

TDWI EDUCATION

In-Depth Business Intelligence and
Data Warehousing Education

Monday Keynote

When the CEO Comes Knocking... and Why BI in the Cloud Makes Business Sense

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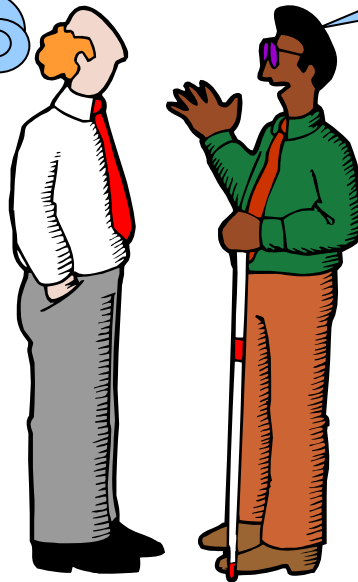
When the CEO Comes Knocking...

and Why BI in the Cloud Makes Business Sense

Why vs How

Why would my customers value this?
Why would it improve my bottom line?

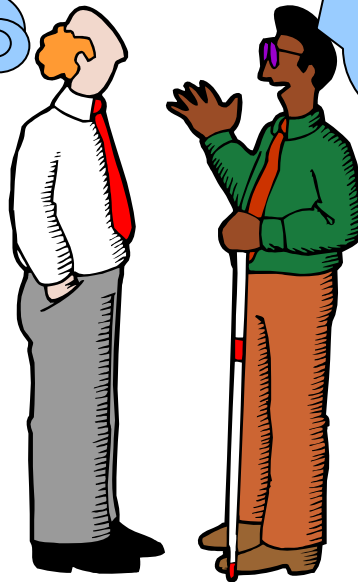
“And then we can add more dimensions to our analytics, set it up in the cloud, and leverage web 3.0 all using Agile!”



Why vs How... Part 2

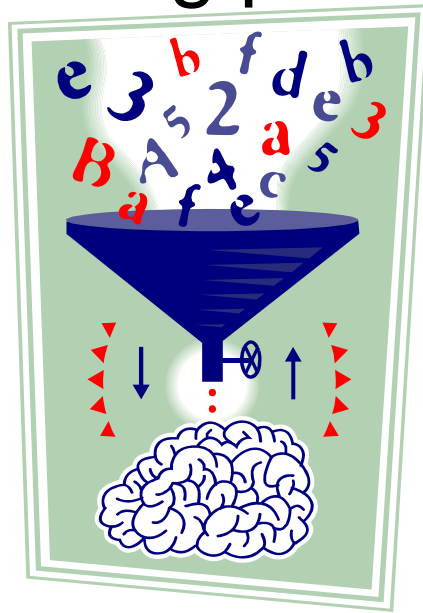
How fast can we do this?
And I'll have to remember this at bonus time!

"If we build our analytics correctly, we'll be able to expand our market in profitable niches and exit markets where we're losing money. We'll improve our bottom line by 20%!"



Where We Were

- New markets / competitors / rules
- Buried in data
- Unable to see big picture



Networking

LinkedIn Home Profile Contacts Groups Jobs Inbox 11 More... People ▾

My Connections Imported Contacts Profile Organizer **Network Statistics**

Here you see statistics about your network, including how many users you can reach through your connections. Your network grows every time you add a connection — [invite connections now](#).

Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 3,850,000+ professionals — here's how your network breaks down:

1	Your Connections Your trusted friends and colleagues	279
2	Two degrees away Friends of friends; each connected to one of your connections	52,300+
3	Three degrees away Reach these users through a friend and one of their friends	3,797,400+

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Business Intelligence and Data Warehousing

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aitp Association of
Information Technology
Professionals

No matter how sophisticated the technology, it still takes people!™

SIM

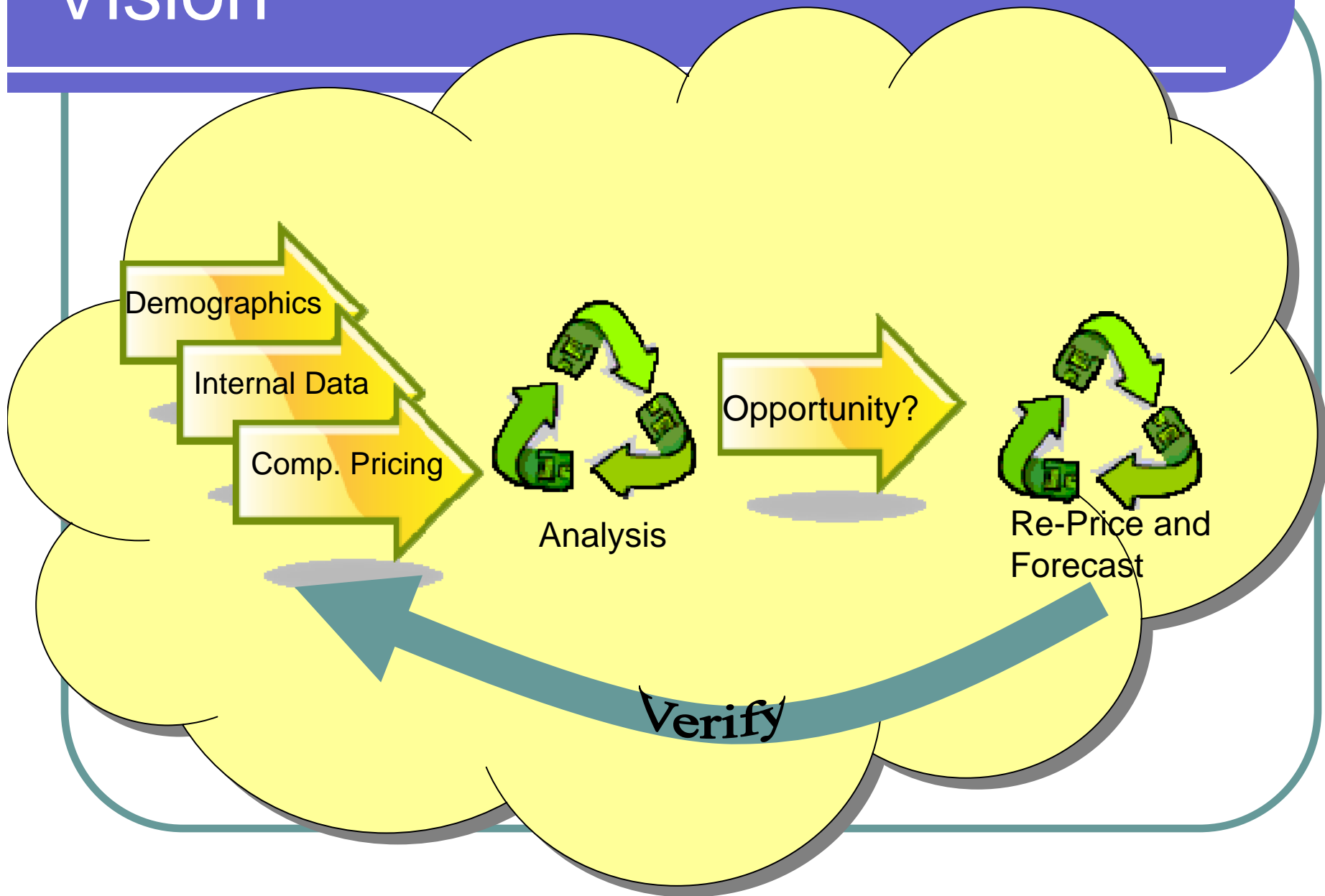
OMICRON

CIO SYNERGY
Empowering Leadership

i.c.stars | *

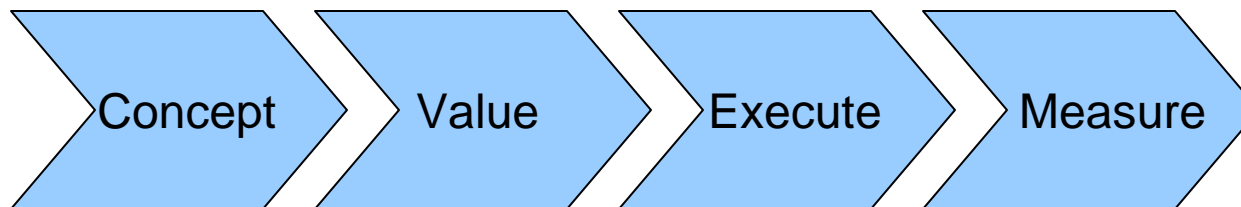
A stylized red and orange flame or leaf shape to the left of the text 'chicago waldorf school' in a green box.
chicago waldorf school

Vision



Approach

- Leverage a Private Cloud to:
 - Prove the vision is possible
 - Prove the value in the vision
 - Realize the value
 - Measure, Improve, Repeat



Can it Work?

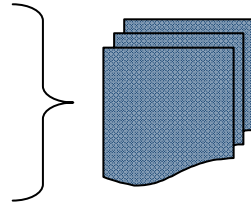
- In less than 60 days, we:
 - Established a successful partnership between software vendors and Access
 - Generated 14k quotes per minute
 - Compiled and analyzed 140 million price points
 - Demonstrated adhoc analysis capabilities with drill-up/down with turnaround times in 10-50 seconds across entire universe

What's it Worth?

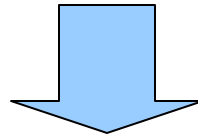
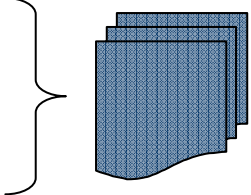
Structured Process



Alerting



Data Generation
And Analysis



**Estimated \$175k in one year net revenue on
prices set too low versus market ALONE!**

Lessons Learned (or Re-learned)

- People and Process
- More data leads to more questions leads to more analysis leads to ...STEP BACK and ASK the BIG questions (WHY?)!
- Common language

Next Steps

- File, Measure, Improve
- Even more flexibility
- More States

Q&O (Questions and Opinions)

Thank You!

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