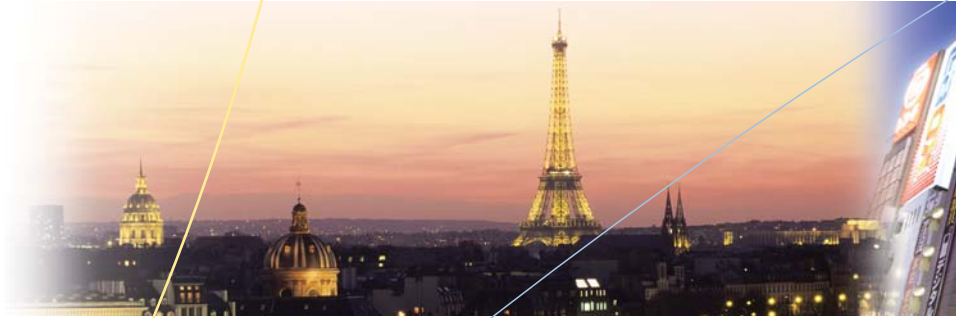




Michael Corcoran
Chief Marketing Officer
Information Builders



Everyone Makes

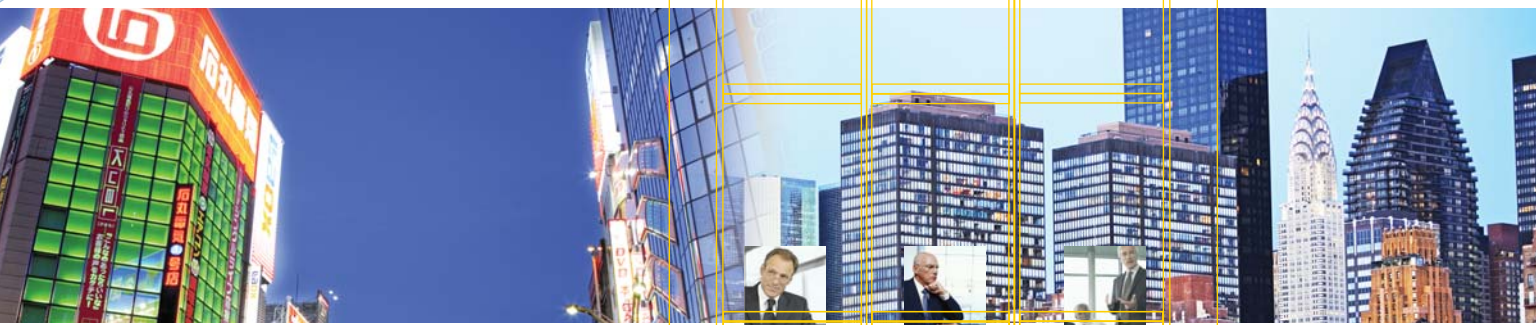
“Power to the people!”

John Lennon’s words resonated in the 1970s with the message that everybody should have the ability to influence their world. Today’s managers and executives are using Lennon’s words in a new context, realizing that everyone in an organization should be empowered to make decisions. In the business intelligence (BI) arena, “power to the people” comes in the form of highly accessible information that helps employees move forward based on facts rather than speculation.

It’s a huge cultural change. Most large-scale BI deployments facilitate decision-making for 10 to 20 percent of the organization. The

other 80 percent either have no access to timely business information or depend on others to get it for them. Who are these other users and why do they need this level of empowerment? They include everyone from salespeople to truck drivers, and despite widely different roles, they share one thing in common: a front lines perspective where many small decisions can have a big impact on the company.

For example, in a call center, easy access to detailed sales and support information can help reps resolve issues for customers. Unfortunately, most call centers have deployed BI just for supervisors, not for customer service reps. But what if each rep could drill down into customer records to review service histories, detect resolution patterns, and identify common issues?



By Michael Corcoran

Decisions

WebFOCUS meets all of those needs. Reps can create customized displays, select parameters that interest them, and generate reports in whatever format suits the occasion, whether as an Excel table, a PDF document, or an HTML display.

Employee reporting can also be taken to a new level by creating a performance management environment that reveals each rep's productivity relative to the rest of the team. Not only does this information help the team make better decisions, but they also work harder to improve their standing in the organization.

There is an important lesson here for managers: in a metrics-based world, accountability becomes a crucial aspect of performance. Gathering information about

employee performance is useful for managers and supervisors, but it's even more effective if you share it with the employees themselves. For example, you can publish internal sales reports that reveal the top performers each month, boosting productivity in a fiercely competitive industry.

From Presentation to Analytics

The future of BI doesn't merely involve delivering more information. It involves delivering better analytic capabilities for casual users. We're seeing evidence of this progression throughout our customer base, and many people are eager to share their stories.

For example, U.S. Bank took a leadership roll in the banking industry with a simple realization: if they empowered everyone

with the ability to make well-informed decisions, the entire company would be viewed as a more valuable partner. Whether it's creating custom reports for external users or measuring the profitability associated with financial products and services, U.S. Bank depends on BI software. The bank's BI applications span the enterprise, from treasury management to procurement.

U.S. Bank realized an important fact on the road to pervasive BI: when you take a piece of information you are using internally and make it available to customers or partners, the ROI goes up substantially. That's why many of its BI applications are

Our focus going forward is not only to deliver information, but also to help people analyze that information.

directed at customers and partners, so they can help themselves to information that concerns them and take an active role in the business process at hand. External constituents are key decision-makers, but most organizations are not empowering them with the information they need.



Making BI Pervasive

Some of the best BI success stories come from people who wouldn't have qualified as BI users just a couple of years ago. Donatos Pizza is a good example. Like many organizations, they have used WebFOCUS to develop daily sales, gross profit, financial, and human resources reports. All told, these back-office reports impact about 10 percent of the company – a typical BI scenario. But Donatos didn't stop there: the restaurant chain is

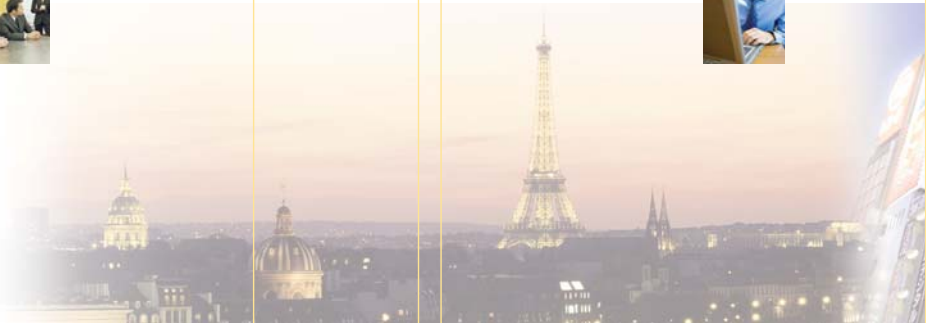
now using WebFOCUS to provide restaurant managers with real-time performance information such as customer frequency, order trends, and coupon performance, so each restaurant can capitalize on sales opportunities as they happen.

Thanks to tight integration with the restaurant's point-of-sale system, many restaurant employees are gaining access to this BI data. Today about 300 employees use the in-store reporting system, and Donatos expects the user base will grow to around 500 employees once it is fully deployed. These users will not only enter data, but they will also be able to analyze that data, closing the loop that enables intelligent decision-making.



Integration: Embedded BI

Over time, as you capture more information, experience, and intelligence, you can gradually remove people from the equation by embedding BI and reporting technology into transaction processing workflows. Information Builders leverages integration technology from iWay Software to



automate many types of everyday business processes, whether it's replenishing inventory in a warehouse or routing purchase orders for approval. iWay embeds intelligence directly into operational systems via real-time monitoring, transaction-level triggers, and process-driven alert capabilities.

This unique interplay between BI and integration software is unique in the industry. Our customers are the beneficiaries since it enables their operational systems to gain a historical perspective and to perform advanced analytics.



Hydro One Networks, a utility company in Ontario, enlisted iWay Software to create a work management system that optimizes scheduling, reduces timekeeping errors, and provides timely and accurate information on the status of all fieldwork. iWay Service Manager streamlines the



flow of data among multiple applications by leveraging the principles of service-oriented architecture (SOA). Information – such as GIS designs, work orders, and materials management – automatically flows to the people who need it, improving the efficiency of the entire staff.

Thanks to iWay, Hydro One has a versatile integration platform that can quickly accommodate new systems and interfaces.

Underpinning the Revolution

Information Builders leads the industry with pervasive software solutions that deliver accurate, up-to-date information to all types of individuals. Our focus going forward is not only to deliver information, but also to help people analyze that information. We have embedded new technologies like search, active reports, data visualization, and predictive analytics into browser-based dashboards. These dashboards can even be extended to mobile devices such as Blackberrys and iPhones. Thanks to our familiarity with Web-based paradigms, most people can understand and use these dashboards instinctively.



Everyone is a potential decision-maker. Are you equipping them to make the right decisions? Are you providing an information environment that is easy for anyone to access and use? There are dozens of BI tools designed for power users and systems analysts, but only Information Builders makes information accessible to everyone in the organization via user-friendly, browser-based tools.

In John Lennon's only autobiography, he admitted that he believed his message of "Power to the People" came ten years too late. Don't let that happen to you. Now is the time for rolling out BI to your entire organization. Create a culture of accountability in which everybody is empowered to make decisions. 🌐

