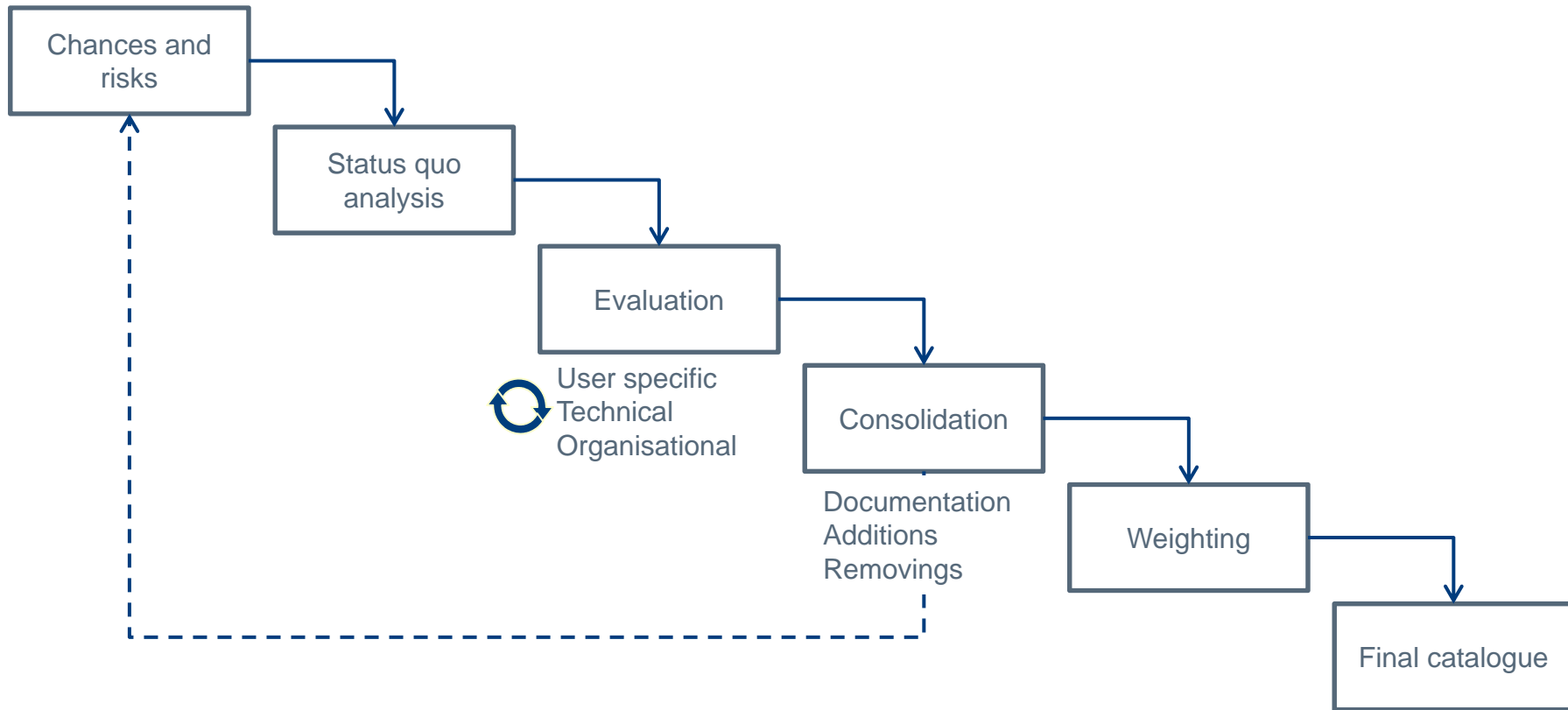
Result: the customers business intelligence environment was a mess

- The data of the data warehouse were pumped into small data marts by the departments
  - IT department did not see this pump process
  - The major business intelligence was used as a pump, not as a bi tool
  - Data was stored locally in Excel-Files, Access data bases, data marts,
- The user satisfaction with the architecture and tools was very low
  - The departments stored the data locally and generated new measures and kpis
  - The department bought their own business intelligence tools (at the end the customer had more than 15 different software)
- The usage of the different SAP tools was not as they made for
  - The SAP business tools were mostly used as a data pump
  - The licence costs for maintaining had to be paid

## The 5 biggest mistakes of a BI software usage

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2. The business intelligence architecture is not defined well
3. The project owner does not know the requirements of his users

# Third, the evaluation of the user requirements guarantees an overview about the most important requirements



# Example: French bank did not know anything specific about the user requirements

## First contact:

- Meeting on our events: topic was self service business intelligence
- Project owner was involved into eight projects in the same time
- They were looking for a small solution, but they did not know the number of users
- They contacted various vendors (from small to big)

## In the project:

- Experience with business intelligence projects was missed in the whole project team
- No definition on strategy, no idea of architecture, no knowledge about business intelligence software, data bases and vendors

## Great danger:

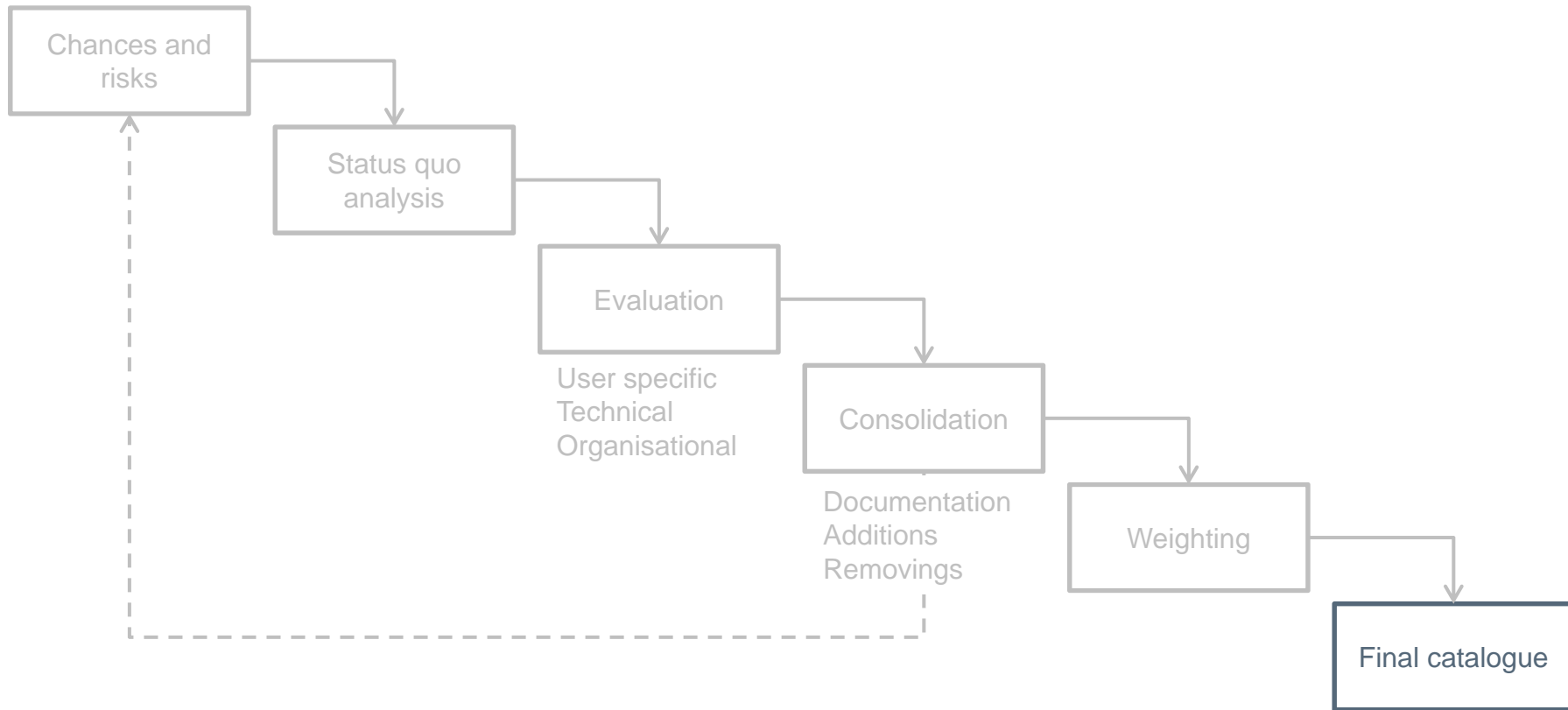
- Buying the wrong software
- The loss of chances for business intelligence roll out



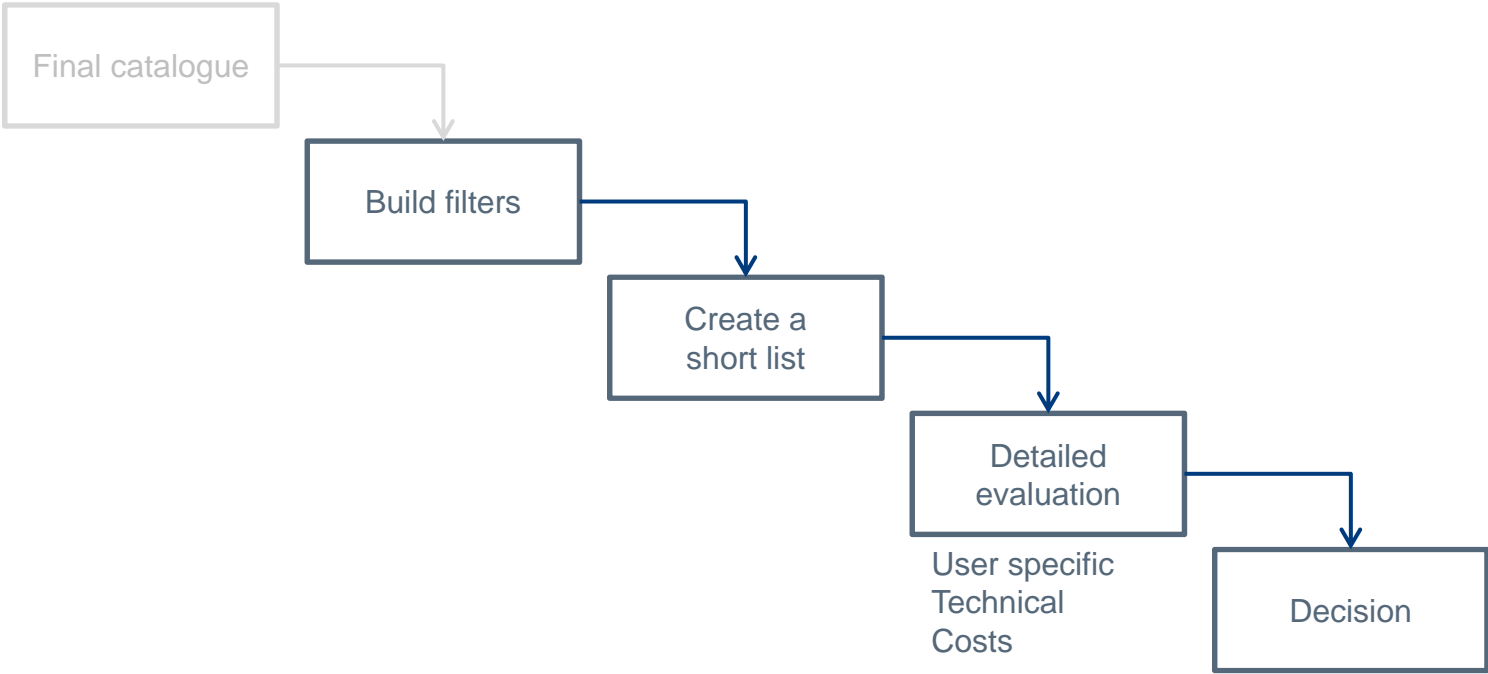
## The 5 biggest mistakes of a BI software usage

1. There is no real enterprise-wide strategy for the business intelligence environment
2. The business intelligence architecture is not defined well
3. The project owner does not know the requirements of his users
4. The company chooses the wrong software

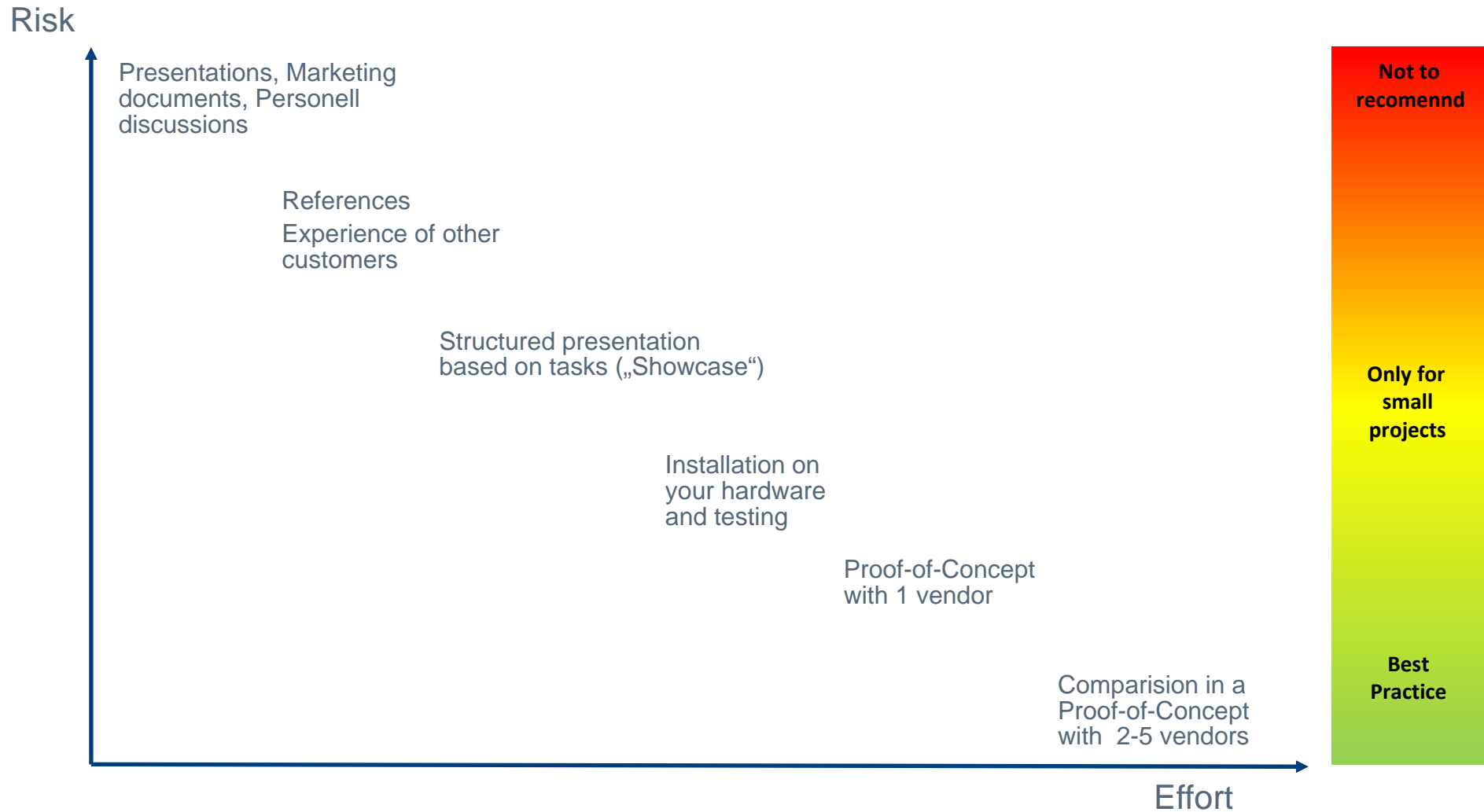
# Third, the evaluation of the user requirements guarantees an overview about the most important requirements



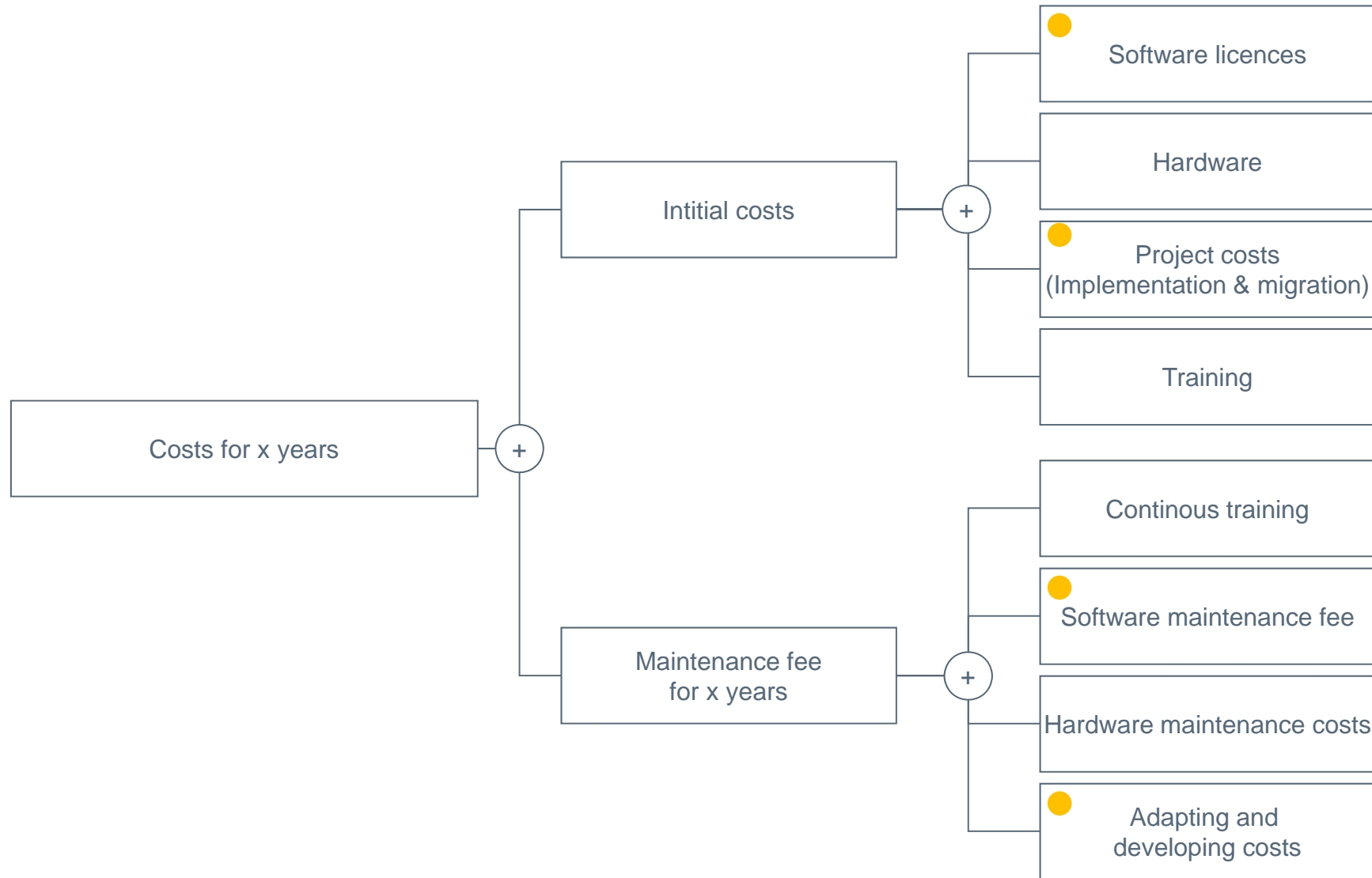
# Fourth step is to choose a software out of a huge amount of business intelligence



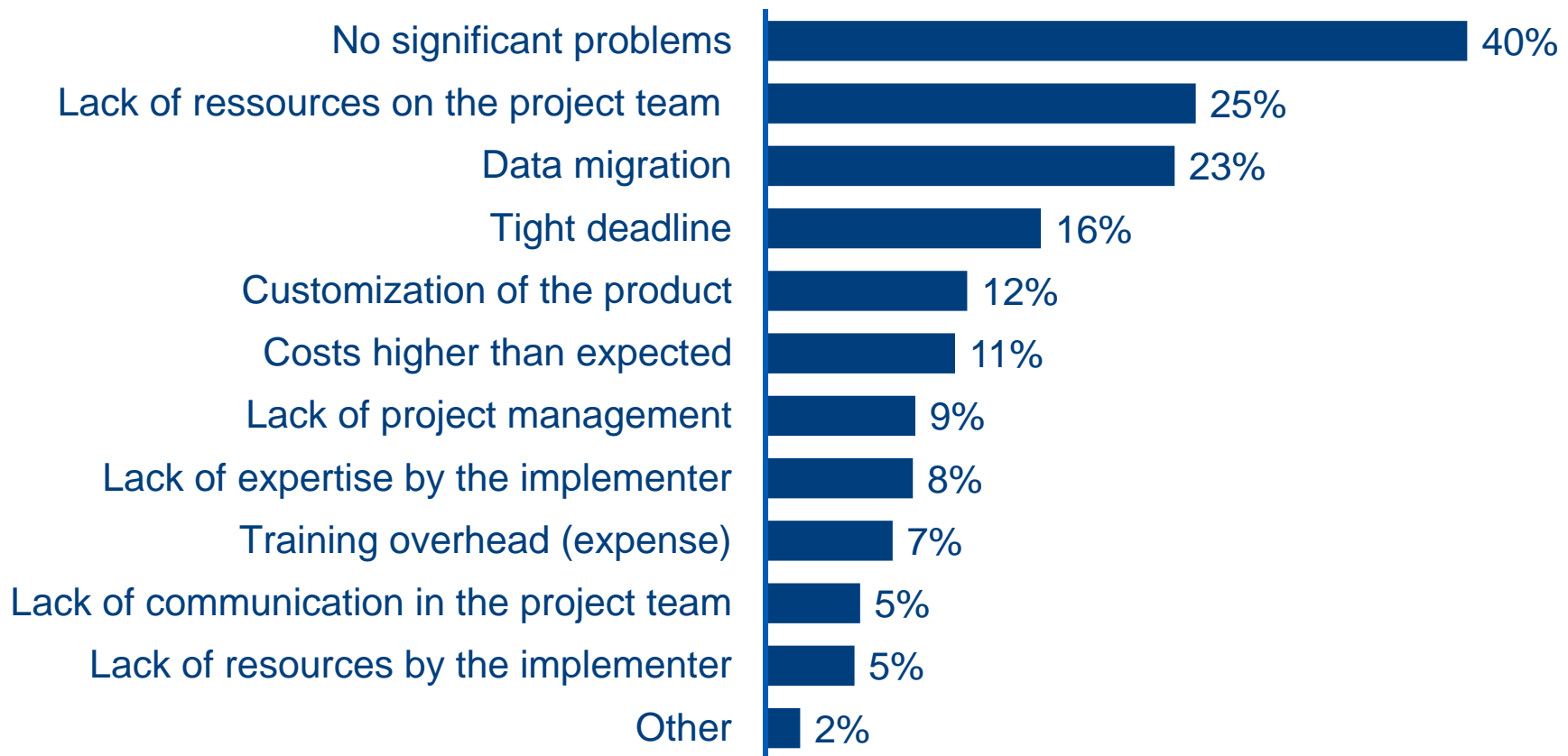
# The security of the decision as more effort you are ready to invest



# The costs will be influenced mostly by software licences, project costs, costs for maintaining and adapting on new requirements



# What, if any, are the most serious problems you have encountered during the implementation of your BI product?



## The 5 biggest mistakes of a BI software usage

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4. The software selection process is done too relaxed
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## After the implementation new business requirements can lead to a new architecture and strategy



- Review of the business intelligence architecture



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## Your contact at BARC



The image shows a business card for Tobias Riedner. At the top left is the BARC logo, which consists of a stylized eye icon followed by the text 'BARC'. To the right of the logo is a dark blue horizontal bar containing the text 'BUSINESS · APPLICATION · RESEARCH · CENTER' in white. Below this bar, the name 'Tobias Riedner' is printed in a large, bold, dark blue font. Underneath the name, the titles 'Analyst Business Intelligence' and 'Information Designer' are written in a smaller, italicized dark blue font. A thin horizontal line separates the contact information from the rest of the card. Below the line, the company name 'BARC GmbH' is listed on the left, followed by the address 'Berliner Platz 7' and 'D-97080 Würzburg'. In the center, the telephone number 'Tel. +49 (0)931/880651-0' and the fax number 'Fax +49 (0)931/880651-28' are provided. On the right side, the email address 'riedner@barc.de' and the website 'www.barc.de' are listed.

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