

baseline

CONSULTING

Data Mastered. Value Unleashed.™



Business Intelligence Application Portfolio

A Portfolio Service

A Pipeline of Candidate BI Applications

Prioritized according to your business objectives, application value, and development feasibility

The BI Application Portfolio lists and describes the initial “portfolio”, or pipeline of candidate applications for business intelligence and data warehouse development. The portfolio helps your company achieve three key goals of a successful business intelligence program:

- (1) Optimize data and tool sharing across multiple user groups.
- (2) Prioritize development according to business goals, application benefits, and feasibility.
- (3) Scope application delivery in short, controlled projects for continuous added value.

By formalizing a prioritized list of BI applications for a data warehouse, a company can be more rigorous about establishing an incremental approach to requirements gathering, data sourcing, resource assignment, and end-user delivery.

Your Challenges

- ❖ **Prioritization and funding processes**
- ❖ **Development resources overwhelmed by user demand**
- ❖ **Responding to maintenance requests while also introducing new BI functionality**
- ❖ **Reusing data across BI applications and among business functions**
- ❖ **Endless project timelines**
- ❖ **Escalating development costs**
- ❖ **Work-around projects**

Plan to act, not react. BI Application Portfolio shows you how to instill joint business and IT responsibility for high-value BI outcomes.

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The Problem

Balancing a steady stream of business needs and limited IT resources

Read about data warehouse best practices and you'll quickly discover that smart companies design their business intelligence and data warehousing (BI/DW) programs to serve multiple business purposes and end-users.

Yet all too often, companies fall into the trap of the "purpose built" data warehouse – one that serves a specific need, such as performance dashboards or target customer list generation. Or the data warehouse is relegated to a "landing platform" for storing data from different sources.

Either way, the data warehouse isn't living up to its business promise and full value potential. To get there, you realize that you need to plan and manage a diverse pipeline of BI/DW projects – a steady stream of new and changing business needs.

The Baseline Approach

Delivering continuous value-added capabilities in nine to twelve week intervals

The BI Application Portfolio adheres to two core principles of Baseline's success with BI/DW:

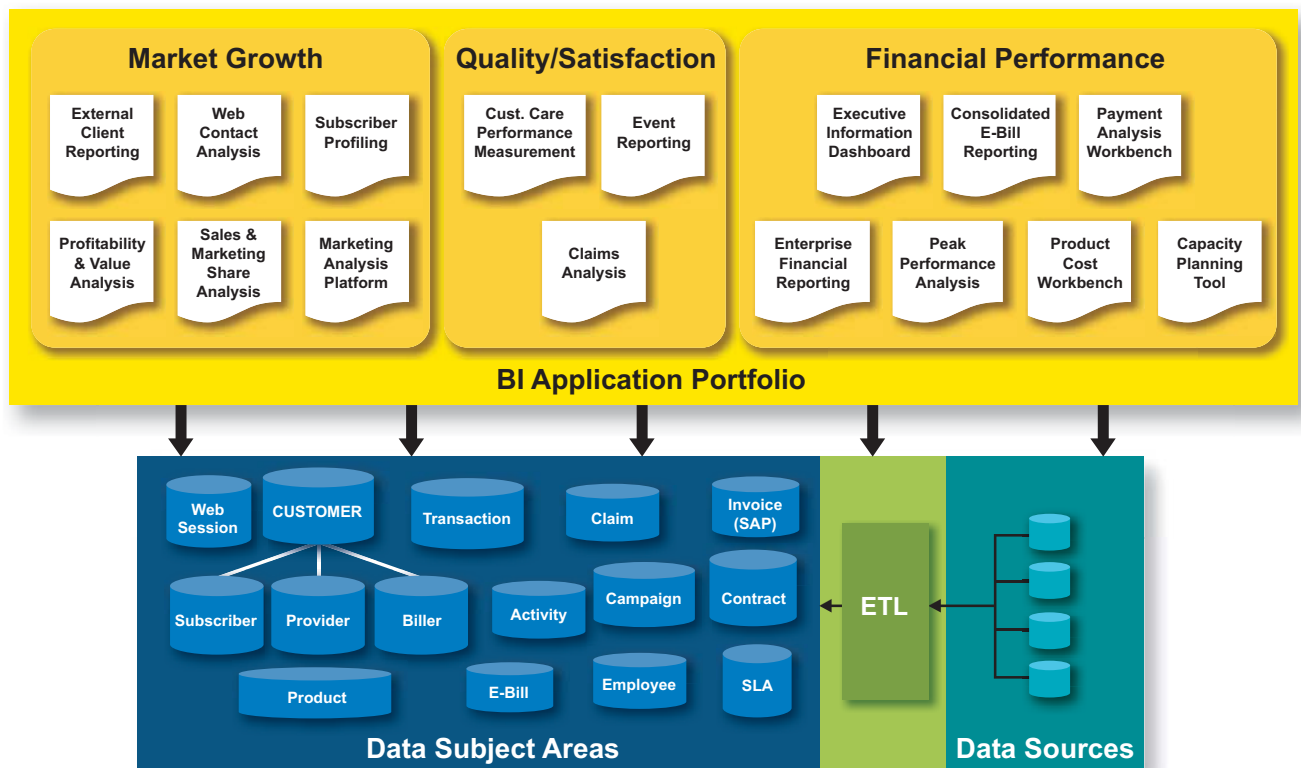
- (1) Business drives requirements, and
- (2) Plan the long-term roadmap and execute in short controlled projects.

Baseline uses end-user and IT interviews – or leverages the results of a Business Discovery – to formulate a set of discrete "applications" that represent your company's initial project set.

The portfolio usually consists of eight to twenty applications that represent new data-enabled business capabilities and optimize data and tool sharing across multiple user groups.

Each application is prioritized using a weighted schema based on your company's business objectives, application value, and

A Business Intelligence Application Portfolio



development feasibility determined by difficulty and dependencies.

Finally, each candidate application is scoped for delivery in nine to twelve week intervals, ensuring that your BI/DW program delivers a continuous stream of value-added capabilities.

BI Application Portfolio lays out a deliberate and well-crafted set of business capabilities, invites discussion of important functionality, and often justifies renewed funding or executive sponsorship.

Your Value

Business/IT consensus-building and permanent approach to planning

BI Application Portfolio is a tried and proven critical success factor for BI/DW. Your benefits are many:

- ❖ Prioritized applications used to build out an integrated, shared data source and deliver measurable value in short increments.
- ❖ A consensus-building technique across both business and IT when it comes to BI planning, prioritization, and budget approval.
- ❖ A plan which shows business how and when its varying and complex requirements will be addressed.
- ❖ Development scoped and focused on business value, while avoiding over-investment in IT tools and infrastructure, or unusable data which doesn't reflect business operations.
- ❖ Joint business and IT accountability for development outcomes.
- ❖ Time and cost savings for the BI/DW development team. The deliberate and incremental "plan of attack" informs staffing and training decisions, development tool acquisition, and new organizational roles.

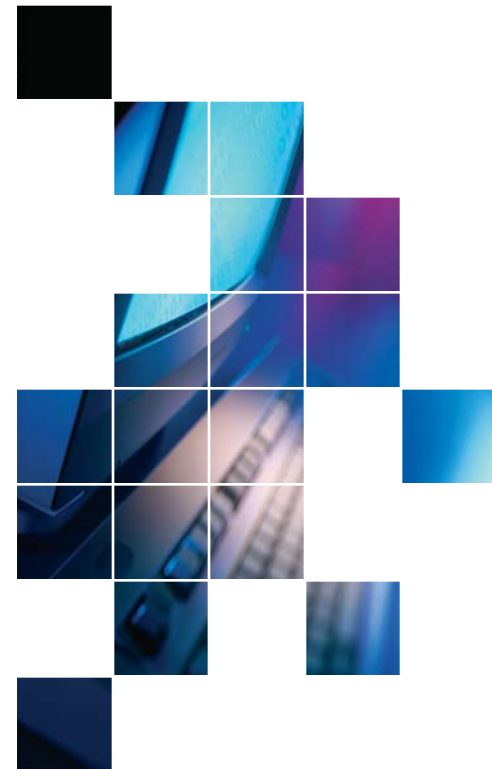
Why Baseline

We introduced the methods to manage BI programs by portfolio of applications

Many consulting companies begin BI/DW development after first completing a set of high-level business requirements for a single application. They turn directly to generating physical data models to reflect source system data. After seeing many data warehouses fail to live up to their promise, Baseline pioneered the concept of the BI Application Portfolio.

Baseline's thought leadership in this area generated a best practice now considered a data warehousing industry lexicon. It is adopted by clients and non-clients alike. The BI Application Portfolio best practice has appeared in various articles and books, most recently in Wayne Eckerson's acclaimed Performance Dashboards (John Wiley & Sons, 2005).

With Baseline's BI Application Portfolio, you have a clear roadmap and a permanent approach to business intelligence and data warehouse planning.



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C O N S U L T I N G

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Baseline Consulting is a management and technology consulting firm specializing in data integration and business analytic services to help companies enhance the value of enterprise data and improve the performance of their business. Baseline's proven, structured approaches uniquely position us to help clients achieve self-sufficiency in designing, delivering, and managing data as a corporate asset.

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