

# Business Intelligence In Real Life

Robin Wikström

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13.3.2023

w / t h  
secure

# What will I talk about?

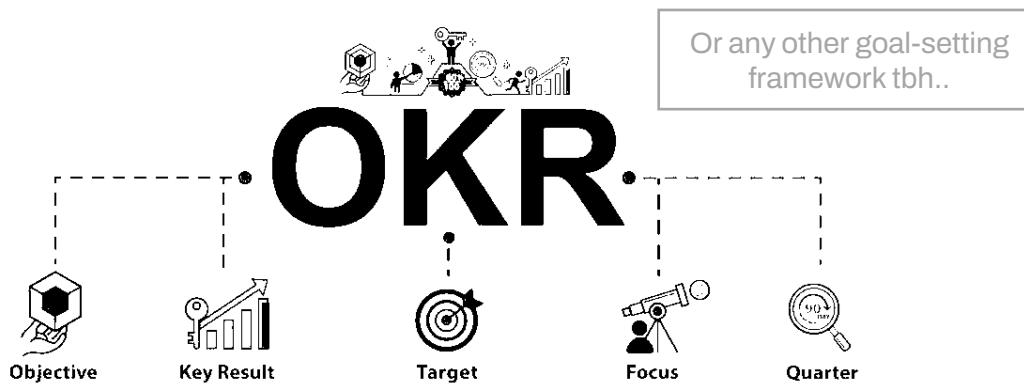
- Who Am I?
- WithSecure, what do we do?
- What is Business Intelligence (for me)?
- Data Enabled Company: The Blueprint

# Who am I?

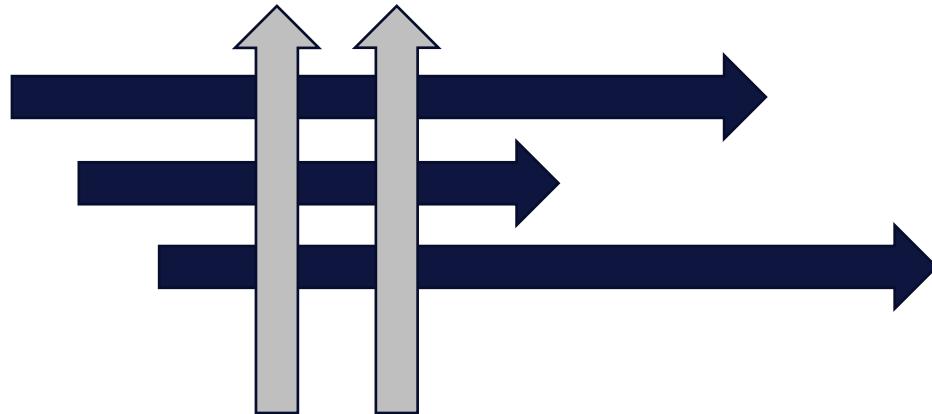
- Researcher who sold my soul to the private sector
- Research interests: Decision Making, Analytics, Utilizing Imprecise Data
- Since 2016-> F-Secure/WithSecure. Working as Marketing Analyst, B2B Analyst etc.
- Currently Director of Business Analytics and Operations with the following tasks:
  - Push our Business Units towards utilizing the available data to its fullest & improve decision making
  - Increase the Data Literacy among our employees
  - Work together with different stakeholders in creating an optimal technical setup for Data Flows and Data Utilizations
  - Order Business Management, Strategy, Financial Controlling..
  - Customer Master Data

=> Make WithSecure Data-Enabled

# Data Enabled Company: The Blueprint



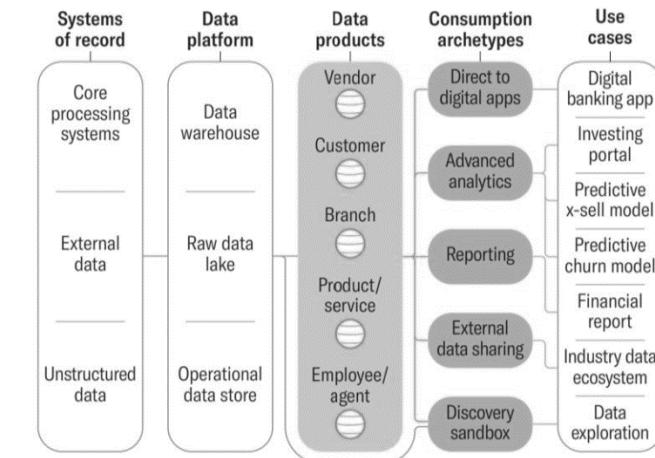
**Transparency & Alignment**



**Processes & Accountability**



**Data Literacy – Data is for everyone**



**Unified Tooling, Ecosystems & Governance  
- Data Products**

# Data Enabled Company: The Blueprint

**Focus**

**Data Literacy**

**Accountability**

**One System  
Architecture**

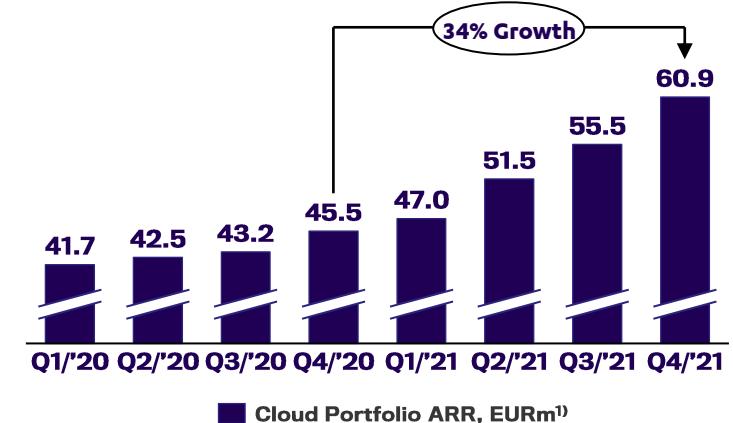
# We are WithSecure™



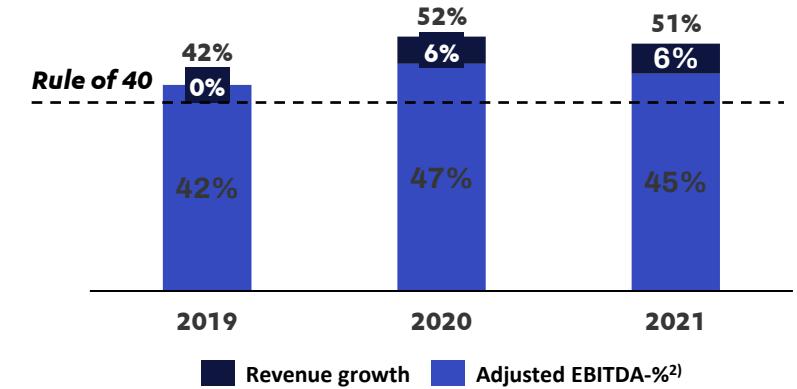
# Two separate companies established



*“Fast-growing Security  
as a Service company”*



*“Highly profitable and growing  
consumer security business”*

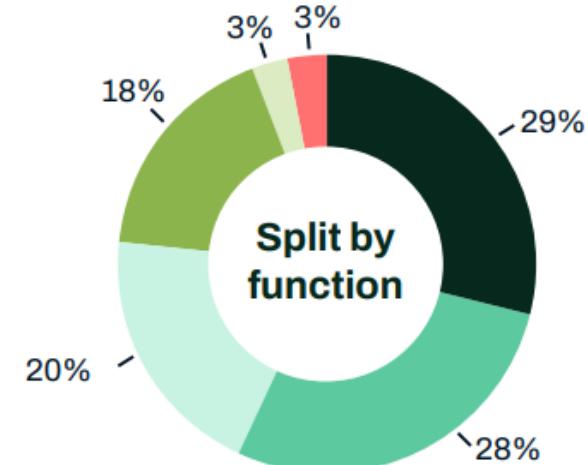
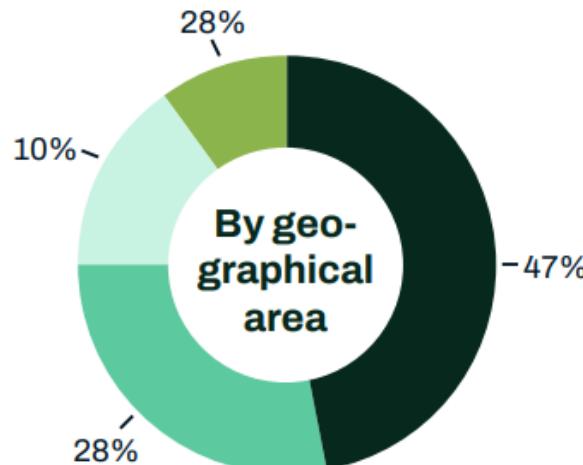
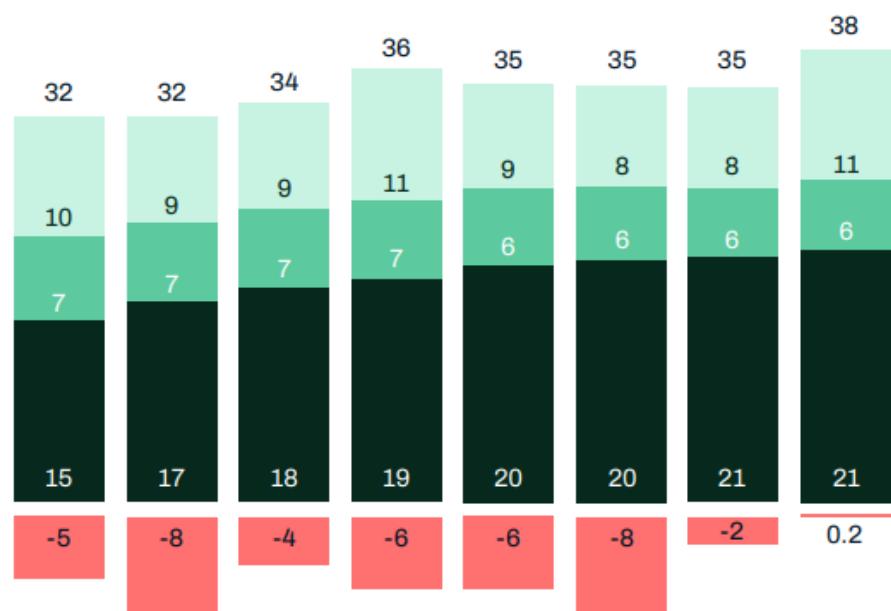


# WithSecure in Brief

We exist to build and sustain digital trust.

Revenue, EUR million

Cloud    On-prem    Consulting    Adj. EBITDA



Q1 22    Q2 22    Q3 22    Q4 22    Q1 23    Q2 23    Q3 23    Q4 23

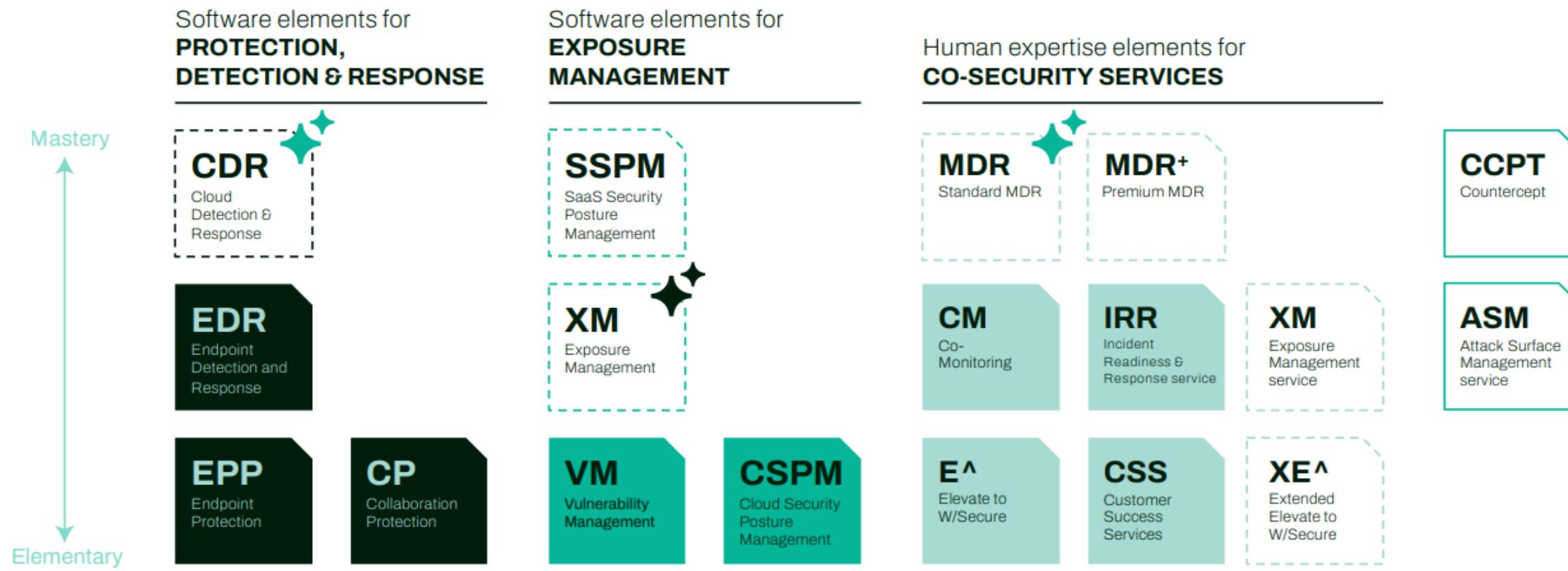
Rest of Europe    Nordic countries  
Rest of the world    North America

Products    Solutions    Other  
Customer Ops    CPSF    Marketing

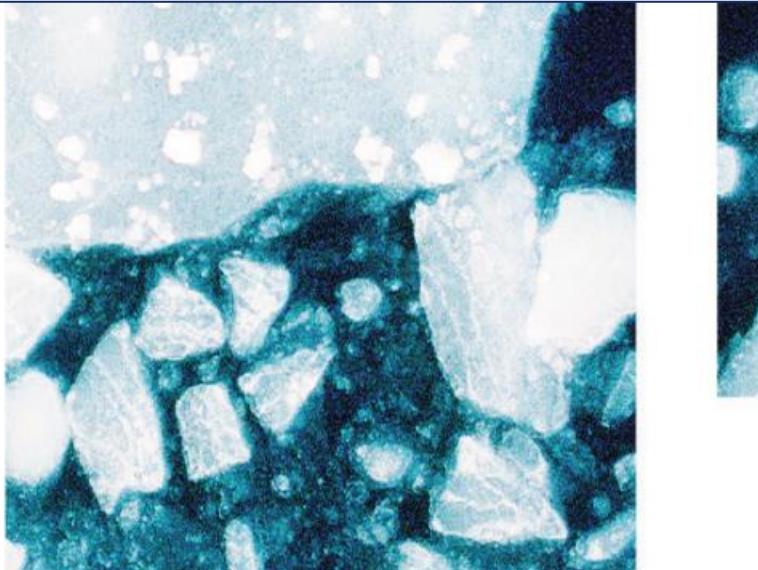
# Unified Elements-based Offering.

## One Experience. Fully modular. Made for Co-Security.

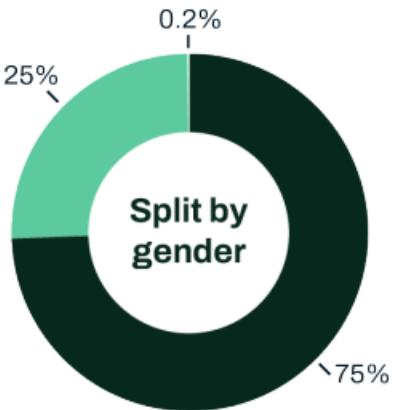
WithSecure Elements™ is a unified, cloud-based, intelligent and highly automated cyber security platform. It is complemented by world-class services, available to customers and partners according to their needs.



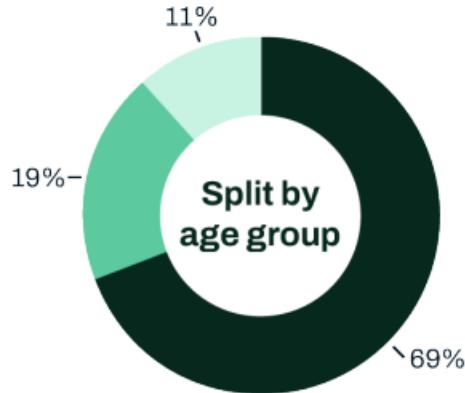
# Sustainability Report



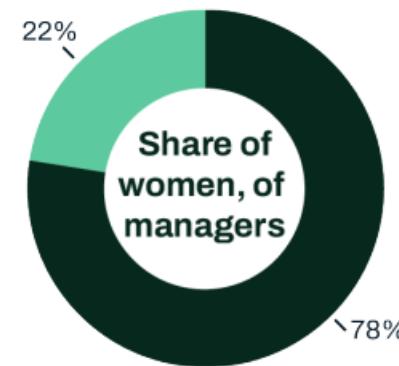
**WIDE**



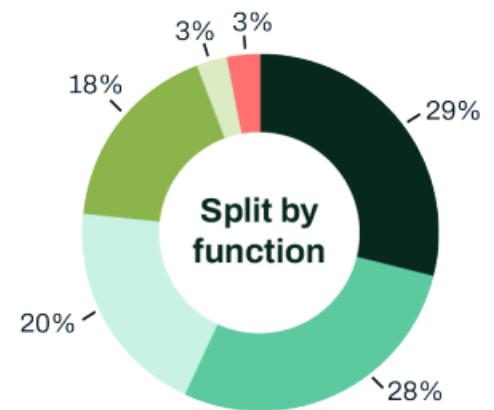
■ Male ■ Female  
■ Other or not declared



■ 30 to 50 years ■ Under 30  
■ Above 50



■ Male ■ Female



■ Products ■ Solutions ■ Other  
■ Customer Ops ■ CPSF ■ Marketing

**16**  
office sites

**17**  
countries

**997**  
MWh of energy consumed by offices  
in 2023

**1330**  
tons of CO<sub>2</sub> emissions from business  
flights in 2023

### Wood City

In 2024, WithSecure will take the premises of Wood City into use. Wood city, the wooden quarter in Helsinki, is one of the projects in Finland complying with EU taxonomy and aiming to have a positive environmental impact, i.e., a large carbon handprint. The building has solar panels as part of the LEED Platinum Certificate, net zero carbon construction site and is in a location with good public transportation. The first floor, basement, and elevator and stairwell shafts of the office building will be made of concrete, and floors 2 to 7 will be made of wood. Engineered wood like CLT (cross-laminated timber) has many environmental benefits such as a wooden building removes more carbon dioxide than it emits. Wood as a material can retain carbon that is absorbed from the atmosphere by trees for five to six decades. Also, the building has much lighter building materials, meaning less energy and less heavy machinery is needed in construction. Construction can be quicker to complete since there is no drying phase as there is with concrete. Wood City is made of renewable material that binds carbon dioxide and combines sustainable development and design. (Text and picture source: SRV)



**Lets tackle ChatGPT & AI  
first...**

w / t h  
secure



DATA  
QUALITY

AI





DATA  
QUALITY

AI

TRUST

The image displays a customer service interface with various interactive elements and decorative illustrations.

**Case Details Panel:**

- Title:** K3 Alpine jacket
- Subject:** K3 Alpine jacket
- Description:** I would like to learn more about the K3 Alpine jacket. I can't find the temperature rating anywhere.
- Contact Details:**
  - Name: Arthur Phan
  - Email: Arthur Phan
  - Phone Number: +1 (415) 333-1111
- Case Details:**
  - Case Status: Open
  - Issue: Case Summary

**Chat Window:**

- Messages:**
  - Arthur Phan - 2/47/00 PM: Chat started by Arthur Phan - 2:47:00 PM
  - Arthur Phan - 2/47/00 PM: What's the temperature rating of the K3 Alpine jacket?
  - Michelle Jung - 2/48/11 PM: Hi Arthur,  
So, the temperature rating of the K3 Alpine jacket has varied slightly over the years. Your 2022 model is rated 5°F and is a great choice for cold temperatures.
  - Arthur Phan - 2/48/11 PM: Night skiing at Grand Targhee next week and wondering if it's warm enough.
- Buttons:** End Chat, Type a message...

**Einstein Replies Card:**

- Section:** Einstein Replies
- Text:** Looks like the temperature will fall to -3°F at Grand Targhee on Wednesday. I recommend wearing the matching M3 Alpine insulation layer which would give you a combined temperature rating of -10°F. Should I add it to your cart on our commerce website?
- Options:** Sourced from Public, Adjust, Edit, Send Reply ➤

**Next Best Action Card:**

- Section:** Next Best Action
- Image:** northerntrust FLASH SALE
- Text:** We are currently running a 50% off flash sale on all NTO outdoor gear. This is a great opportunity to promote NTO products and help customers save on quality outdoor gear.
- Buttons:** Send Offer, ▾

The background of the slide features a complex network graph composed of numerous small, semi-transparent blue dots connected by thin, light blue lines, creating a sense of data connectivity and complexity.

# BUSINESS INTELLIGENCE?



**Business Users**



**The Translator**  
**“BI”**



**Technical Users**

Large amounts of

**RAW DATA**

EXTRACT  
TRANSFORM  
LOAD

DATA WAREHOUSE

**FORECASTING**

$$f(x) = \frac{1}{\sigma\sqrt{2\pi}} e^{-(x-\mu)^2/(2\sigma^2)}$$

Predicting  
FUTURE  
customer  
behaviour



Useful



# BUSINESS INTELLIGENCE

**DATA MINING**

Searching for hidden patterns

012012  
012012  
012012

Decision-making support

That way

This way



Graphical  
ANALYSIS

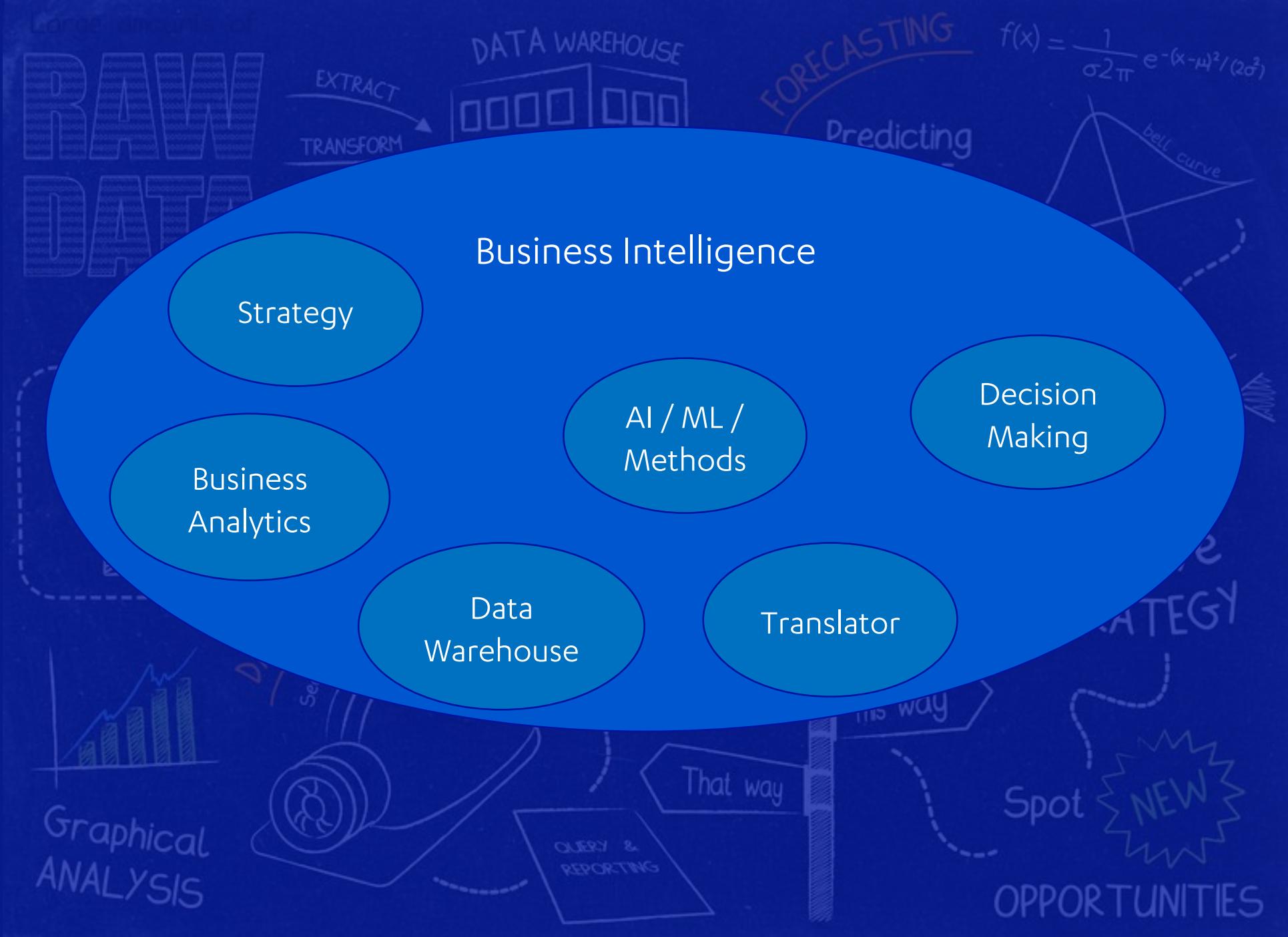


QUERY &  
REPORTING

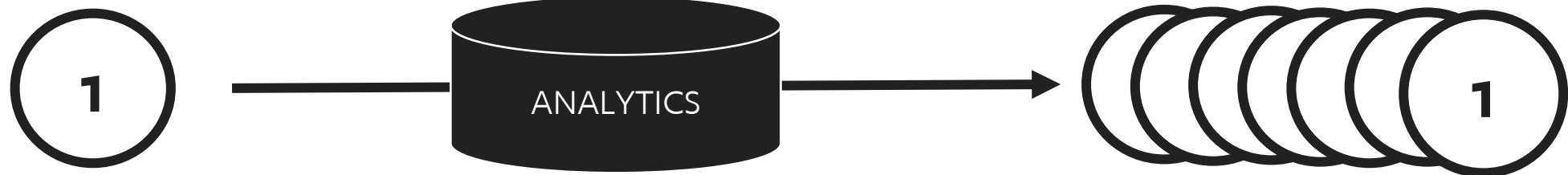
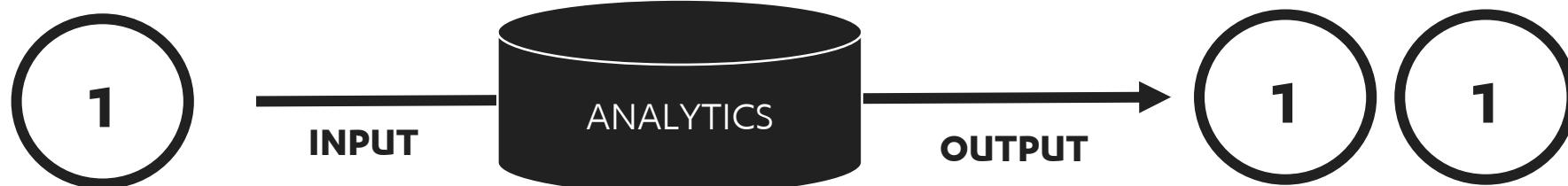
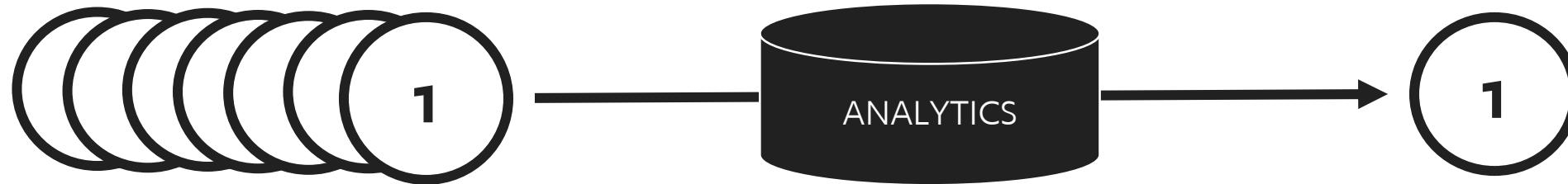
Improve  
STRATEGY

Spot **NEW**  
OPPORTUNITIES





# WHAT IS BUSINESS INTELLIGENCE, SIMPLIFIED?





# **WHY DO COMPANIES NEED BUSINESS INTELLIGENCE?**

# HUMAN INTUITION

You have 5 seconds

How much is  $1 \times 2 \times 3 \times 4 \times 5 \times 6 \times 7 \times 8$ ?

[usual answer “around 4000”]

# HUMAN INTUITION

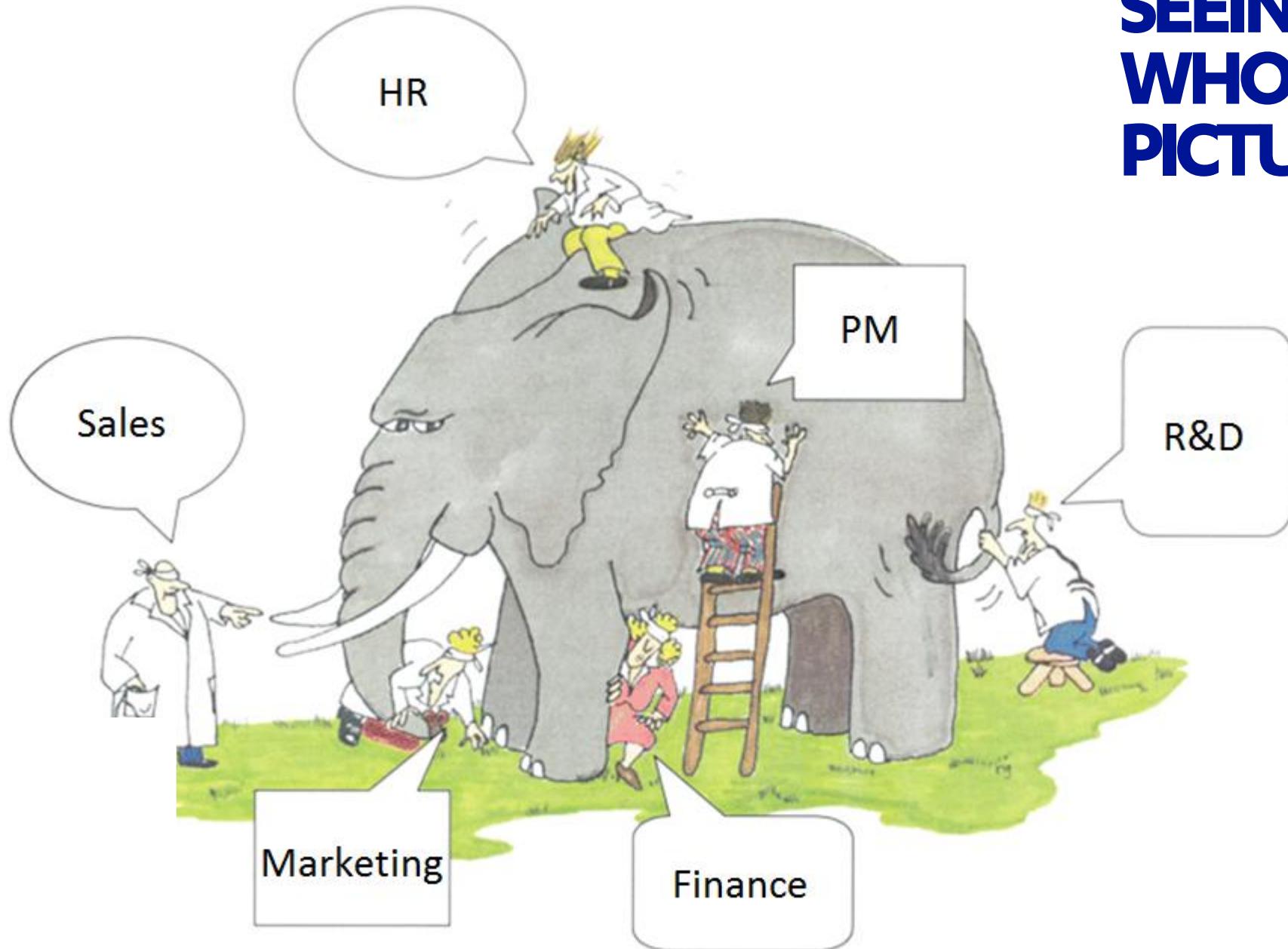
How much is  $8 \times 7 \times 6 \times 5 \times 4 \times 3 \times 2 \times 1$ ?

[usual answer “around 8000”]

Correct answer: 40320

Human intuition is not only poor, it anchors at the wrong point

# SEEING THE WHOLE PICTURE



# EXAMPLE: CHANNEL COMPARISON

Emails sent out



10 000  
Email opens

100 to 1

10 Sales ready  
leads created

1 to 1

OIT 100€

1 to 100

Advertising on Google

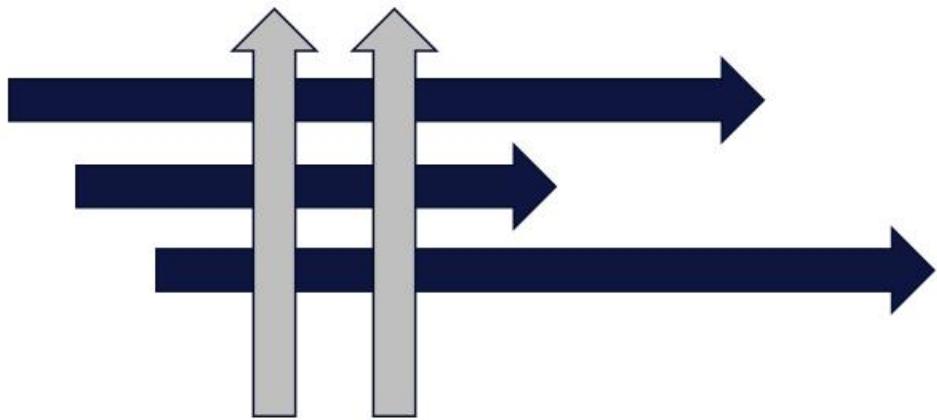
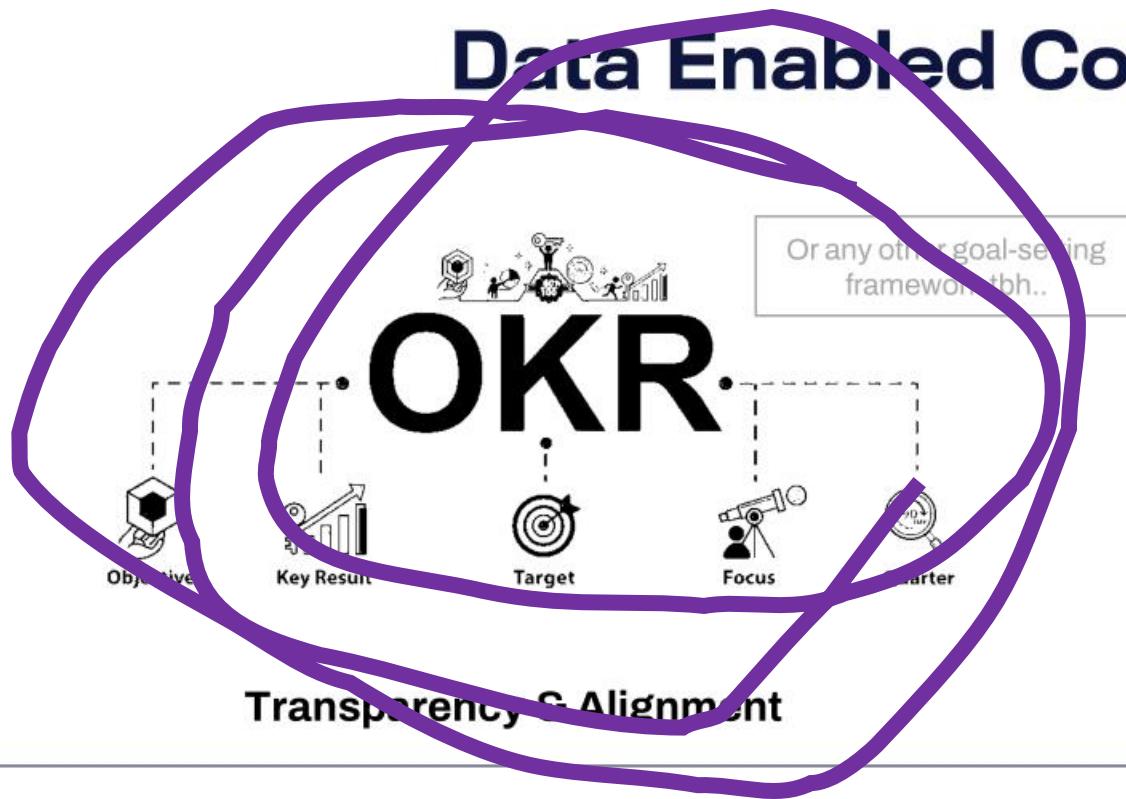
100 Ad clicks



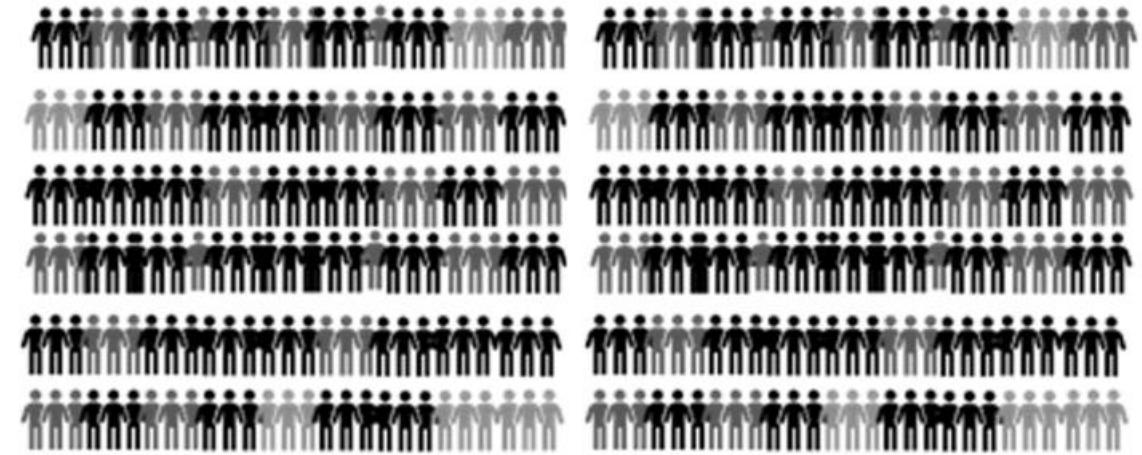
10 Sales ready  
leads created

OIT 10.000€

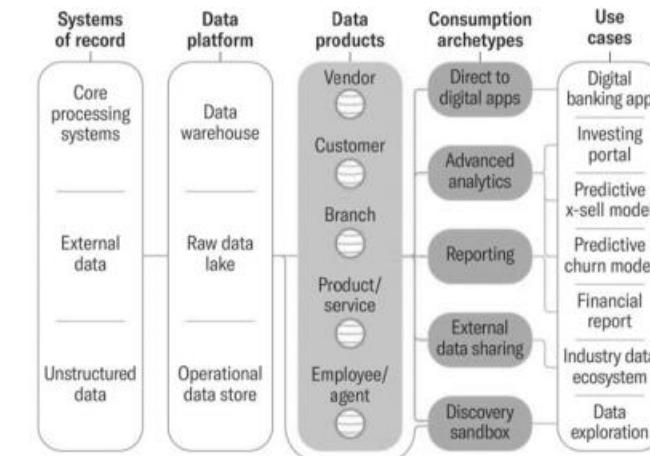
# Data Enabled Company: The Blueprint



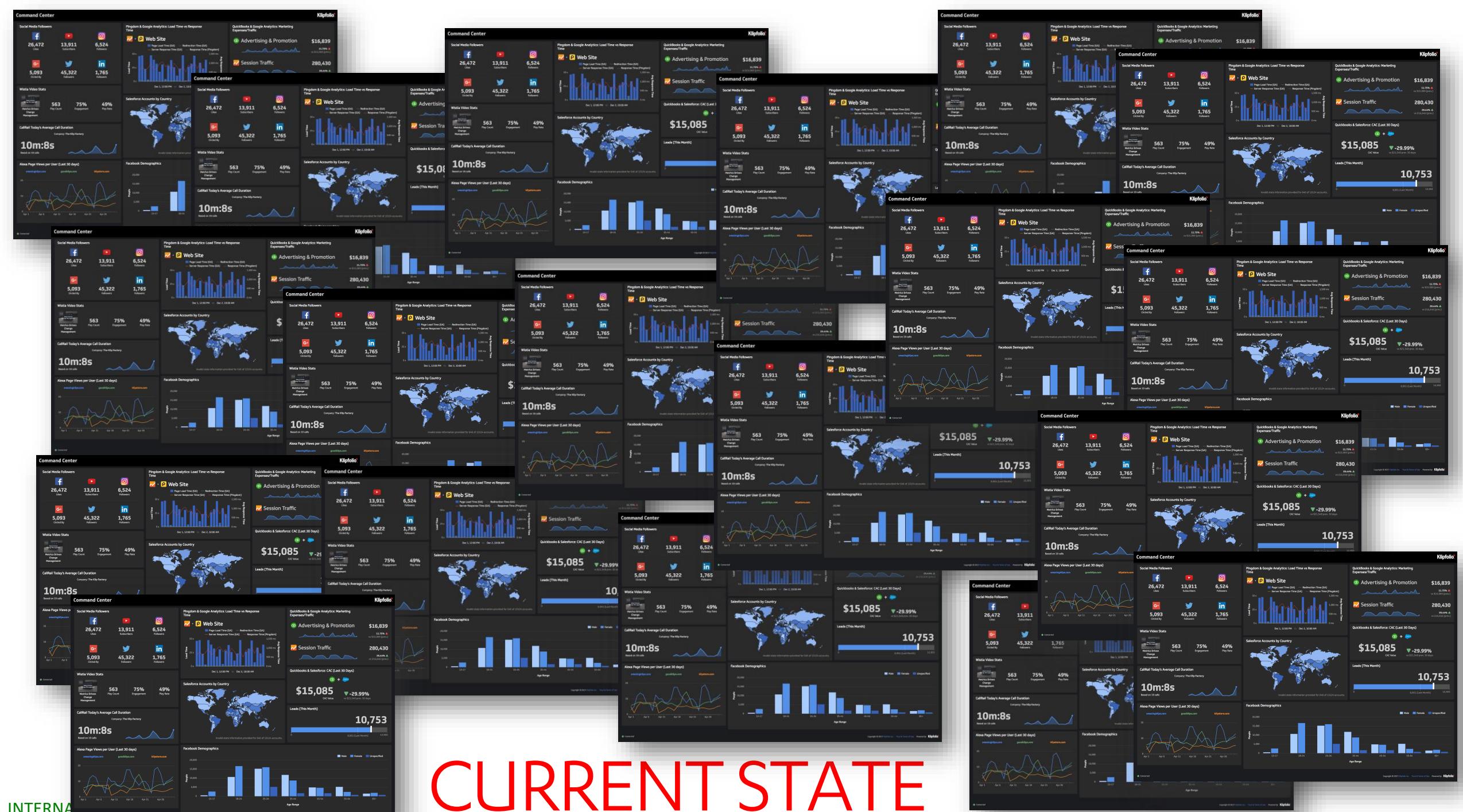
Processes & Accountability



Data Literacy – Data is for everyone



Unified Tooling, Ecosystems & Governance  
- Data Products



# CURRENT STATE



**KPI**

KEY PERFORMANCE INDICATOR

A hand holding a black pen, pointing towards the word "KPI" in a large red font. The background is white with various words and concepts related to KPIs scattered around, some in bold and some in regular text. The words include: metrics, measurement, consumption, strategic, resources, team, sales, finance, key, definition, process, metrics, potential, success, validation, performance, team, metrics, team, validation, framework, success, organization, framework, expectations, future, management, sales, process, amo, resources, individual, management, team, volume, team, directional, change.

metrics  
measurement  
consumption  
strategic  
resources  
team  
sales  
finance  
key  
definition  
process  
metrics  
potential  
success  
validation  
performance  
team  
metrics  
team  
validation  
framework  
success  
organization  
framework  
expectations  
future  
management  
sales  
process  
amo  
resources  
individual  
management  
team  
volume  
team  
directional  
change

**S M A R T**



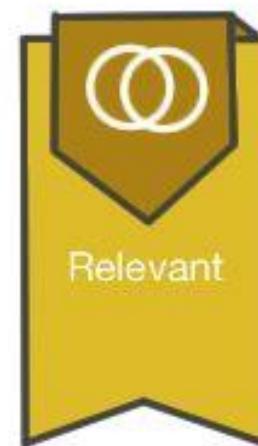
Specific



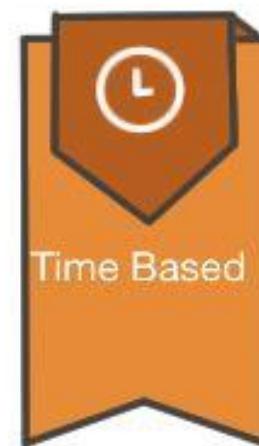
Measurable



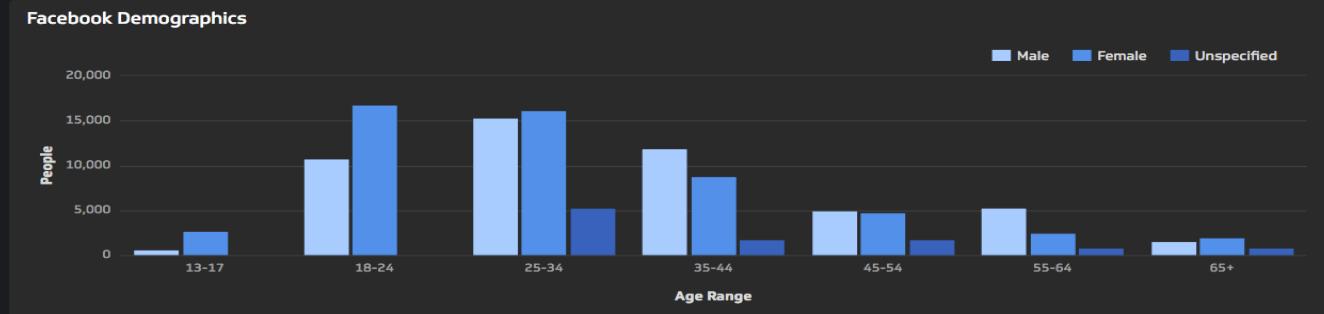
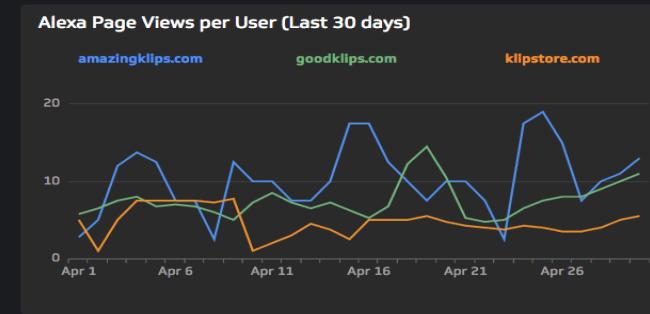
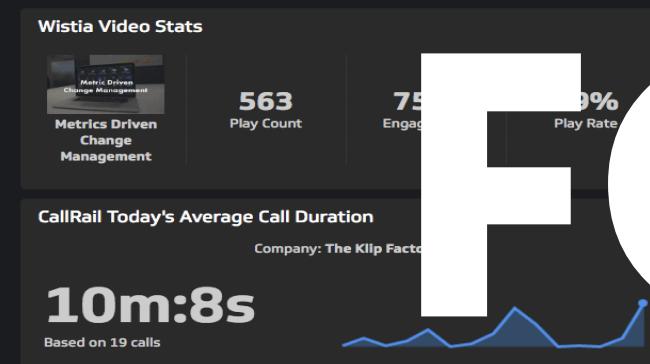
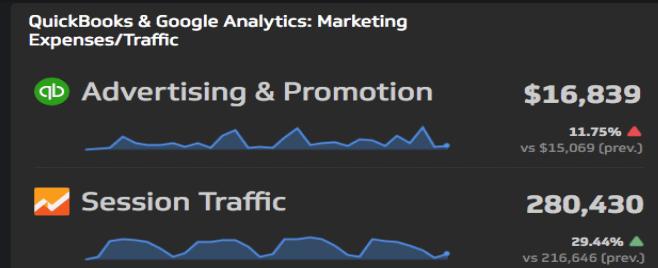
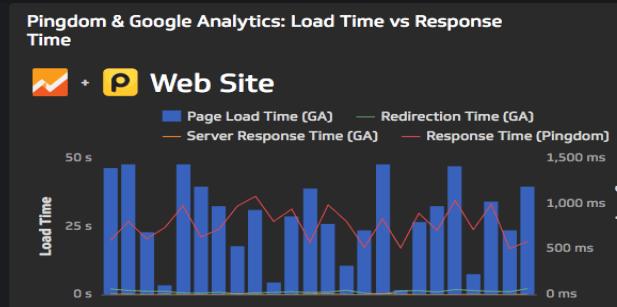
Attainable



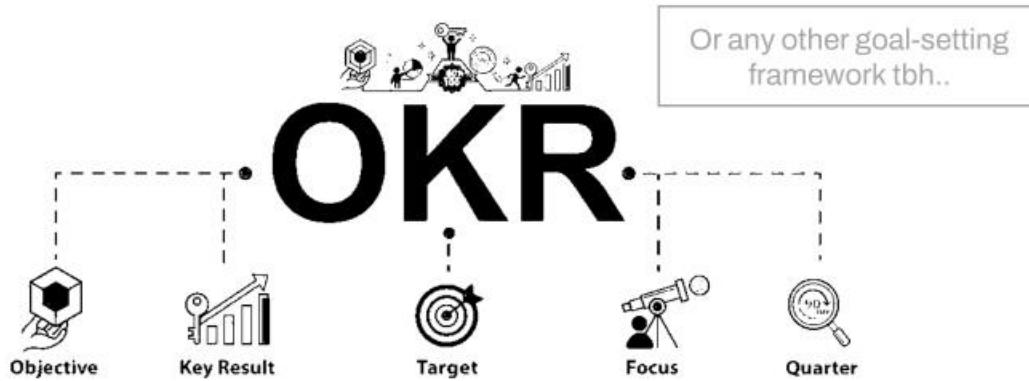
Relevant



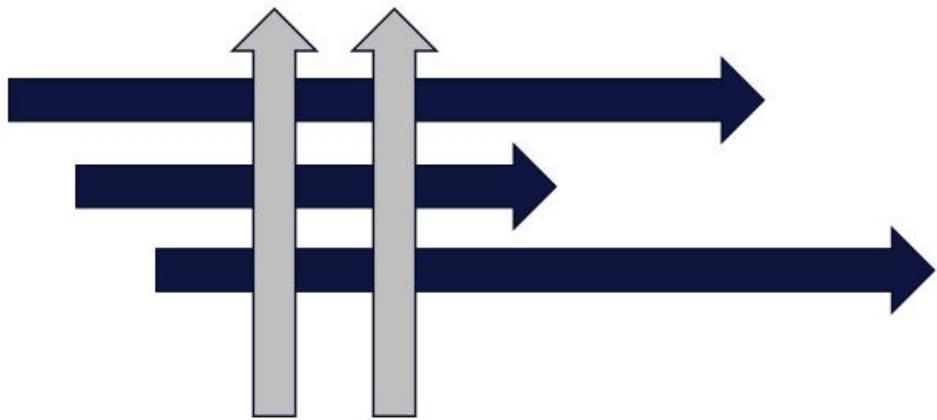
Time Based



# Data Enabled Company: The Blueprint



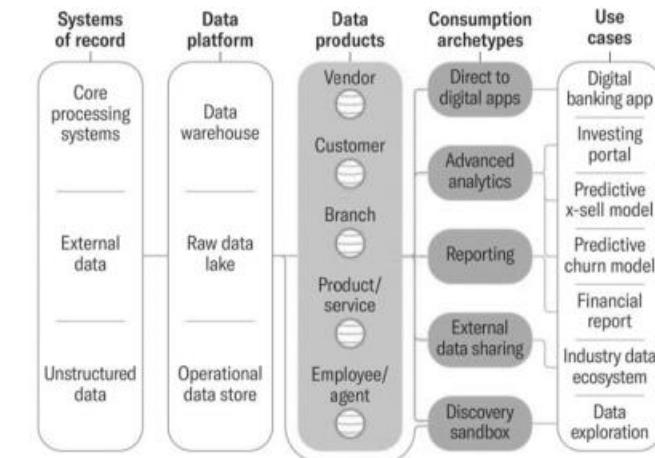
**Transparency & Alignment**



**Processes & Accountability**

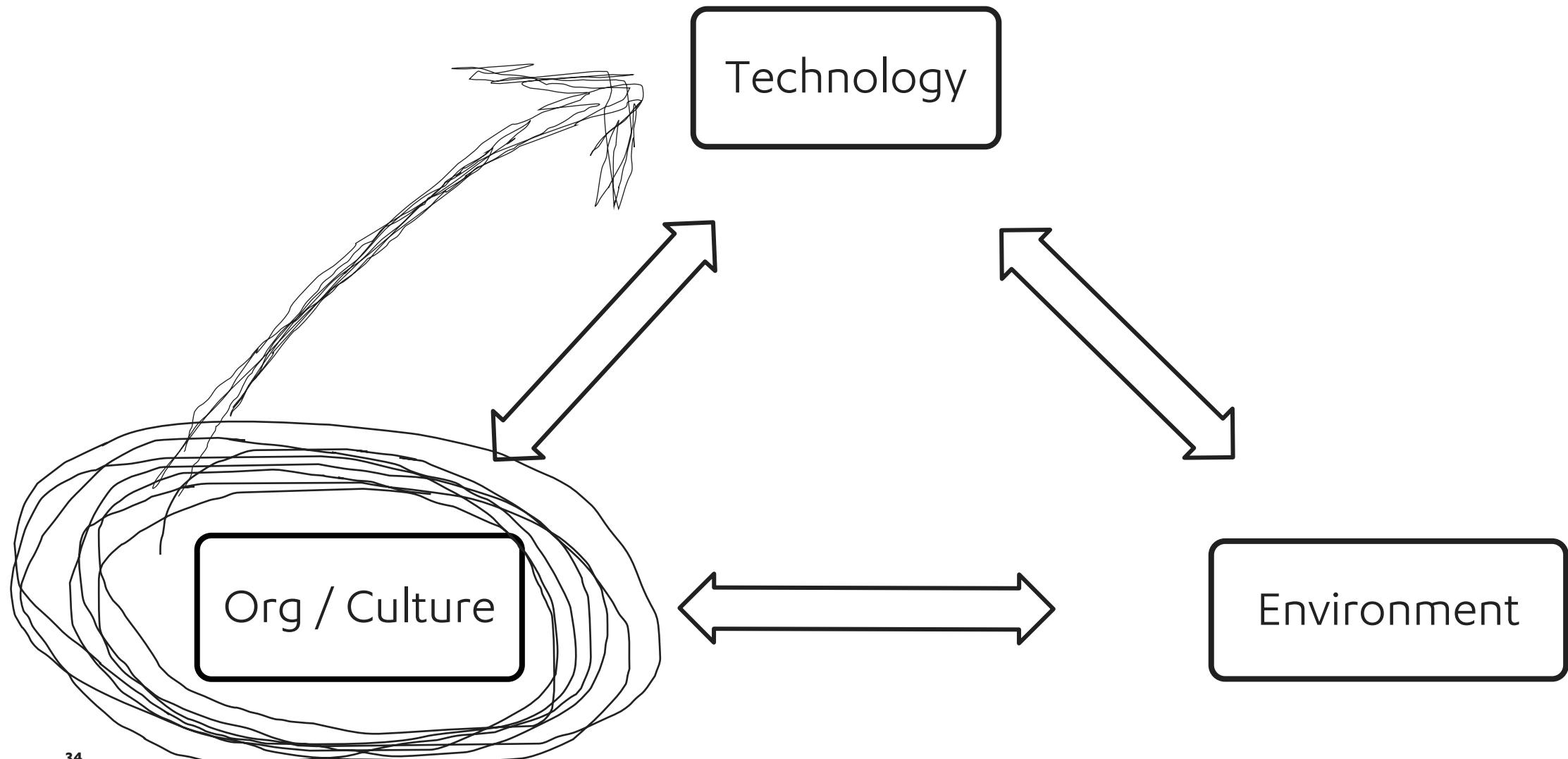


**Data Literacy – Data is for everyone**

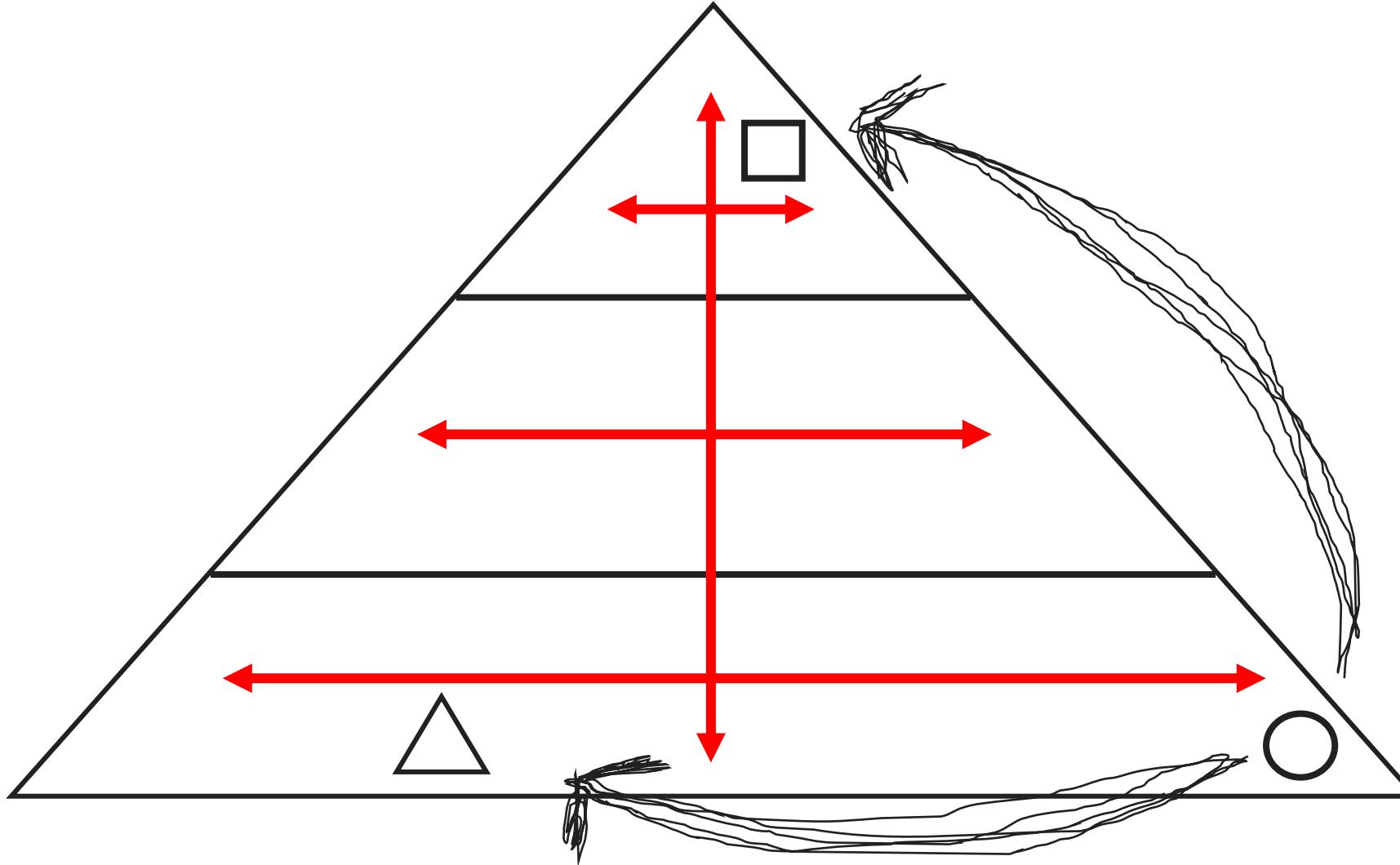


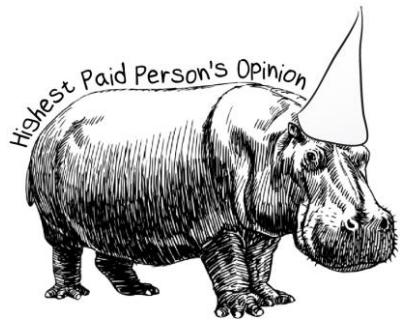
**Unified Tooling, Ecosystems & Governance  
- Data Products**

# THE PROBLEMS



# LACK OF TRANSPARENCY





# HIPPO CULTURE

BRAND CAMP

by Tom Fishburne

THE "FOCUS GROUP  
OF ONE" SYNDROME

I DON'T CARE WHAT  
THE DATA SAYS...  
MY NEIGHBOR'S KID  
EATS THIS PRODUCT,  
AND HE THINKS...



1/20/03

[www.skydeckcartoons.com](http://www.skydeckcartoons.com)

# One Truth



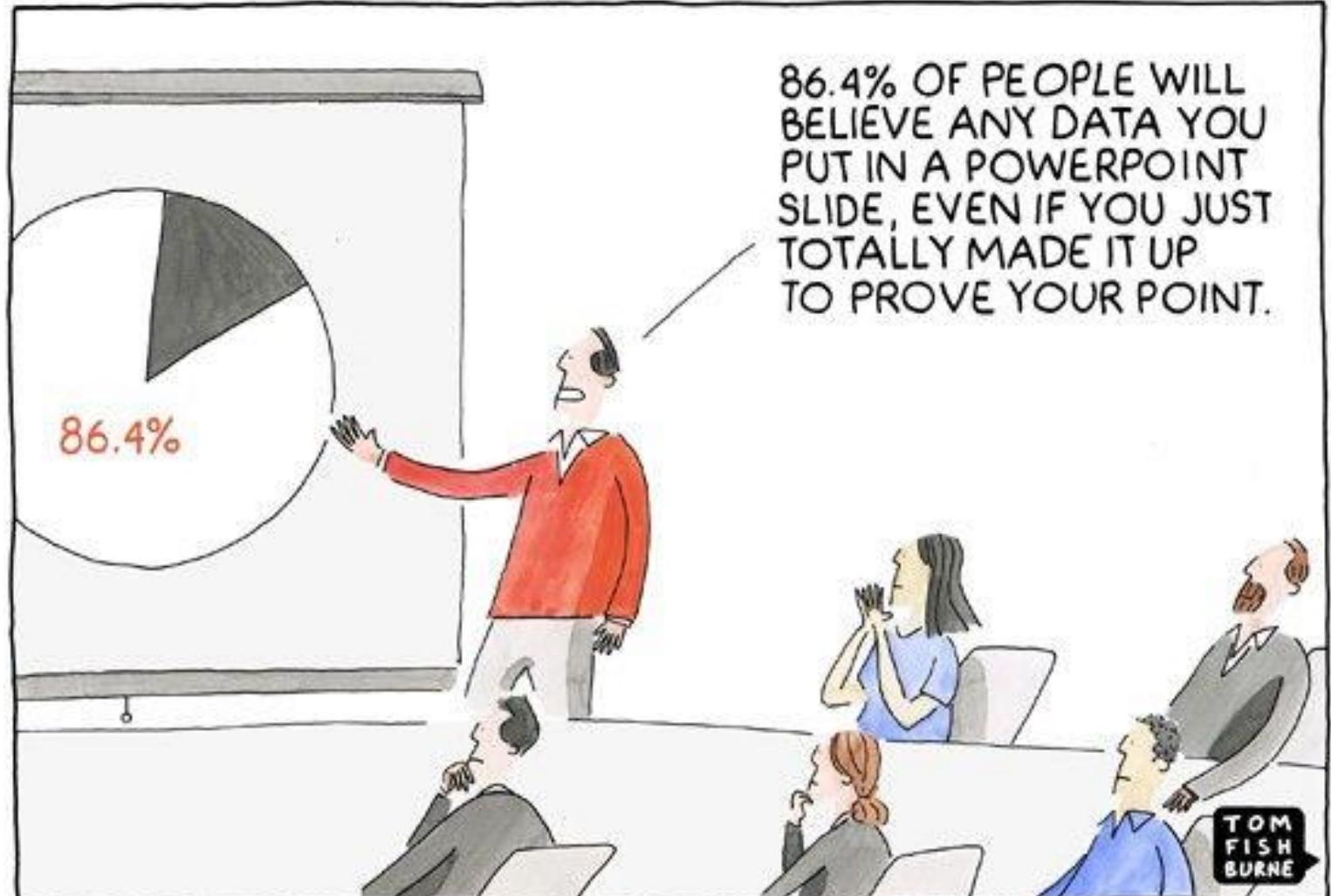
Same data flows through  
the organization



Board of Directors

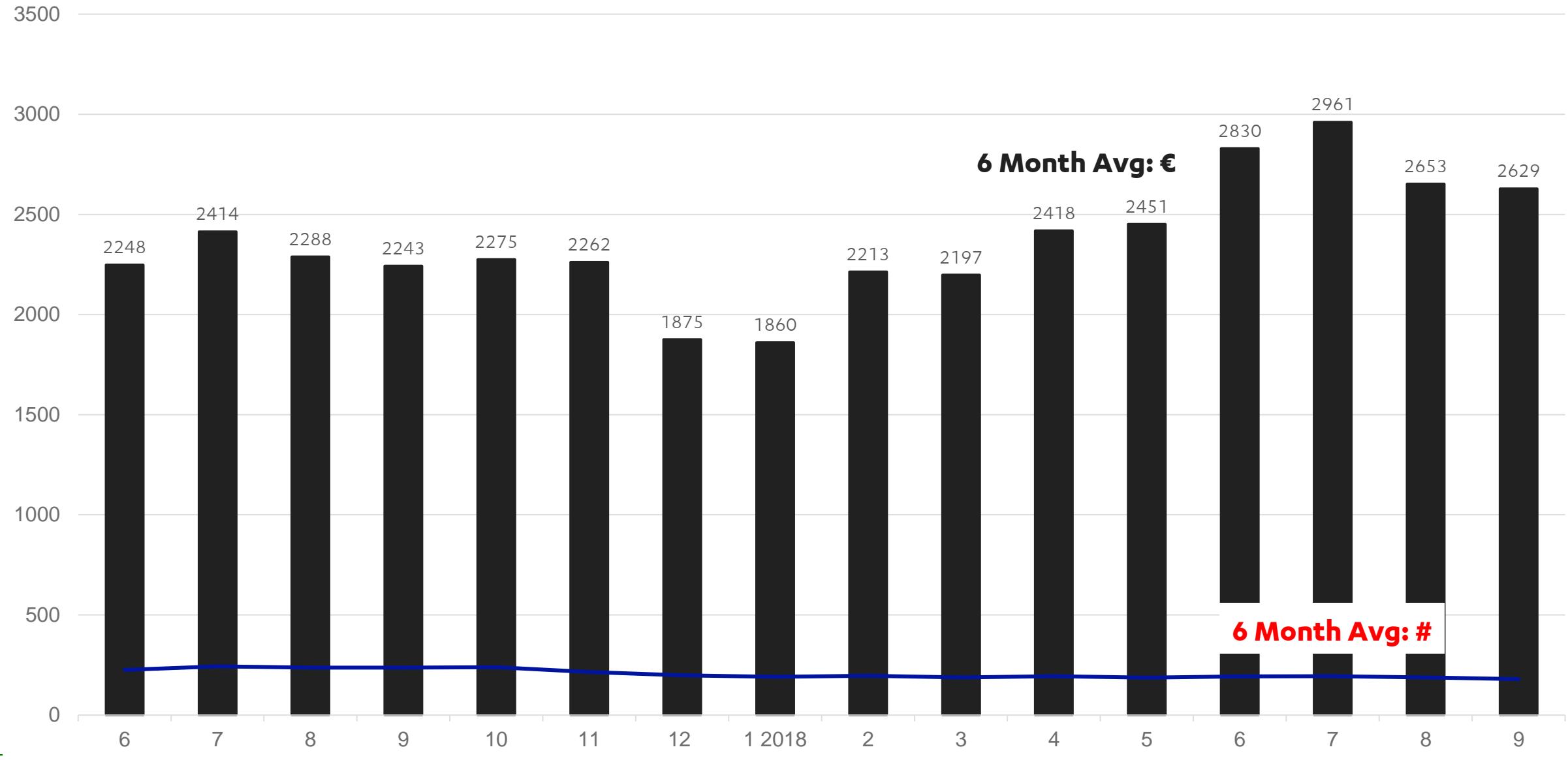
Senior Leadership

Management teams etc..

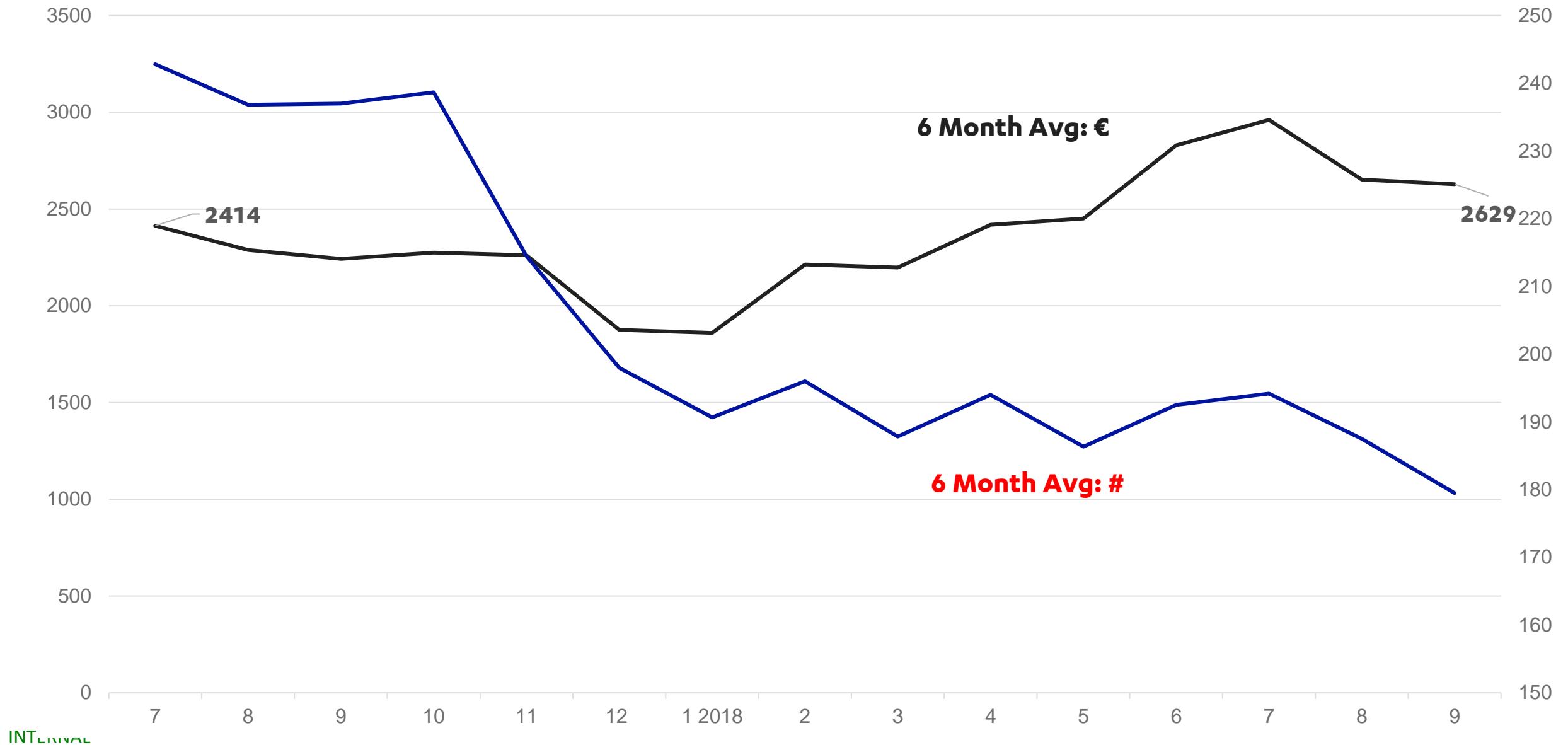


© marketoonist.com

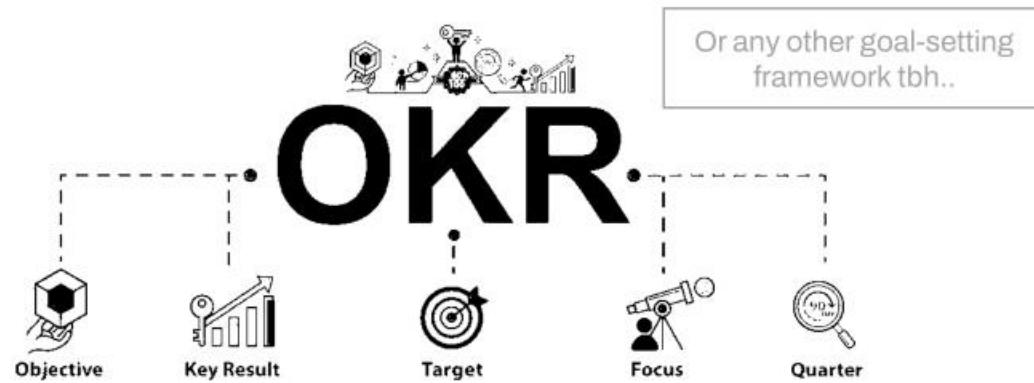
# VERSION 1



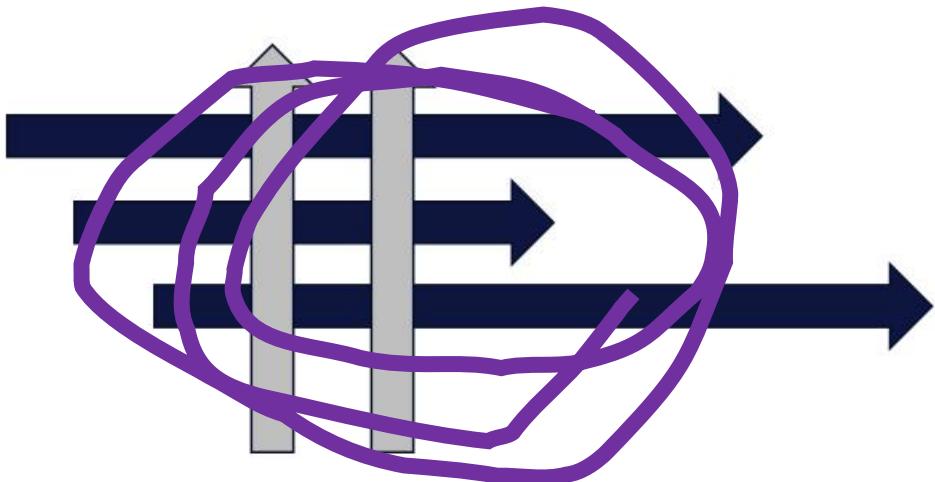
# VERSION 2



# Data Enabled Company: The Blueprint



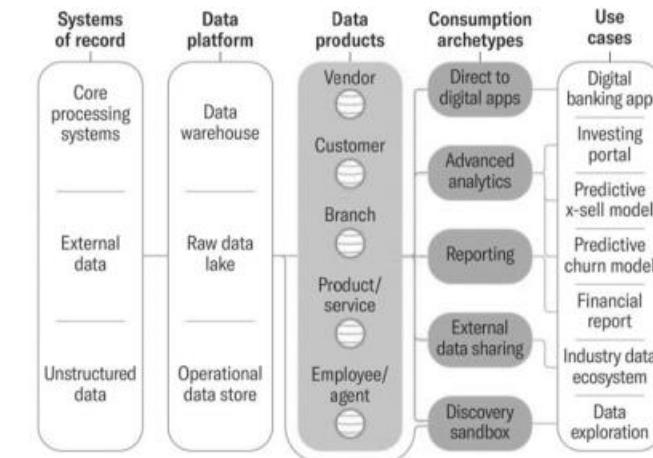
**Transparency & Alignment**



**Processes & Accountability**

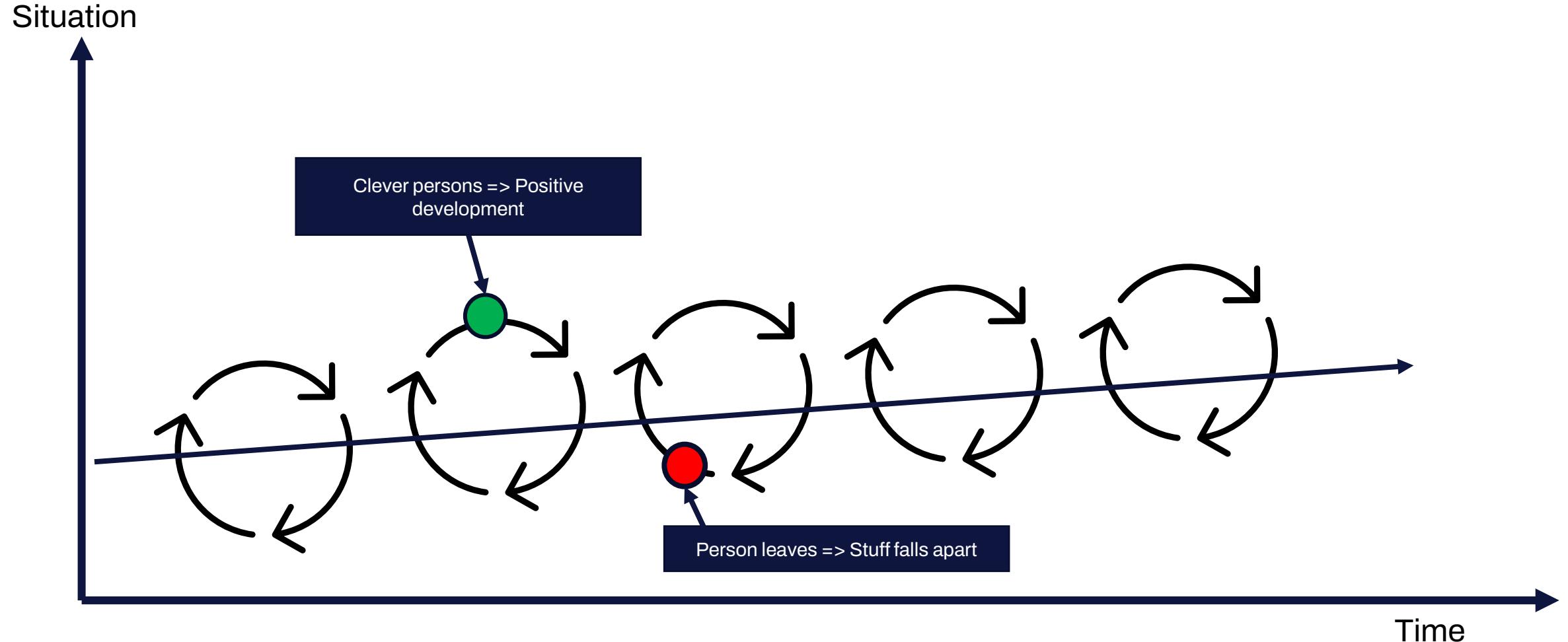


**Data Literacy – Data is for everyone**



**Unified Tooling, Ecosystems & Governance - Data Products**

# Little progress, just development in circles







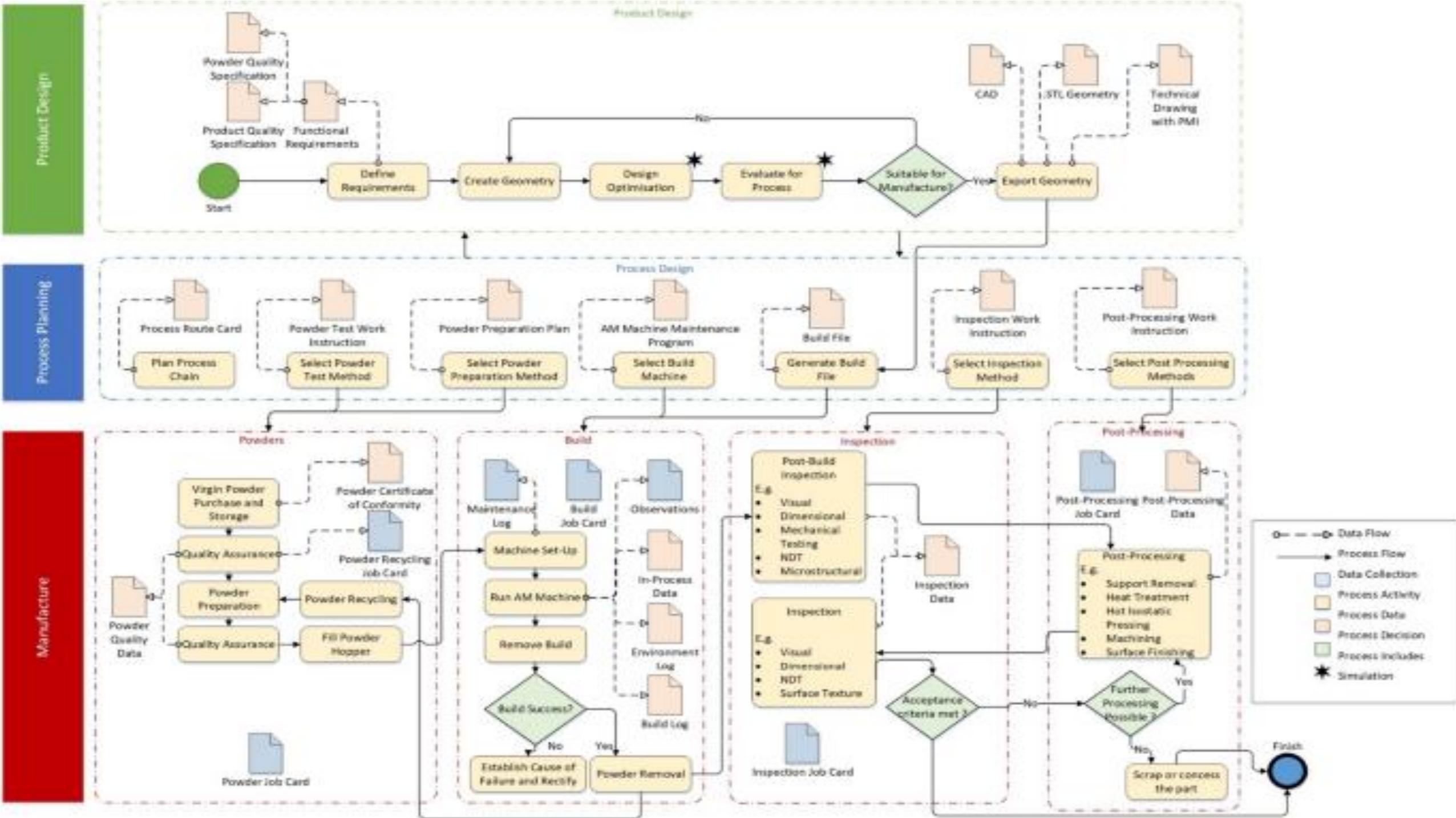
Documentation  
(Terms,  
Processes)

Common  
Ways of Working  
& Definitions

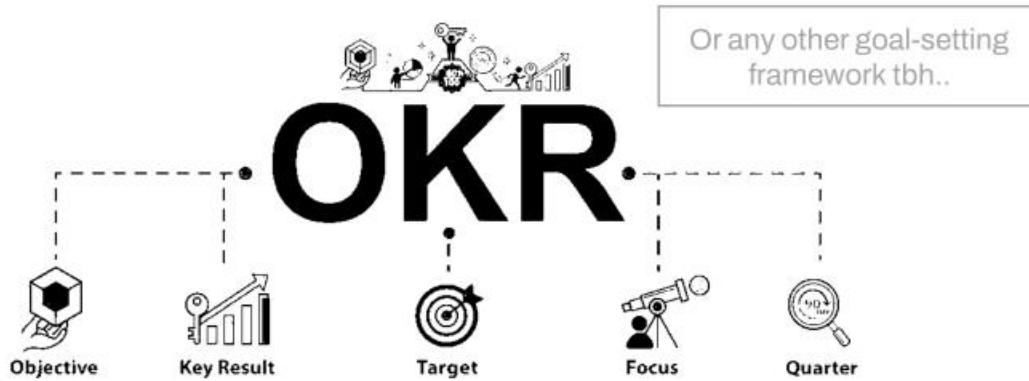
Measurable  
Data Quality  
Progress / OKRs

Master Data &  
Governance

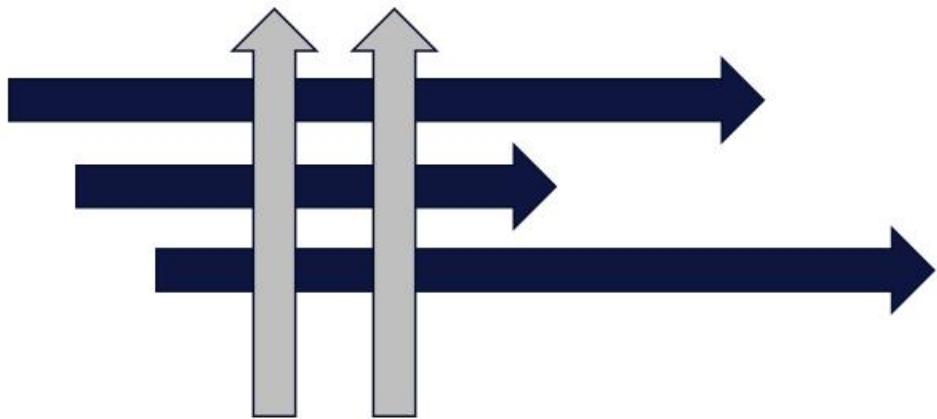
Value Chains



# Data Enabled Company: The Blueprint



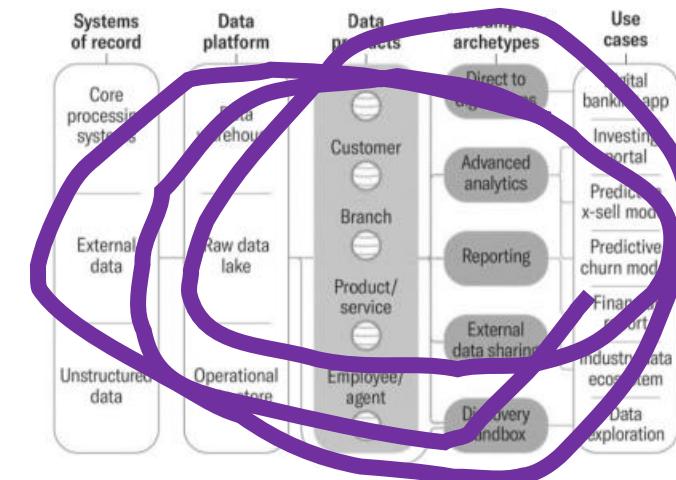
**Transparency & Alignment**



**Processes & Accountability**



**Data Literacy – Data is for everyone**



**Unified Tooling, Ecosystems & Governance  
- Data Products**

## Data Visualization



## Customer Journey



### Web Analytics

eloqua™



### Marketing Automation

Microsoft Dynamics® 365



### CRM

DEL

S



### Delivery

### Finance & HR



# CURRENT BUSINESS ANALYTICS TECH STACK

Data  
Visualization



Customer  
Journey



Web Analytics

Marketing Automation

CRM

Delivery

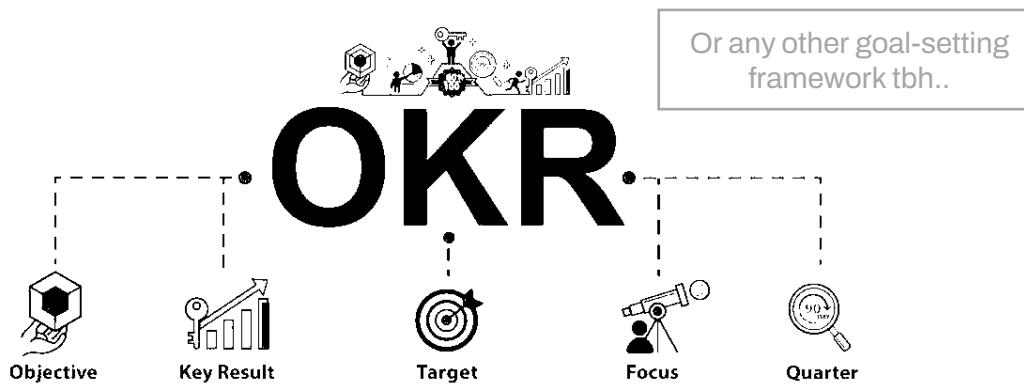
Finance & HR



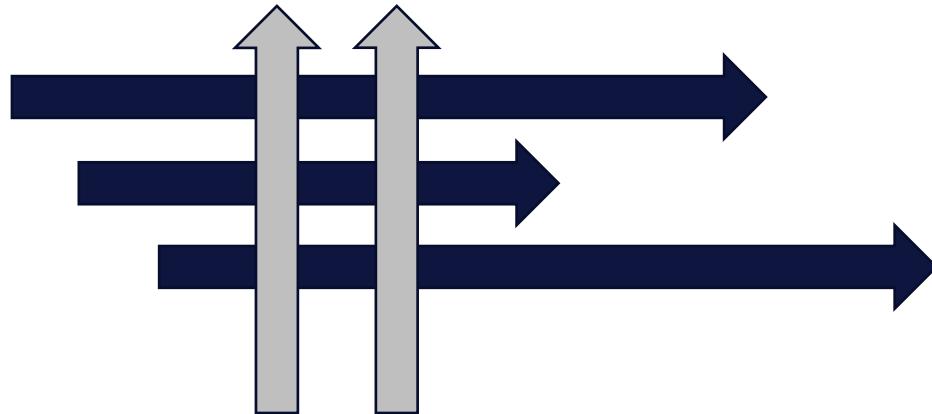
To sum it up...

w / t h  
secure

# Data Enabled Company: The Blueprint



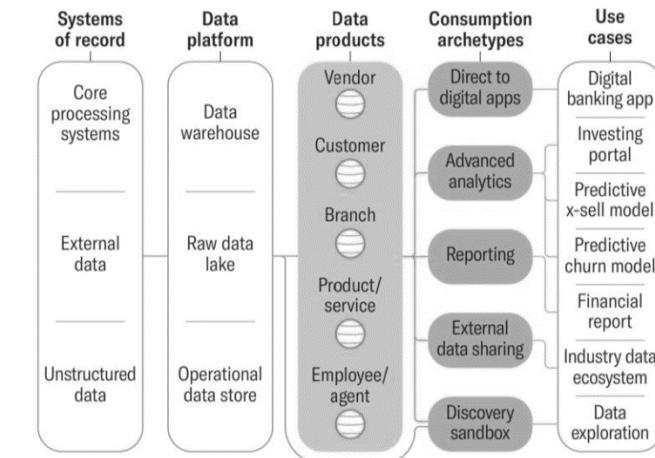
**Transparency & Alignment**



**Processes & Accountability**



**Data Literacy – Data is for everyone**



**Unified Tooling, Ecosystems & Governance  
- Data Products**

# Data Enabled Company: The Blueprint

**Focus**

**Data Literacy**

**Accountability**

**One System  
Architecture**

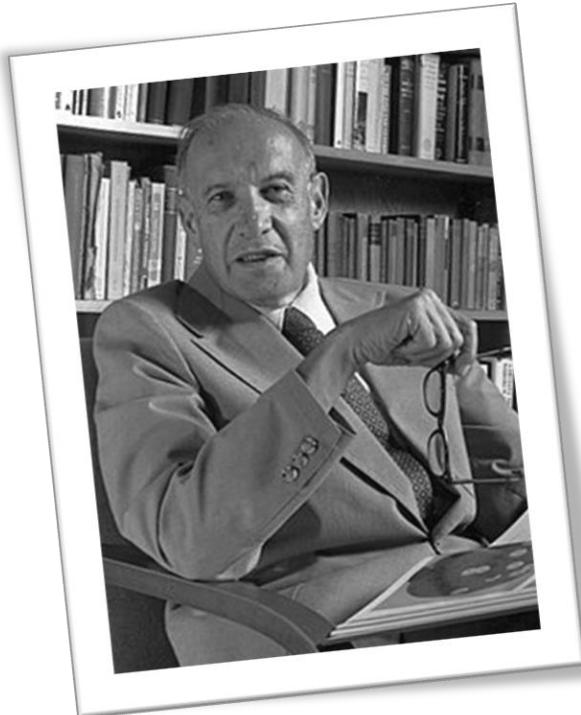
# Questions?

w / t h  
secure



EXTRA!

# OKRs is not a new invention..



Back in 1954 Peter Drucker introduced **MBO – Management by Objectives** in his book "The Practice of Management"

The main principles of the MBO were:

1. Clearly defining and agreeing on the objectives of both employees and managers/supervisors increase the performance of the organization.
2. The process involved 5 steps: review organizational goal, set worker objective, monitor progress, evaluate, give a reward. X
3. Having input in the goal setting and the action plan increases the engagement and motivation of the workers

# OKRs are born

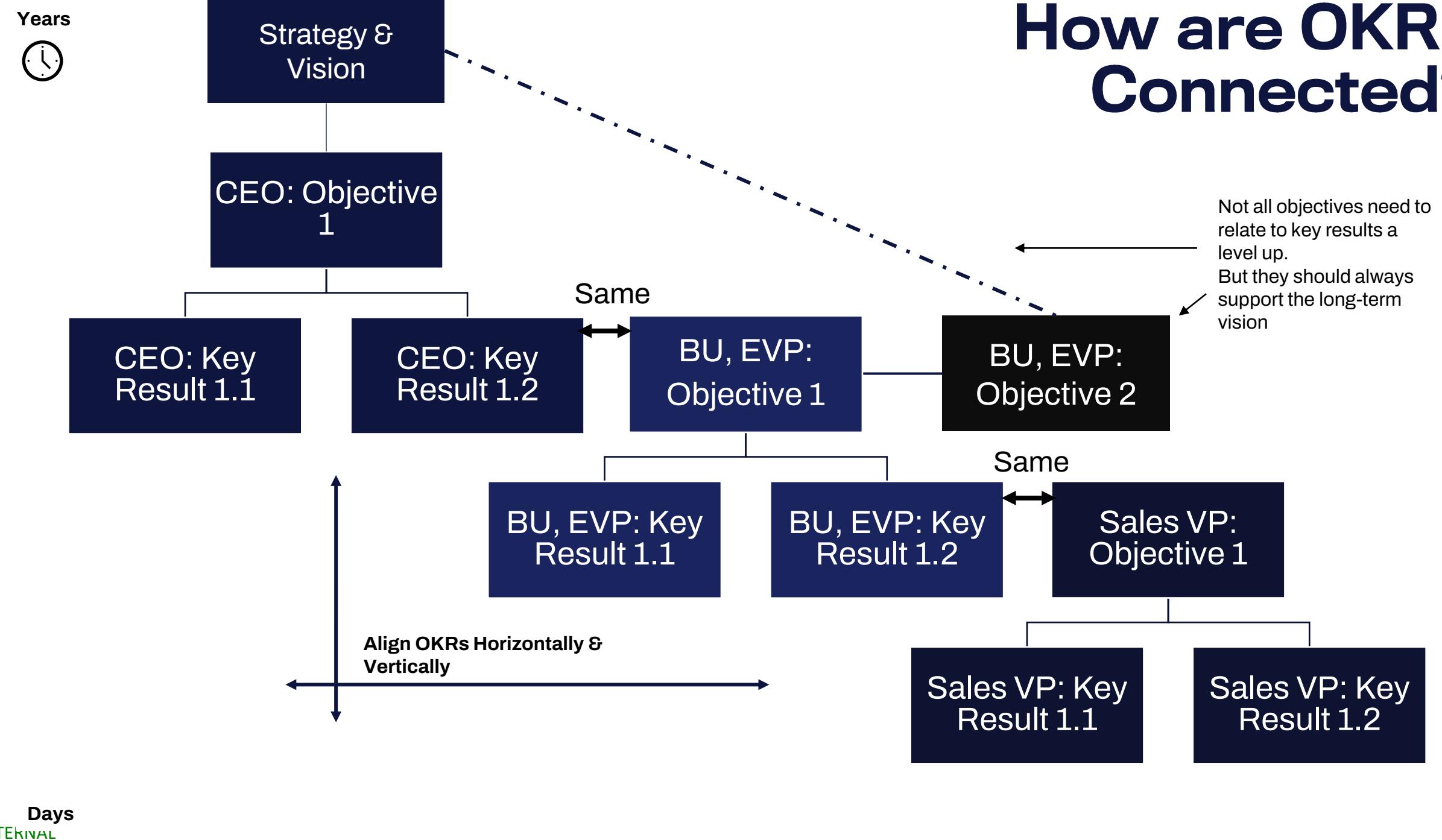


In the 1970s, **Andy Grove**, while CEO at Intel, built upon MBOs and introduced Key Results to the mix => o**KRs**

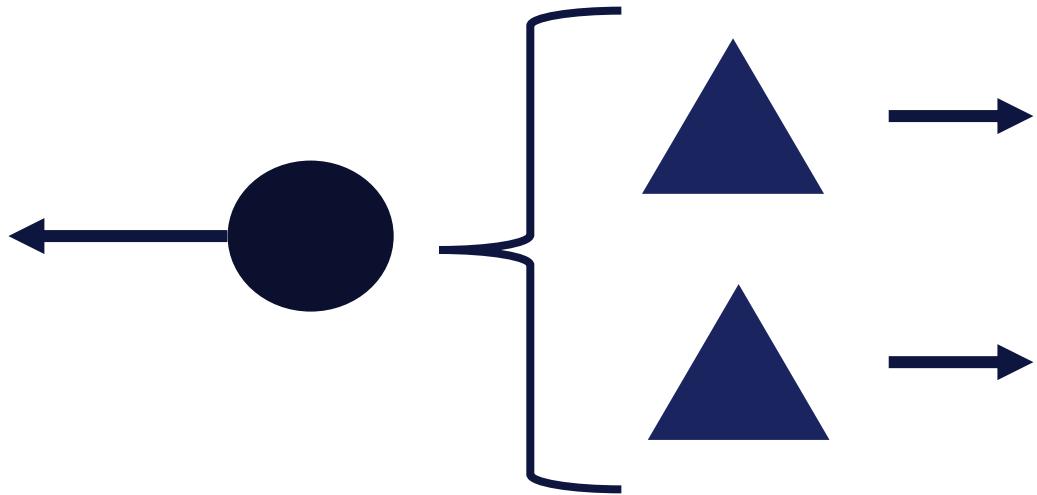


In the 1999 **John Doerr** introduced OKRs to Google and has since then become more and more mainstream

# How are OKRs Connected?



# How do you set OKRs?



## Objective (What?)

The main goal one wants to achieve. Objectives describe outcomes, not activities; are time-bound, aggressive yet realistic, and measurable.

## Key Results (How?)

Benchmarks, KPIs, Goal Posts defining the key things needed to achieve to reach the objective

3-5 **Key Results** per **Objective** are recommended, as it helps with prioritization and focusing on most critical deliverables.

I will (Objective) as measured by (set of Key Results).

I will reach 100k€ in sales this Q by  
calling 200 leads & booking 20  
meetings during the Q

# 7.5 MINUTE INTRO TO WHAT OKRS ARE AND AREN'T IN A NUTSHELL | BERNARD MARR



# Inspirational speech, mostly an intro into OKR philosophy | John Doerr

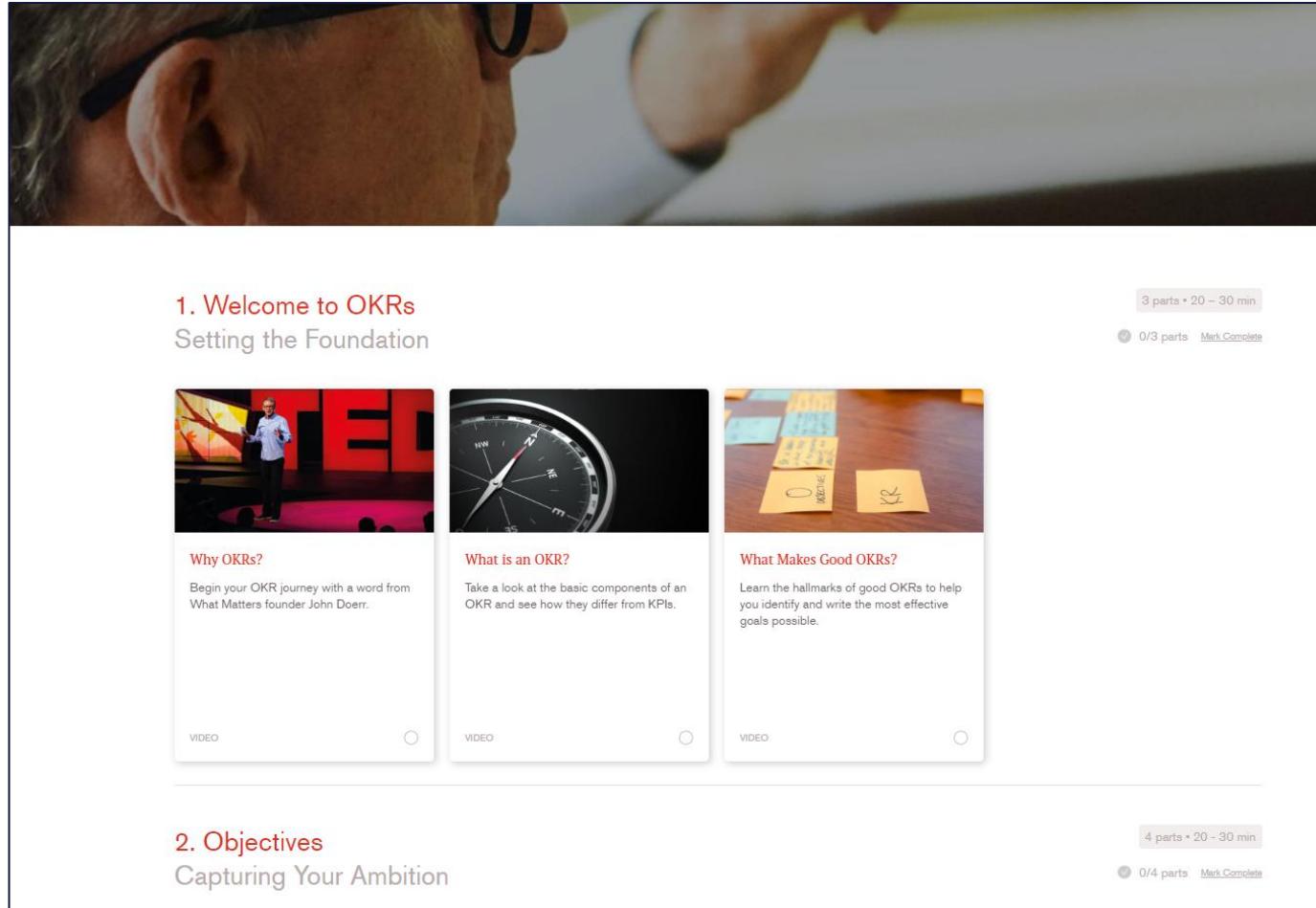


# HOW TO SET GOOD OKRS WITH EXAMPLES | WEEKDONE



# Quick digital course from *What Matters*

- [What Matters: OKR Online Course: Getting Started With OKRs 101](#)



The screenshot shows a digital course interface for 'Getting Started With OKRs 101'. At the top, there's a close-up photo of a person wearing glasses. Below it, the course title '1. Welcome to OKRs' and subtitle 'Setting the Foundation' are displayed. To the right, a progress bar indicates '3 parts • 20 – 30 min' completed, with '0/3 parts' and a 'Mark Complete' button. The main content area features three video thumbnails:

- Why OKRs?** A video by John Doerr at a TEDx event.
- What is an OKR?** An image of a compass.
- What Makes Good OKRs?** A photograph of sticky notes on a table.

Below this, another section titled '2. Objectives' with subtitle 'Capturing Your Ambition' is shown, featuring four video thumbnails. The overall design is clean and modern, using a white background and a grid layout for the content.

# Measure what matters by John Doerr

If you want to dig deeper into success stories and the philosophy behind OKRs, then John Doerr's book is a worthwhile read!

