

## Business Intelligence

Increasing Stakeholder value by applying the best technologies, applications, processes and practices for the transformation of business data into competitive business information

Despite what state your organization is in, Deloitte will be able to review, provide advice and help develop solutions to increase the value of your current and future Business Intelligence investments.

This document gives two examples of our broad offers of Business Intelligence (BI) services and experience: Strategy/Review and Vendor Selection.

### Strategy / Review

#### Do you have a clear strategy and vision for how you should work with Business Intelligence?

In many cases the BI landscape in an organization has been built by creating individual systems answering to specific business demands. As the organization grows and the need for structured information increases, the landscape becomes more and more scattered.

#### Do you have the right governance model?

Is the ownership specified, and communication plans clear concerning your information models, KPIs, Master data, Requirements process, etc?

#### How do your current BI solutions contribute to business value?

Do management know what value your BI systems contribute with? Are system costs justified with respect to what information and value to take the right decisions provided?

#### Could you extend your current solutions to increase the value of your BI investments?

A lot of organizations do have good BI solutions in place, but continue to handle information in spreadsheet tools increasing manual work and the risk of quality problems.

### BI Strategy

Is your BI strategy aligned with your enterprise goals? Does it improve knowledge management, making the best use of information to support business processes? Will it help you and your organization to take the right strategic, tactical and operational decisions?

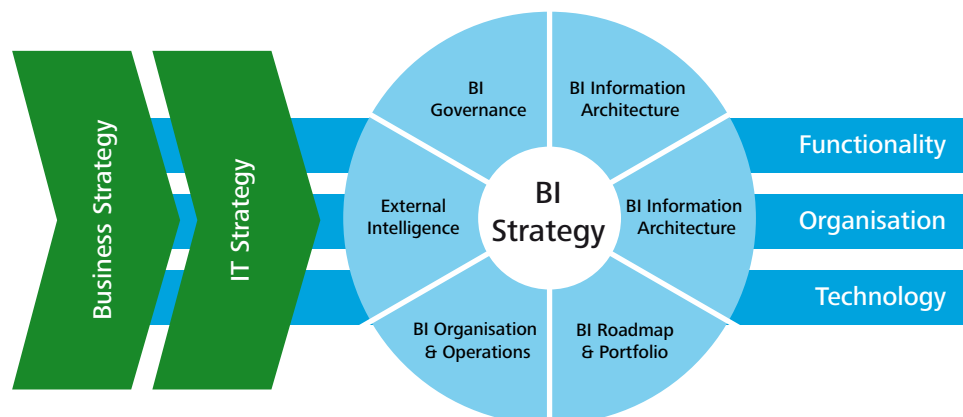
It is a challenge to design a successful BI competency by selecting the right mix of people, processes and technology. To overcome this challenge you need to develop an effective BI strategy, which is driven by business objectives, enables better decision making capabilities for stakeholders and helps your enterprise to achieve specified goals.

Deloitte provide value by bringing experience, knowledge and structure when creating a BI-Strategy that fits to your individual organization and business needs.

### BICC – Business Intelligence Competency Center

The organization and operation of an organization's BI solution is very important for the outcome and value of the BI initiative. The setup of a BICC could be the factor that improves the use of BI from a nice to have report system to a solution that provides stakeholders with the accurate and timely information to support business decision making.

Deloitte's Business Intelligence Competency Center framework is based on industry best practices from our experience in assisting large organizations in implementing BICCs. The organization, processes and technology architecture needs to align with strategic business objectives to maximize investment and deliver measurable business value.



## Increase the value of your BI investment

Maximizing the return on BI investments is one way to increase the business value returned, we call it BI Value Coverage. BI Value Coverage refers to linking the different BI systems to business use. Deloitte provides a structured approach bringing Business and IT closer together by pointing out and visualize the business value delivered from your BI-applications.

Value coverage will enable you to:

- Clarify BI systems value for management
- Expand existing BI Solutions to cover more parts of the business
- Identify redundancy among BI solutions

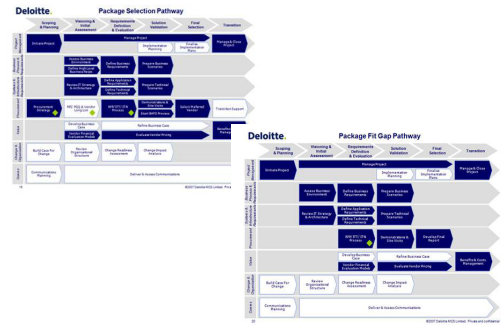
Deloitte Enterprise Value Maps have been developed for different industries and are used as a starting point for the BI Value Coverage initiative. The Deloitte Enterprise Value Map presents the organization's strategy in a structured way and shows the relationship between the strategic directives. It also provides a shared and consistent understanding of value creation across the organization by linking value drivers to stakeholder value.

## Vendor Selection

Vendor Selection is often attacked without a clear methodology and can therefore lack clear vision, scope and goals. Using our BI experience together with proven methods and tools we are able to assess your need and evaluate potential vendors when making solution recommendations and defining an implementation strategy. Using Deloitte to manage the vendor selection will ensure an independent process.

Deloitte can help you to increase the value of the vendor selection process by:

- Setting a structure for defining and classify business, functional, and technical requirements
- Quickly suggest a shortlist of vendors based on our experience
- Prepare and execute evaluation process using Deloitte's frameworks
- Prepare RFIs, RFPs based on Deloitte's best practice, experience and templates
- Build Business Case using Deloitte's ValuePrint tool
- Bring independence to the vendor evaluation



An evaluation toolkit to manage the evaluation criteria (across demographics, functionality, architecture, implementation, support), scoring and cross vendor comparison.

## About Deloitte

Deloitte has extensive experience in Sweden and around the world assisting clients with business intelligence to improve organizational efficiencies. With 165 000 employees worldwide and over 40 000 consultants, Deloitte has the experience and size to provide insight to increase the value of your business.

We have helped some of the world's leading companies with their efforts to improve technologies, applications, processes and practices for the transformation of business data into competitive business information. Deloitte combines expertise on strategy advisory, business process management, business intelligence, portfolio management and organizational change with business intelligence leading practices and systems experience to provide organizations the capability to take the right decisions to be top performers.

## Contact

To learn more about how we can help your company in your efforts to improve your business intelligence initiatives, please contact Deloitte:

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By linking your current BI solutions to the Deloitte Enterprise Value Map the business value of your BI systems will be visualized and can be communicated to stakeholders in a clear way.

