

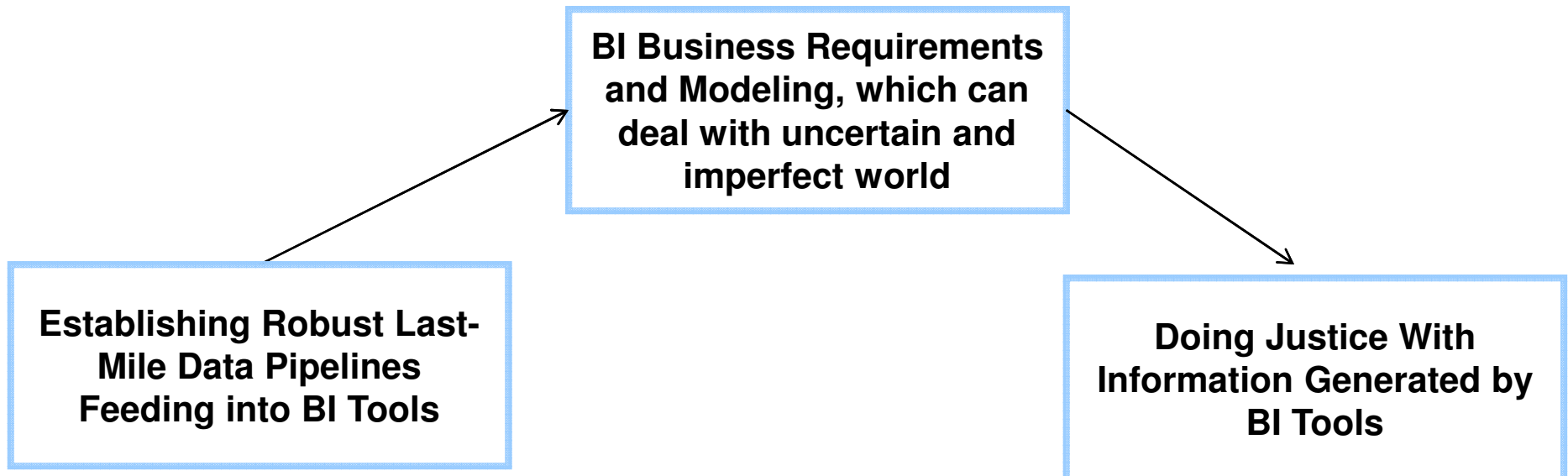
BI & Discipline of 'Execution-Making it Happen'

It's a paradox that while being the weakest link in corporate success, Execution has not emerged as a business discipline, in its own right

Why BI Investments Fall-Short of Objectives?

Sophistication and Power of BI Tools have
taken strides far ahead of Business
Capacity to Use them

What are Business Capacity Challenges?



Last-Mile Data Pipelines Feeding into BI Tools

- Do not ask data from the field, which you are not going to use it AND ask it only once
- Simplify data-capture so that is intellect-proof, idiot-proof and effort-resistant
- If you take data from the field, give them back information to help them make more money
- Field should not take more than 15 minutes to make sense of the information sent to them
- Make data-pipeline excuse-proof- 'Come hail or Storm- it has to happen'

Business Requirements and Modeling for imperfect world

- Train & develop Business to ask ‘What do I need?’, ‘Why do I need?’, ‘What will I do with it?’
- For BI Modeling do not rely only on ‘Business Requirements’ alone
 - Take a wider view of the industry
 - Possible flexibilities
 - Include field commanders
- Make core dimensions and facts, holistic and granular
- Get information requirements more in form of Dimensions and Measures, than in report formats
- For information outputs-
 - “If you add to the list, take something out of the list”
 - Make New requirement, part of the existing
 - Reduce the list

'Using' the Information generated by BI

- Align information & scorecards with Goals/Ranking/Monies
- Support the audience on how take the juice out of report
 - What to check-analyze in case of 'sales funnel shrinking'?
 - What to do in case of 'collection Productivity Falling below thresh-hold'?
- Beyond the clutter of tables & graphs, audience to Comment on 4 magic questions, from strategic to operational level
 - What is happening?
 - Why is it happening?
 - What is Expected to Happen?
 - What are we doing about it?
- Build the capacity to respond to the Information→ No point in doing customer affinity analysis, if we have weak product management OR no point of daily reporting of customer wait time, if 'customer council' is going to meet monthly for corrective actions

Bottom-Line

Adopt Information Management as a Business Execution Discipline, and give it same focus as other respected disciplines like HR, PM, BPM, TQM



Thank You