Successful Business Intelligence
Secrets to Making BI a Killer App

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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?