



# “BI For The Masses”

– Strategic approaches for  
managing democratization of BI

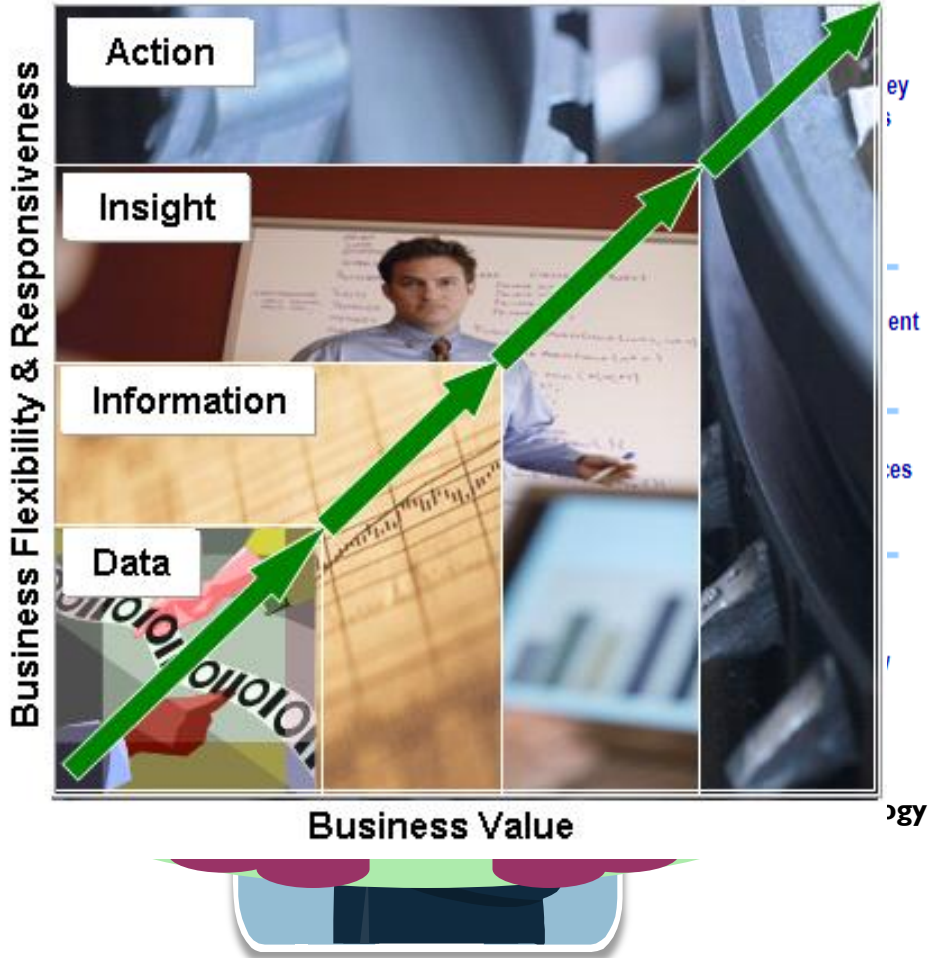
George Philip  
Practice Head – Wipro Technologies

# Business Intelligence (R)Evolution



How can I deliver projects

- Align Information Needs With Business Direction
- Align Information Management Delivery With Business Strategy
- Address Technology, Architecture & Process Complexity
- Address Increasing Democratization of BI



# Shifting Balance

## **Strategic BI**

BI Enabling Top  
Down  
Organizational  
Strategy



## **Operational BI**

BI For Everyday  
Business Decision  
Making

# Evolution Of The Future Employee

“My systems at Home is much better than at Work”



- Self Service
- Technology Influencer
- Mobile Consumer
- Personal Productivity
- Social Collaboration
- Search & Exploration
- Cloud Enabled



# Information Explosion

## - Managing Complexity, Volume and Velocity

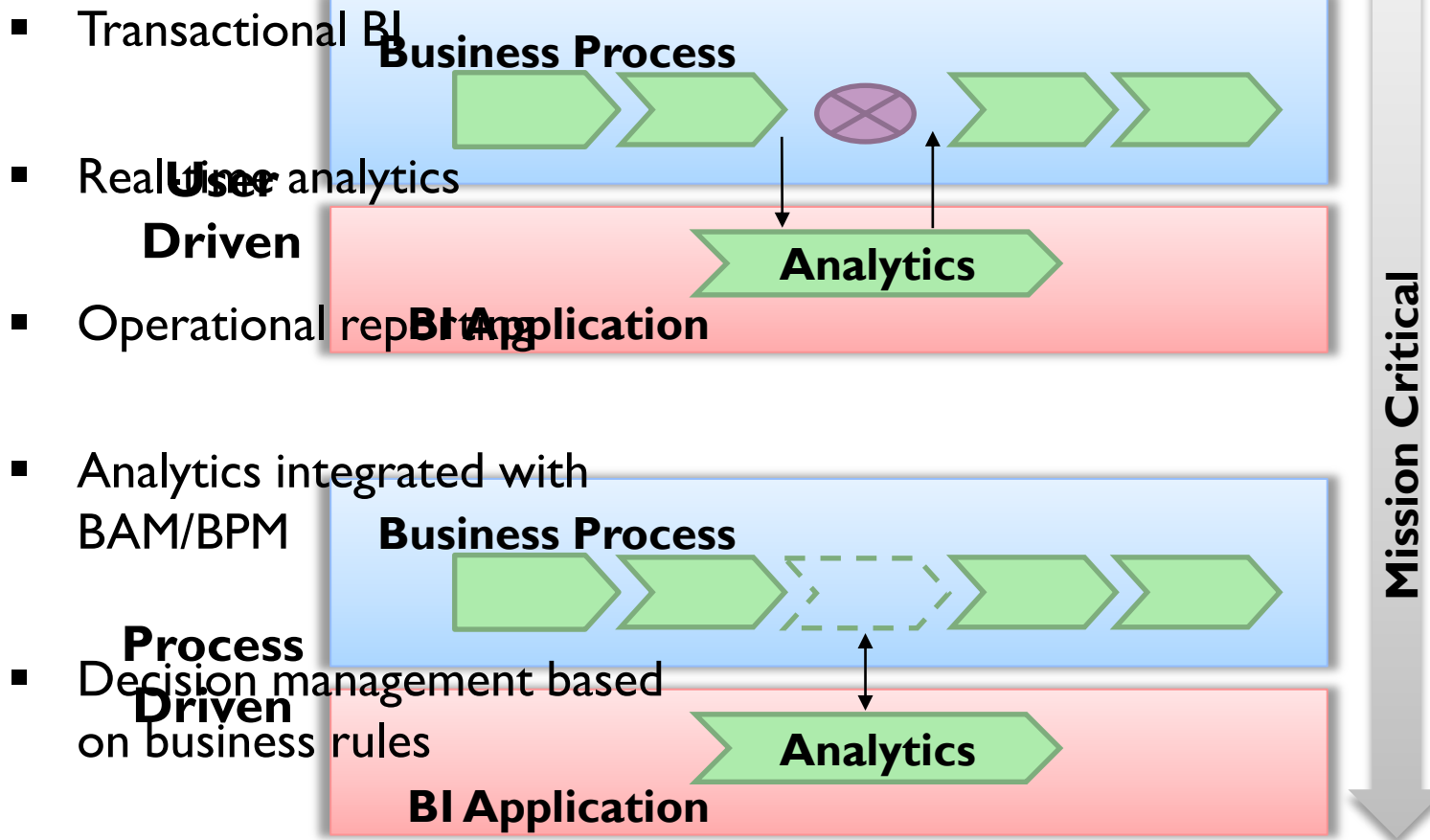


- Collaboration, Mobility, Smart Devices
- Deluge of Structured & Unstructured Information
- Deciding the value of available information
- Organize, Integrate, Manage, Classify, Purge, Prioritize
- Make it Searchable, Usable and Analyzable



# Operational BI

## - Driving Everyday Decision Making

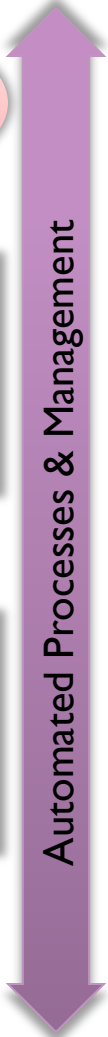
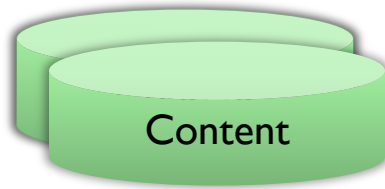
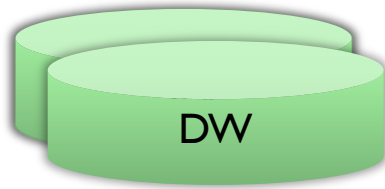
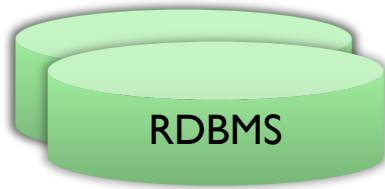
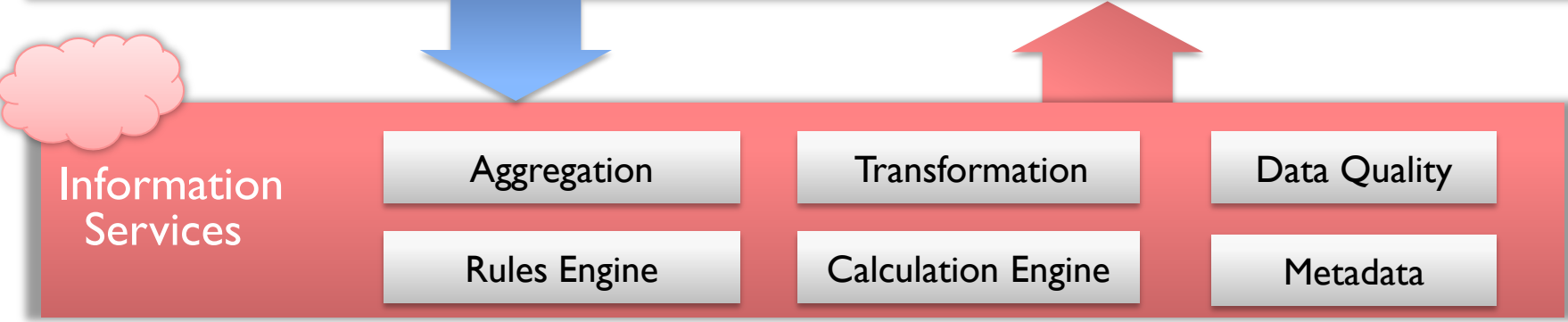
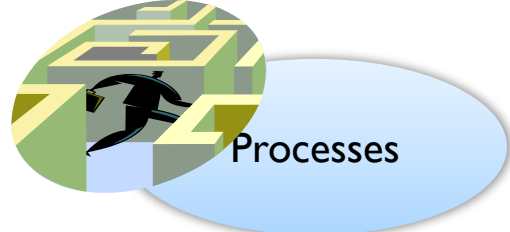
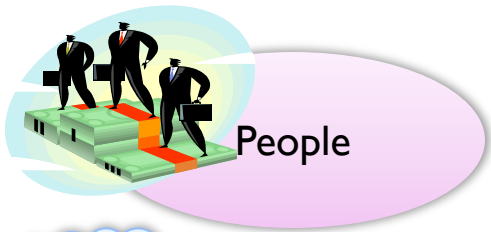


# Next Generation BI

- Pervasive availability across strategic to operational decision continuum
- Unified BI frameworks integrating multiple architectural approaches
- Automated BI processes that reduce human intervention
- Limitless integration across varied information structures & sources
- Elastic Infrastructure & Platforms



# Emerging Pervasive BI Framework





# Organizational Changes

- Ensure Business ownership & championship
- Adopt enterprise level BI governance model
- Adapt Cultural change management
- Centralized – Decentralized organizational models, Competency Centre Approaches

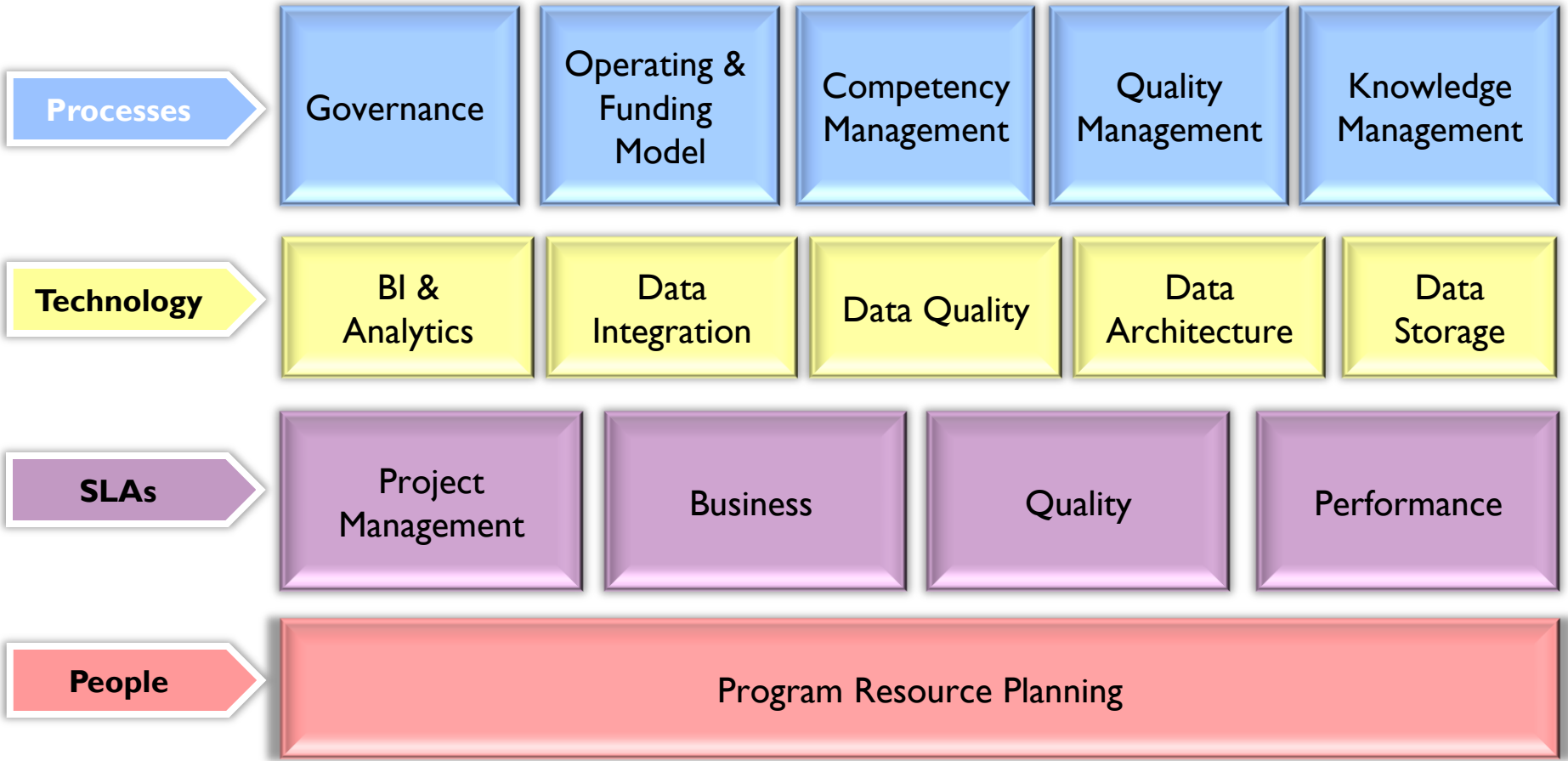


# Architectural & Program Level Changes

- Dissociate Data Generation & Data Consumption processes & architecture
- Treat BI requirements differently based on the nature of processes
- Self service capability across static & mobile platforms
- Design through both top down and bottom up approaches
- Adopt Agile BI development Approaches



# Key Building Blocks





**WIPRO**  
*Applying Thought*

**Thank You**

George Philip

Practice Head

[george.philip@wipro.com](mailto:george.philip@wipro.com)