

CH02 - Justifying Business Intelligence (BI)



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AGENDA

- Importance of business sponsorship
- Engaging BI stakeholders
- Identifying business processes affected by BI
- Setting realistic expectations
- Determining scope, plan, budget, and ROI

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Importance of Business Sponsorship

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- A successful BI project requires the support of more than just the Chief Information Officer (CIO).
- Relying solely on the CIO can result in a project that is perceived as technology-driven and lacking business commitment.
- It is crucial to have at least one committed business sponsor, ideally representing various parts of the organization.

Engaging BI Stakeholders

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- Business stakeholders include those directly using the BI solution and those whose work will be affected by it.
- Involving stakeholders early helps to gather detailed business input, identify gaps, and assess risks.
- Relying exclusively on "power users" (go-to data people) can lead to biased requirements and potential resistance to new BI solutions.

Identifying Business Processes Affected by BI

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- Key business processes (e.g., order processing, customer acquisition, budgeting) must be identified as they generate critical data.
- These processes create data that needs to be captured, monitored, and measured.
- Understanding these processes helps organize the BI project to support them effectively.

Setting Realistic Expectations

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- Setting realistic expectations is vital to avoid disappointment and project failure.
- This involves assessing the organization's readiness for BI and identifying potential risks.
- It is important to establish a clear scope, plan, budget, and expected return on investment (ROI).

Determining Scope, Plan, Budget, and ROI

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- The scope of the BI project must be clearly defined to avoid scope creep.
- Planning involves outlining the project phases, timelines, and deliverables.
- Budgeting ensures that financial resources are allocated efficiently and potential costs are anticipated.
- Calculating ROI helps justify the investment in BI by highlighting the expected benefits and improvements in decision-making.

<https://forms.gle/wa1YBRdLLbW733te7>

Q&A

