

Successful Business Intelligence

Secrets to Making BI a Killer App

By Cindi Howson

Reviewed by
Jaswinder J. Singh, MBA
Katz Group Canada

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Disclosure

- ▶ Views expressed are those of the book's author and of the presenter, and do not necessarily represent views of Katz Group Canada

Contributions to the Literature

- ▶ The best parts are the discussions of more recently espoused BI success factors:
 - Luck, Opportunity, Frustration & Threats (LOFT) can lift you from moderate to major success
 - Agile software development allows for implementation of BI solutions within hours, and with faster response to changing user requirements
 - Corporate culture should encourage “confronting brutal facts” before making decisions. Biases and inaccurate data are to be avoided like the plague.

Is the Author Qualified to Write This?

- ▶ Former management consultant
- ▶ Has used, developed and evaluated BI solutions for 20 years
- ▶ Is definitely qualified on the business side, but maybe not so much on the IT side

Strengths and Weaknesses

- ▶ Excellent introductory book for the business side
- ▶ Not detailed enough on the IT side
- ▶ The author spends a lot of time outlining issues that should be common sense
 - E.g. “Hire the best people,” “Use quality data”
- ▶ But since “common sense is not so common” (Voltaire), maybe these tips need to be spelled out

Do I Recommend the Book?

- ▶ Yes—as an **introduction** to BI
 - Business people should read the whole book
 - IT people should read the few sections relevant to them
 - More advanced BI enthusiasts can skip this book

Learning and Tips

- ▶ Don't always trust your gut—it usually pales compared to fact-based decision making
- ▶ Focus on the **benefits** that BI provides—don't get distracted by how many **features** it has
- ▶ Continually measure your success—using e.g. ROI, cost savings, time savings, number of active users, etc. as well as considering intangibles like improved staff morale

Other Books

- ▶ The Kimball Group Reader (Kimball et al.)
 - A better book for the IT side—especially for Data Warehouse professionals
- ▶ Business Intelligence Roadmap (Moss & Atre)
 - Provides a lot of visual learning aids in tracing the entire BI project lifecycle
- ▶ The Profit Impact of Business Intelligence (Williams & Williams)
 - Incorporates summaries of ideas presented in many other recent BI books

Thank you!

Questions or comments?