

Agile 4 BI

The perfect marriage?!

Information Management

JAARCONGRES VOOR INFORMATIE MANAGEMENT PROFESSIONALS



Emiel van Bockel, manager Information Services

12-03-13



ahead with
smart logistics

Introduction

HELLO
my name is



Emiel van Bockel



Manager IS ('00)



DWH/BI ('97)



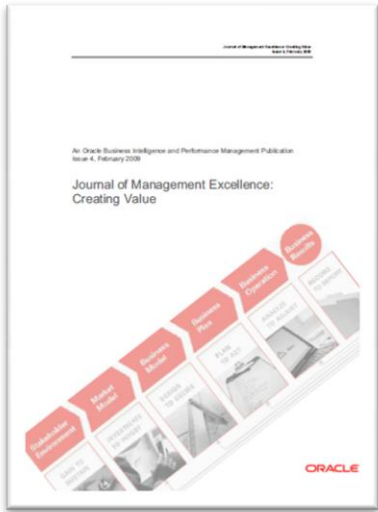
www.bifacts.com



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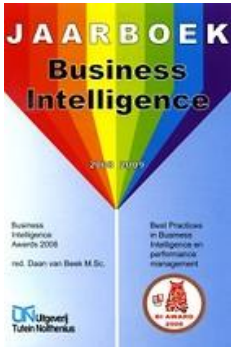


Columns / Articles



Computable

i informatie



Presentations / lectures



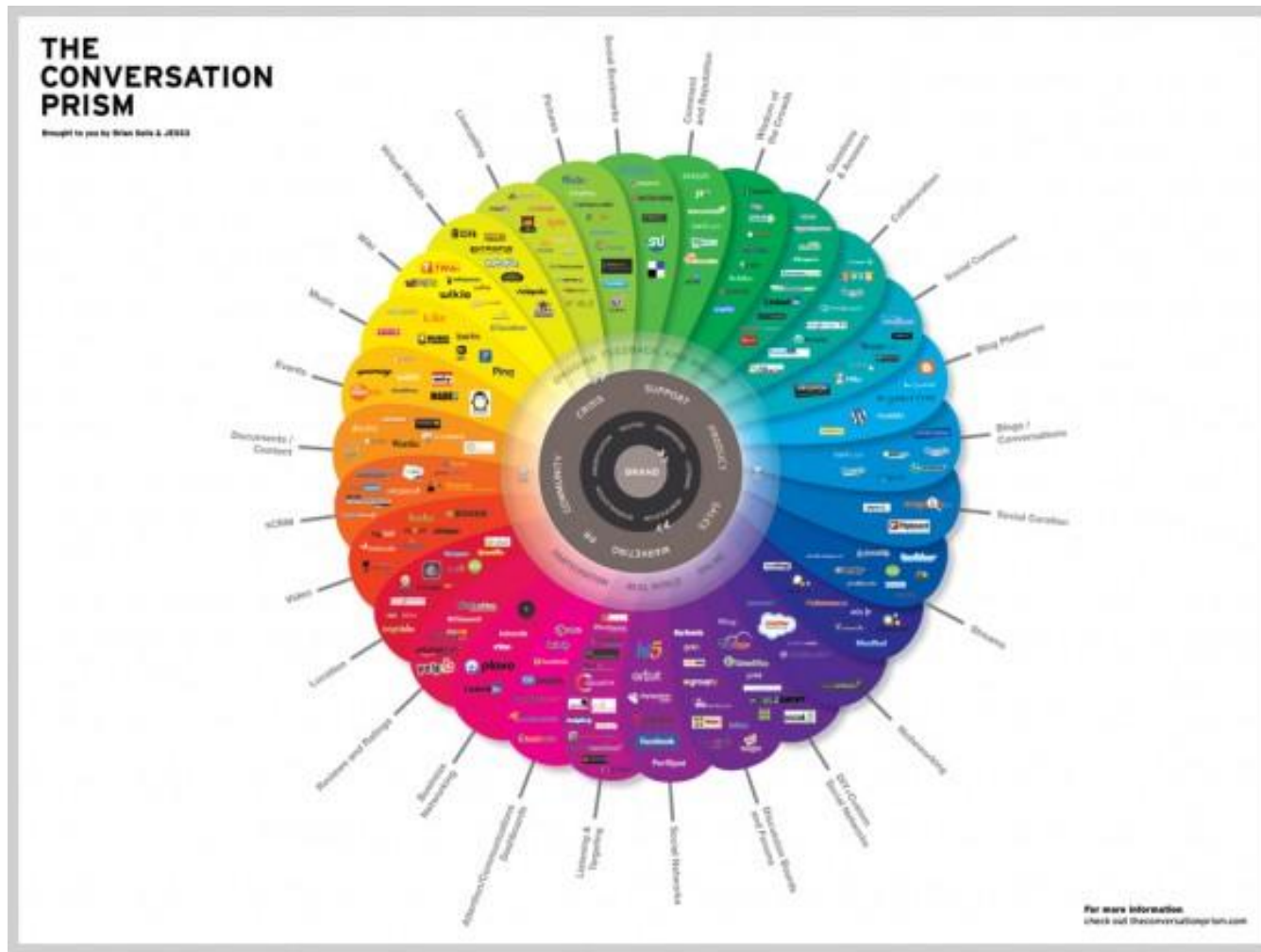
Information



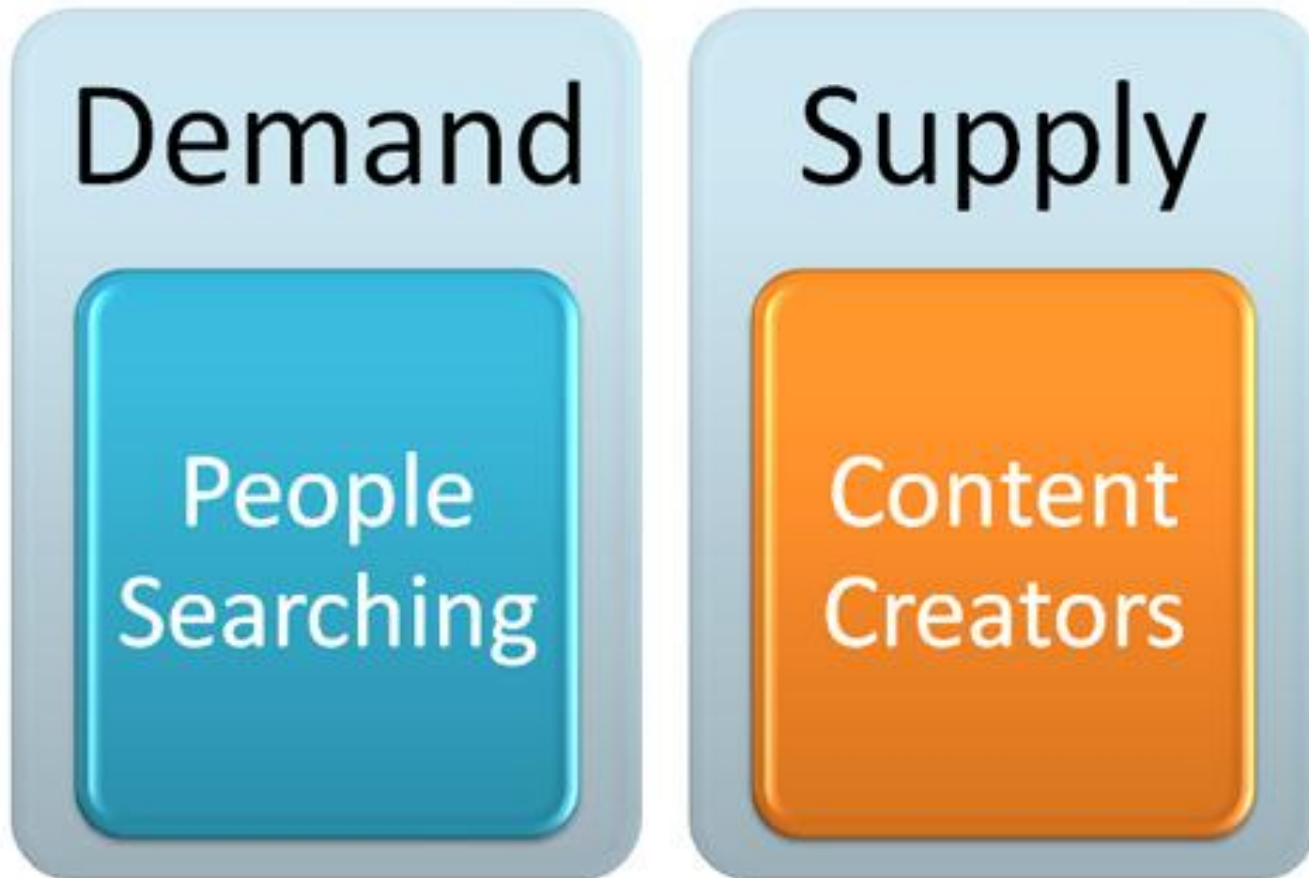
World of information



Demand for information



Regular business

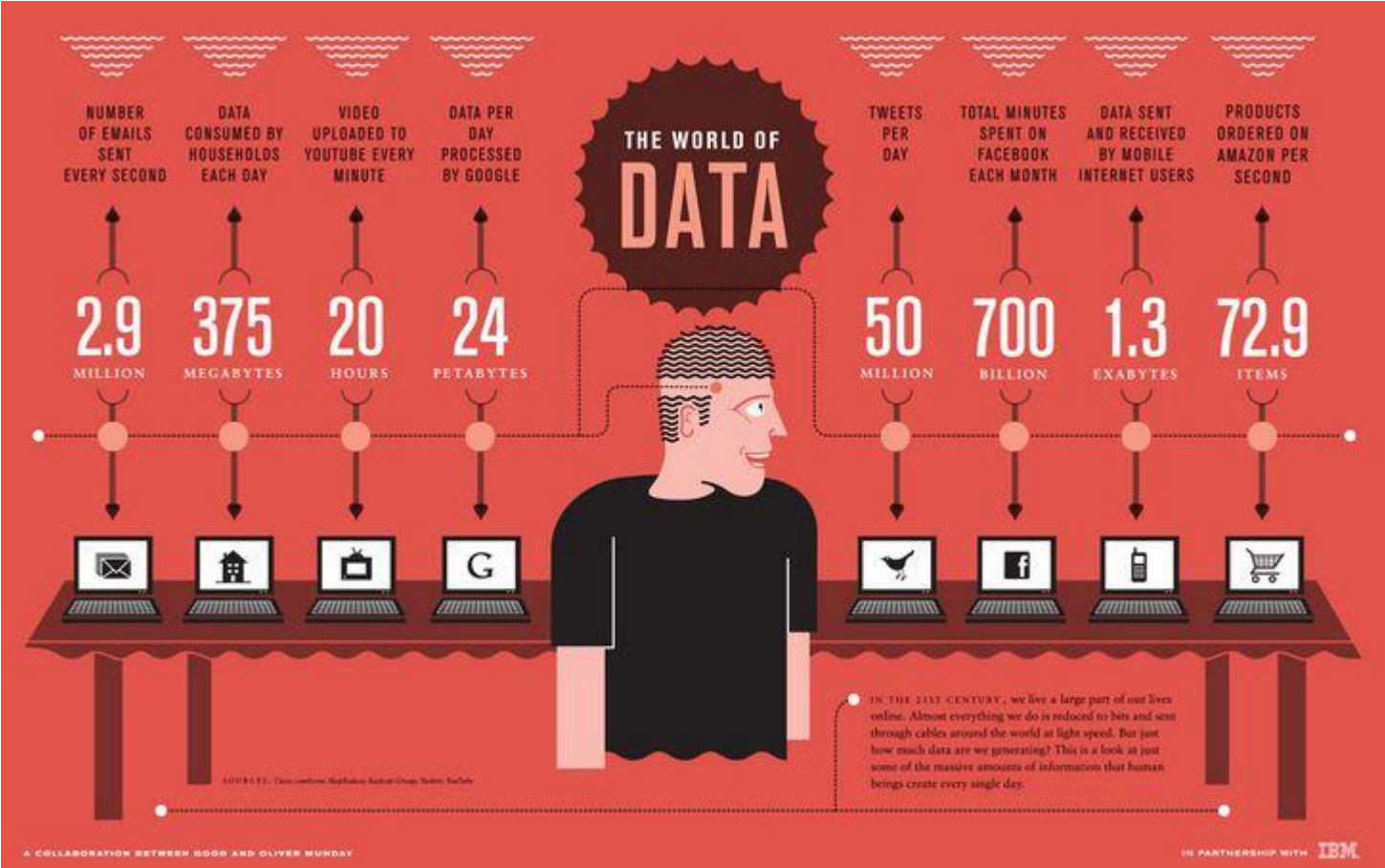


Information, oil of the 21st century

DATA is de goedkoopste grondstof waarmee
je het **waardevolste** product **INFORMATIE** mee kan creëren



Big Data



Consumer



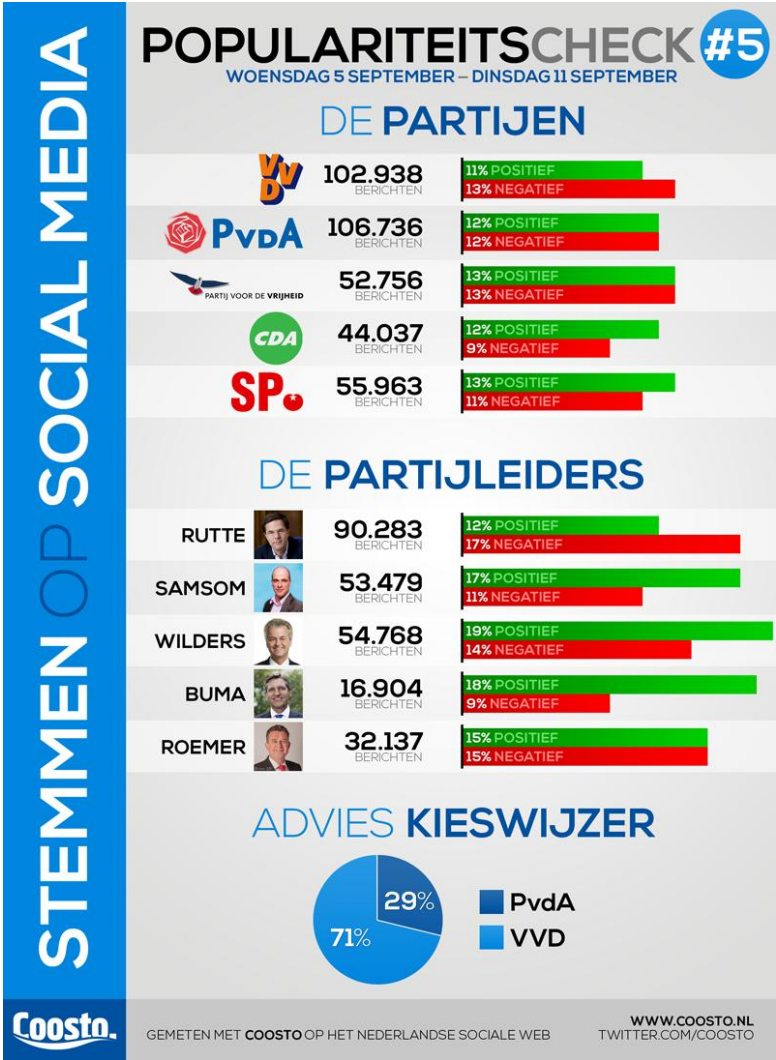
Daily life

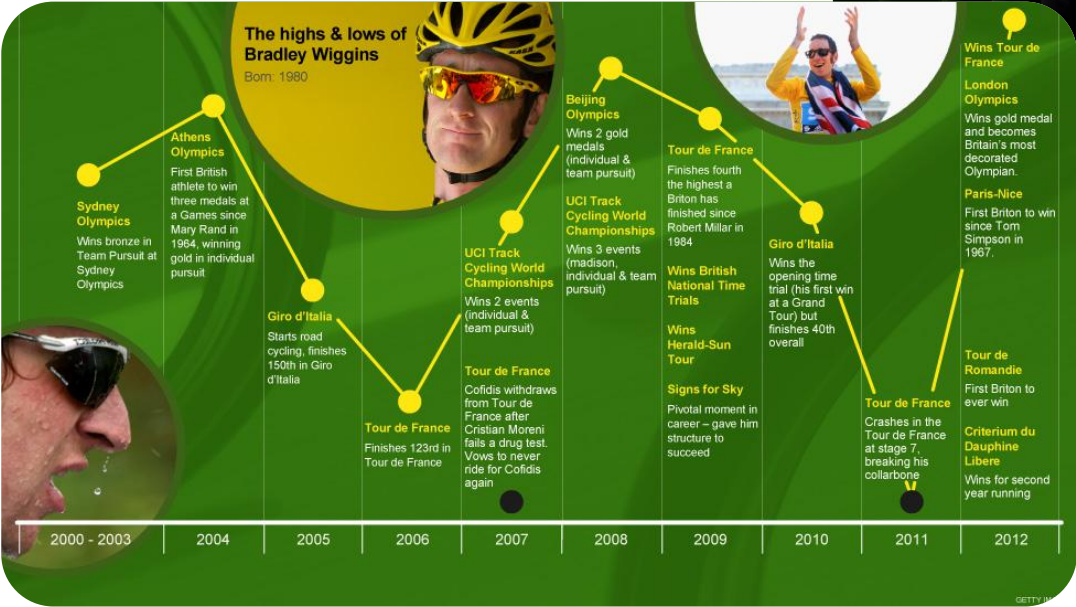


Search better than knowledge



Dutch elections 2012





More consumerization of information



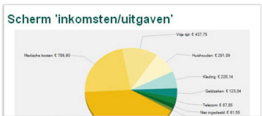
Financieel Dagboek: de belangrijkste schermen

Introductie Meer informatie Demo De schermen Veelgestelde vragen

Nieuwsgerig naar het Financieel Dagboek? Hieronder ziet u de belangrijkste schermen met een korte uitleg. Gebruik de tabbladen in het Financieel Dagboek om te wisselen tussen de verschillende schermen.



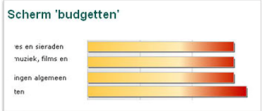
Dit is het startscherm van het Financieel Dagboek. U ziet direct de uitgaven en inkomsten van het laatste half jaar. De bedragen van de huidige kalendermaand zijn apart vermeld. Klik in de grafiek om het scherm 'inkomsten/uitgaven' te openen.



In dit scherm zijn uw bij- en afschrijvingen in een overzichtelijke grafiek weergegeven. Als u klikt in de grafiek verschijnt een tweede grafiek met meer gegevens. Klik bijvoorbeeld op 'huishouden' en u ziet uw uitgaven aan boodschappen.

Scherm 'details' displays a table of transactions. The table has columns for Datum, Rekening, Tegenrekening, and Subcategorie. It lists various transactions with their dates, account numbers, and categories.

Wilt u gegevens wijzigen? In dit scherm brengt u bij- en afschrijvingen onder in een andere subcategorie. Verdeel bijvoorbeeld uw bankkosten over 'Interne overboeking' en 'Internet aankopen' of wijzig 'Bankkosten' in 'Telefonie'.



Wilt u weten hoe u er financieel voorstaat? U maakt in het budgetterscherm een planning van uw uitgaven. Dit doet u door een budget toe te kennen aan een subcategorie en uw uitgaven daarin te volgen. U budgetteert bijvoorbeeld € 50,- per maand voor de subcategorie 'Sparen'.

Internet Bankieren
Verder
L48.5 Starrecht Bv
U bent ingelogd
Log Uit

Zelf regelen
Rekening openen
Meer informatie
Internet Bankieren
Contact
Klantenservice
Geef uw suggestie!

Deze pagina voorlezen
Deze pagina versturen
Deze pagina printen

Business value



€ 2,- per maand

50.000 klanten

€ 100.000,- per maand

€ 1.200.000 per jaar

Direction?



It's all about analytics



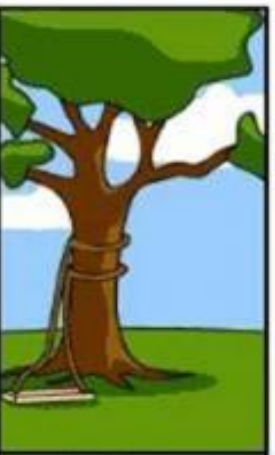
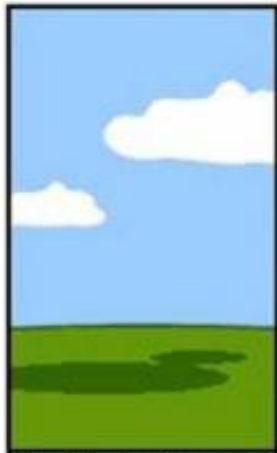
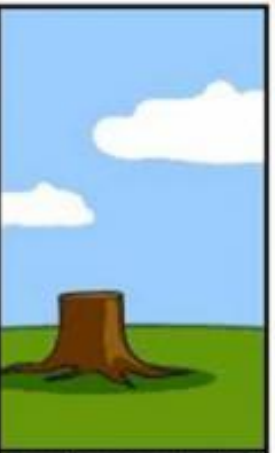
Speed of change



Electric Vehicel App



Communication

 How the customer explained it	 How the Project Leader understood it	 How the Analyst designed it	 How the Programmer wrote it	 How the Business Consultant described it
 How the project was documented	 What operations installed	 How the customer was billed	 How it was supported	 What the customer really needed

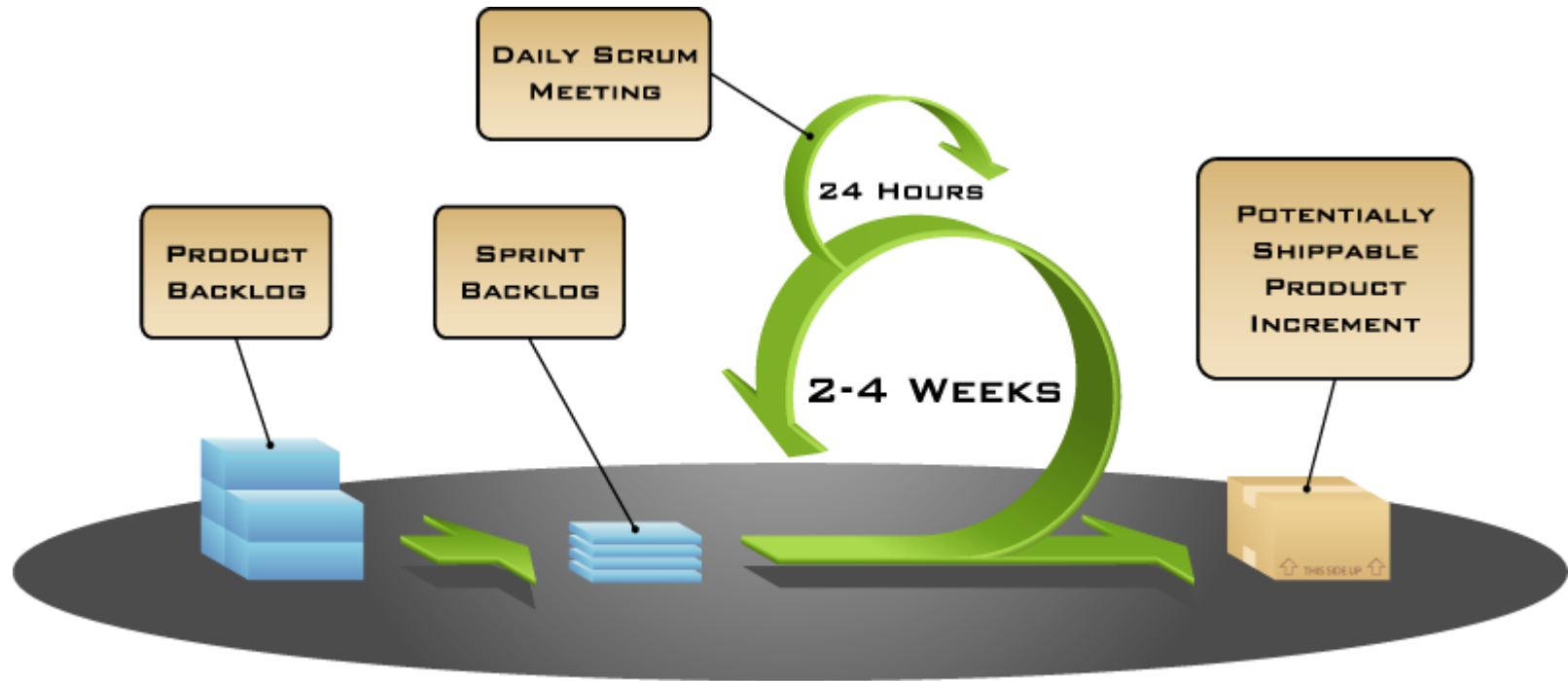
Collaboration



Embrace change



Agile / SCRUM



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Perfect marriage



Peer session

Sessies 15:45-17:00:

Peer sessie door Emiel van Bockel: "Agile BI: hoe het werkt"

Voor IT is momenteel dé grote uitdaging om samen met de business tot werkende BI- en analytics-oplossingen te komen, zodat de waarde van informatie daadwerkelijk benut kan worden. Emiel van Bockels pleidooi: kies voor het agile ontwikkelen van BI-oplossingen, samen met de business. In deze sessie zal hij ingaan op de ins en outs van agile BI development.

Spreker: Emiel van Bockel, informatiemanager, BI-expert, columnist Tijdschrift IT Management

Thank you



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12-03-13



ahead with
smart logistics

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informatie

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t +31 345 475911 (NL)
e service@cb-logistics.nl
t +32 5 2456940 (BE)
e service@cb-logistics.be

nieuws



Overal in Nederland en België

media

fashion

healthcare

History



1871

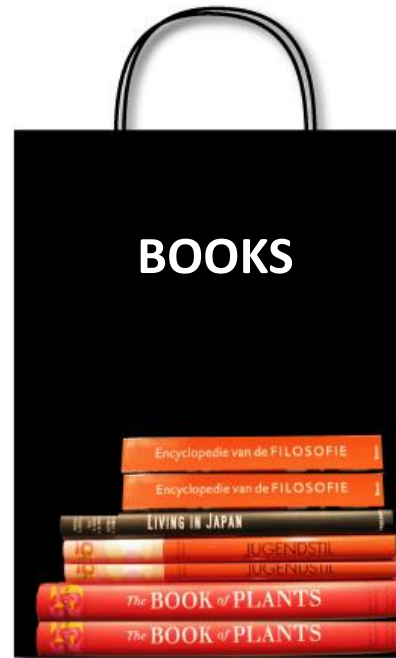
Smart logistics



Supply chain



New strategy



Strategic BI



BI AS A SERVICE FOR CUSTOMERS

+

BI FOR INTERNAL USAGE

+

FUTURE ORIENTATION

=

BI IS A CONTINUOUS PROCESS



Perfect marriage



My view on BI

A grayscale background image showing a person's hand touching a tablet. The tablet screen displays a business intelligence dashboard with various charts and tables. The text 'People and Information Engineered to Work Together' is overlaid in the center in a bold, dark blue font.

People and Information Engineered to Work Together

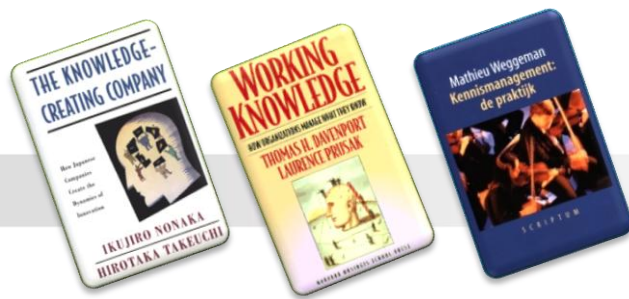
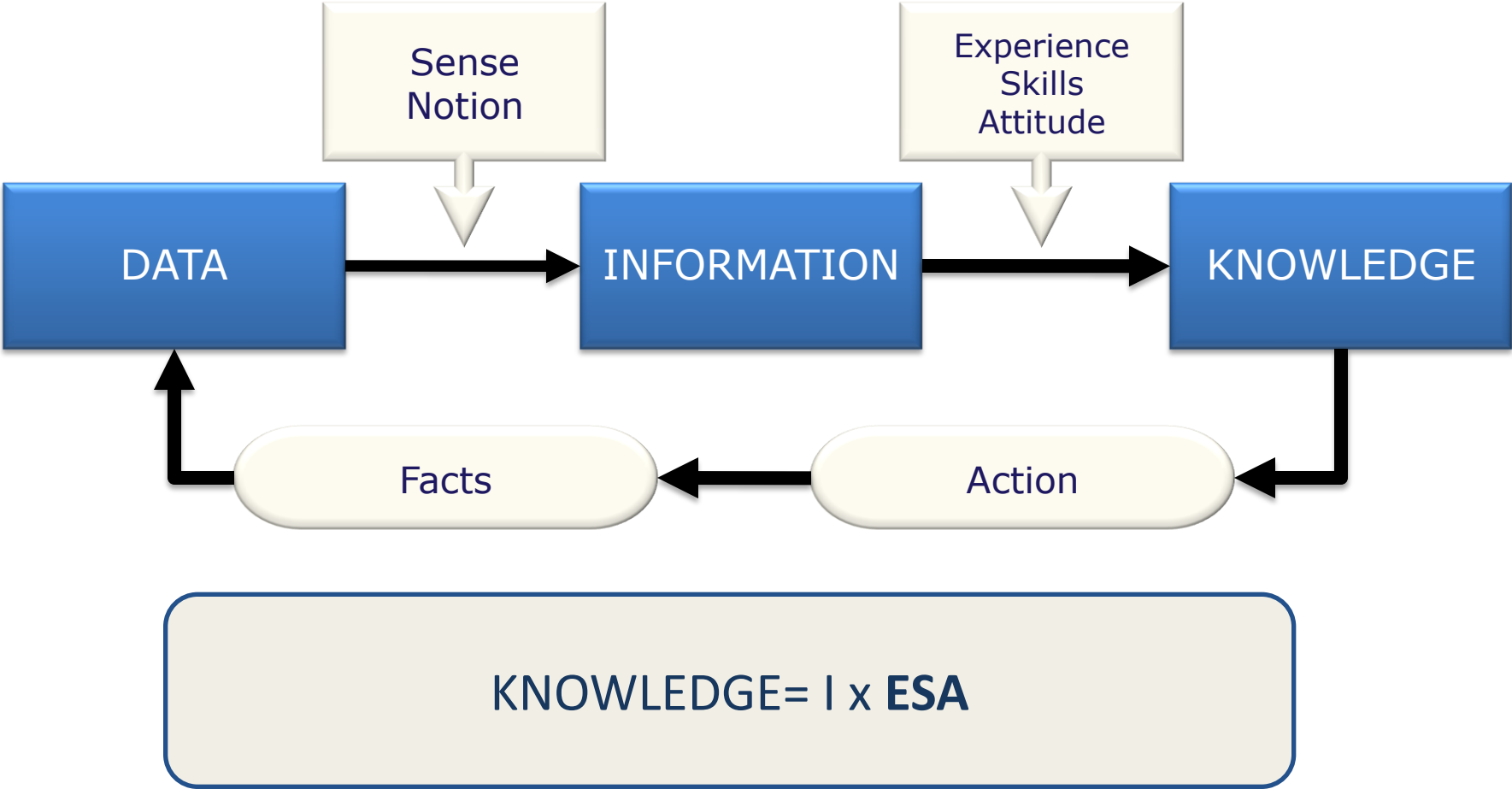
Perspectives



Information



Information cycle



BI Failure rate

NEWS

Poor communication to blame for business intelligence failure, says

Monday 10 January 2011 13:00



Between 70% to 80% of corporate business intelligence projects fail, according to analyst firm Gartner.

A combination of poor communication between IT and the business, the wrong questions or to think about the real needs of the business, means intelligence (BI) projects fail to deliver, the firm says.

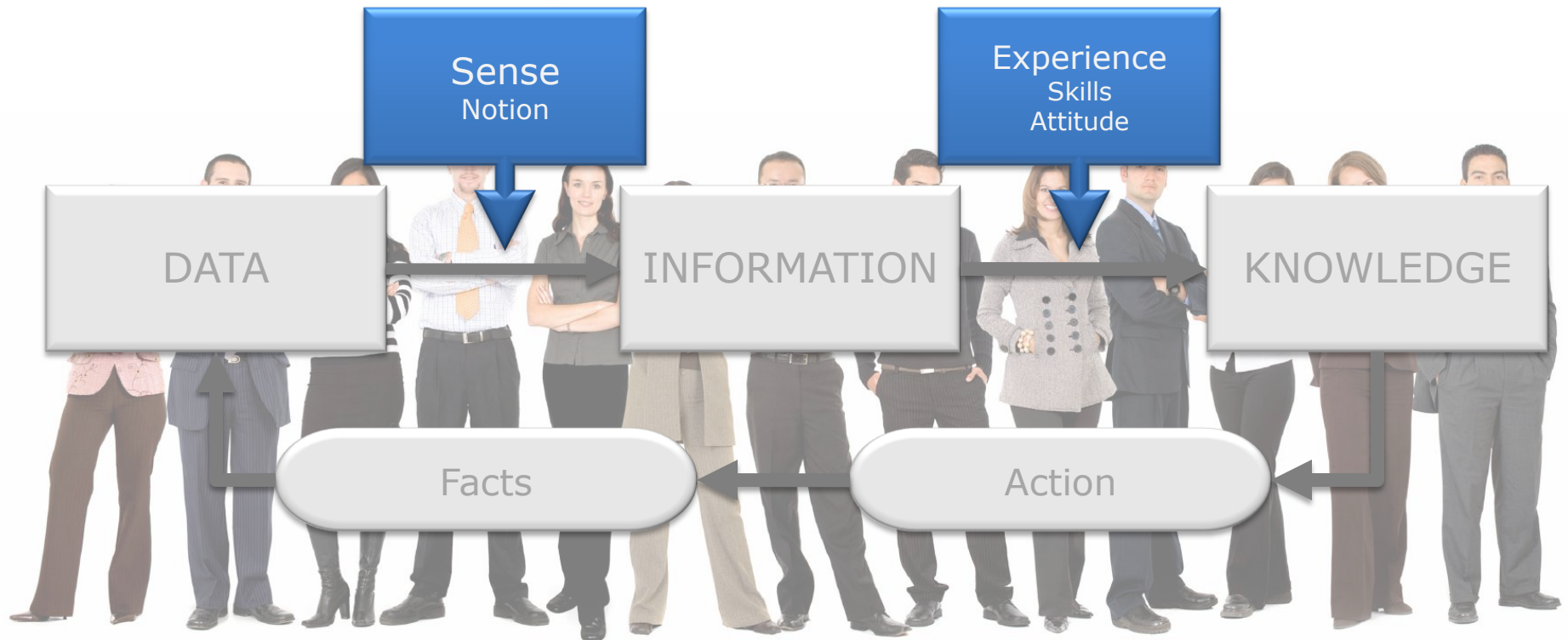


IT departments make the mistake of looking at BI as an engineering project that requires a specific pack of tools.

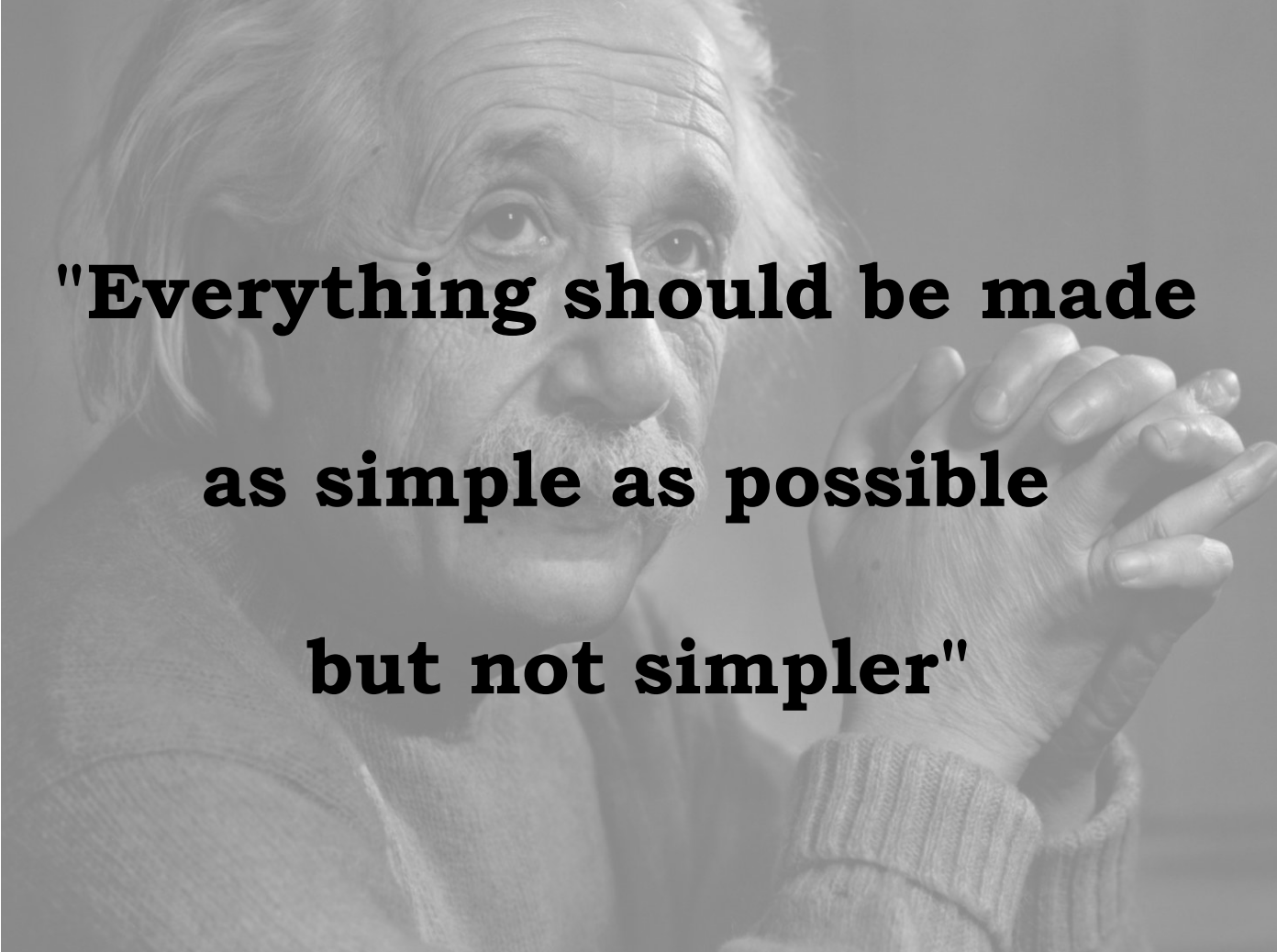
But the first step should be to ask the business really what it needs. Meehan, president and senior advisor at Gartner's CIO Research



The problem



Simplicity



**"Everything should be made
as simple as possible
but not simpler"**



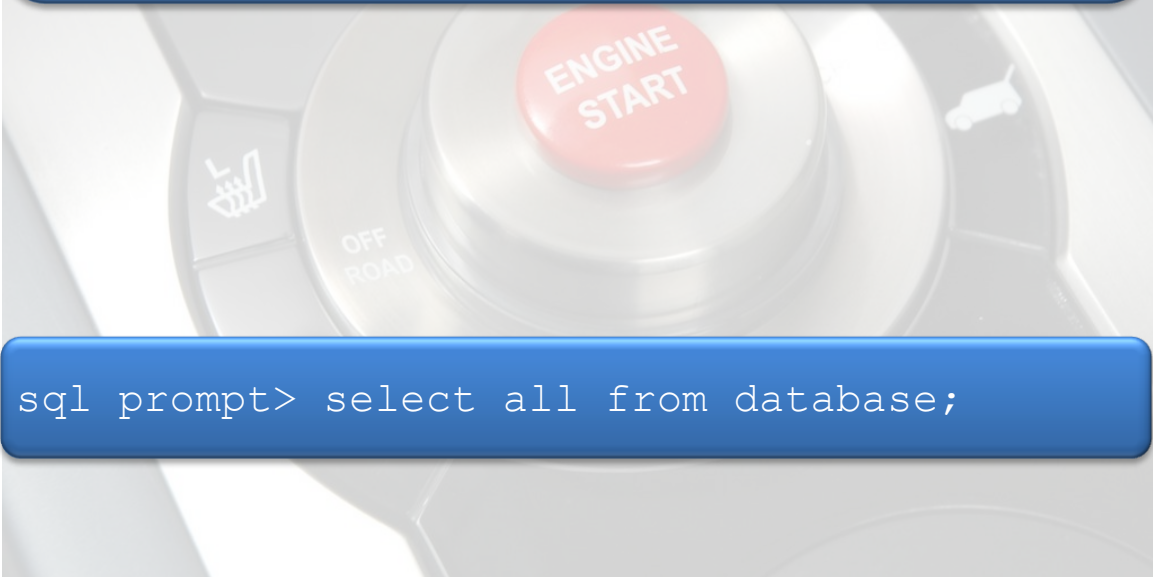


PROCESS

Usual start

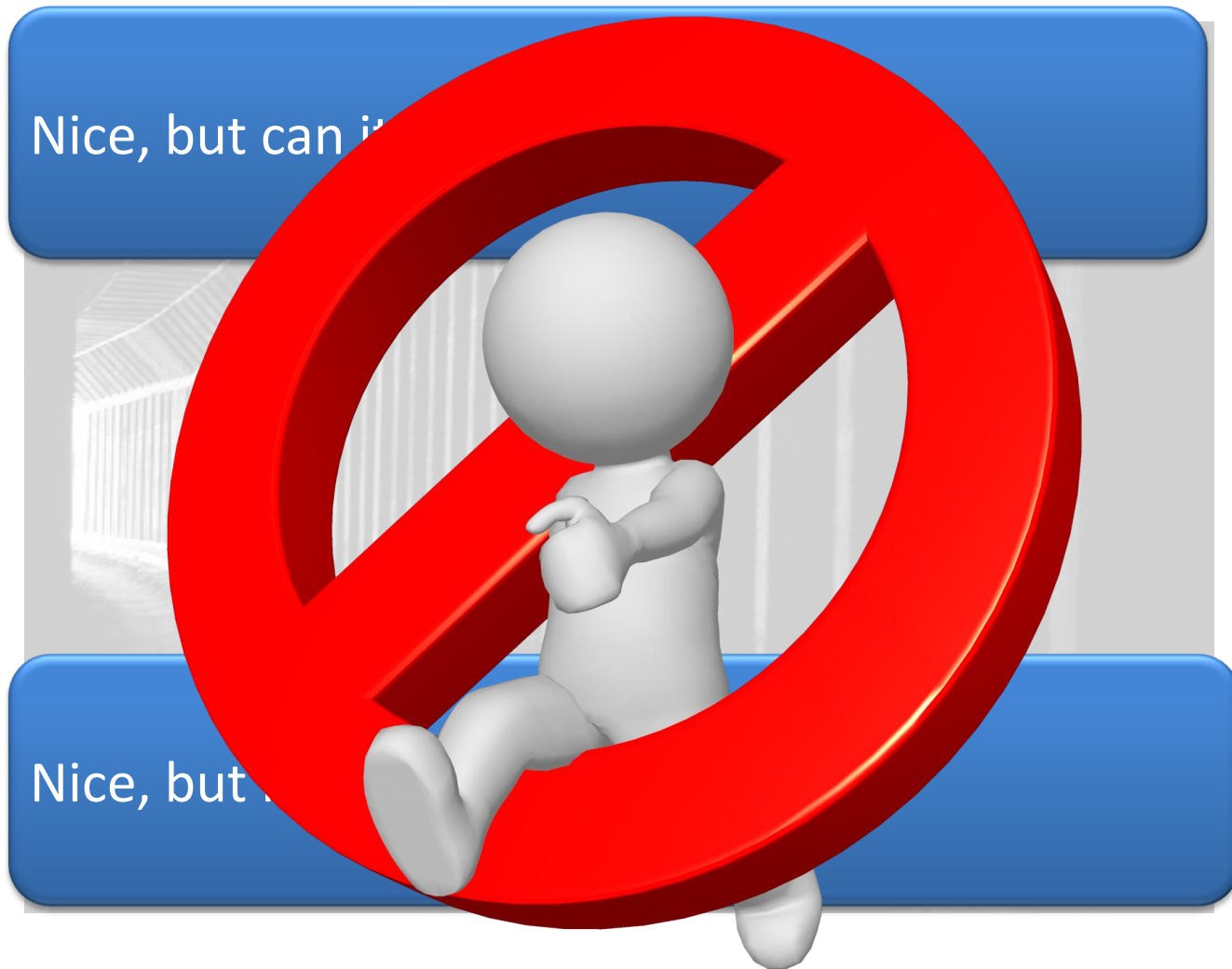
What does a user want to know?

- Everything
- Especially, NOW!



sql prompt> select all from database;

Usual end



Lessons learned

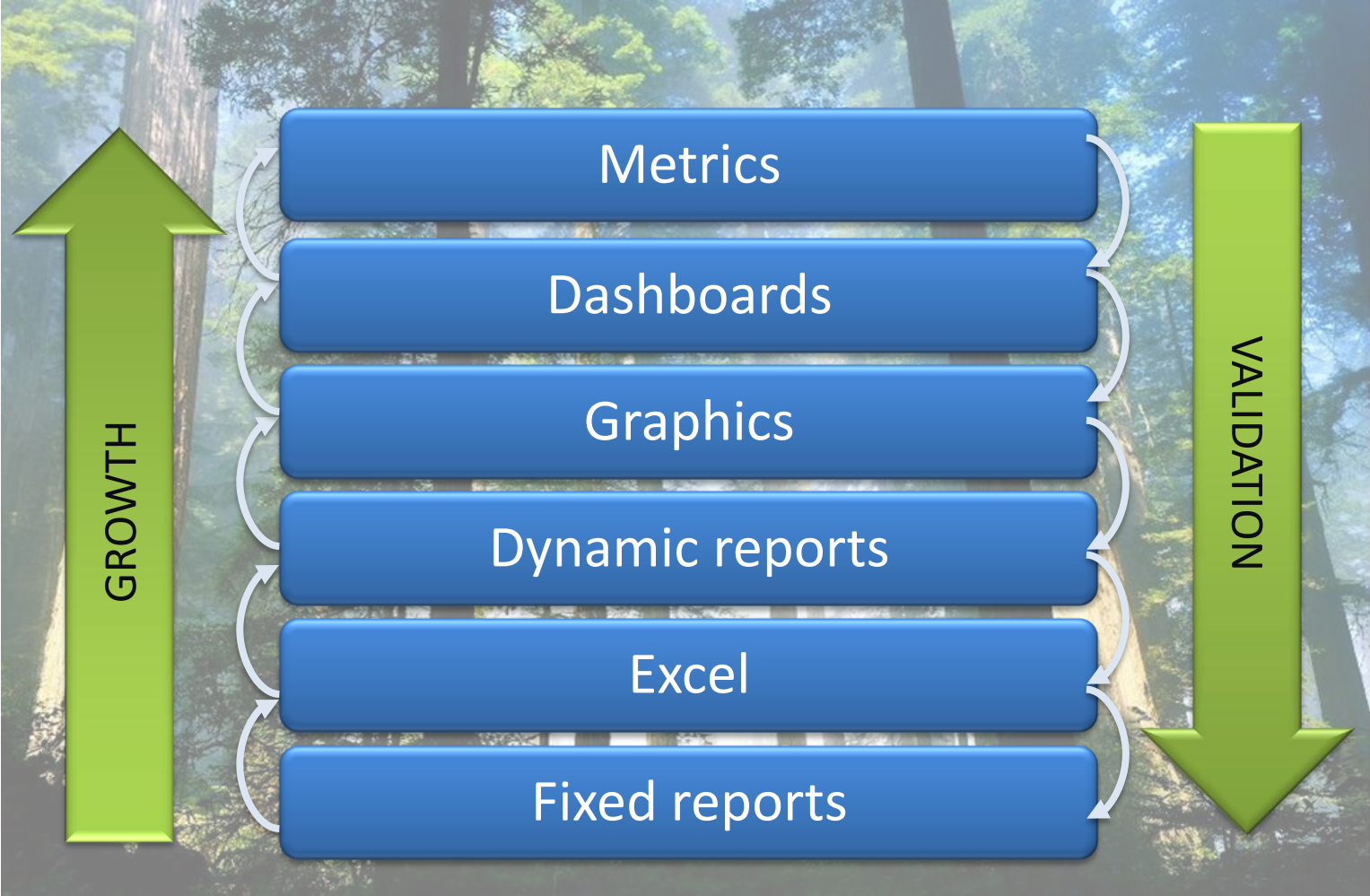
Emiel van Bockel:

- ✓ Tools
- ✓ Data
- ✓ Know how



- ✓ We want a dashboard
- ✓ We don't understand complex KPI's
- ✓ We want flexible reporting

Information maturity



Business Intelligence

Hans Peter Luhn (1958):

“The ability to apprehend the interrelationships of presented facts in such a way as to guide action towards a desired goal”

Butler Group :

“ BI is concerned with the discovery of information, and its use to reduce the cost and increase the value of operational activity”

Forrester

“BI is a set of methodologies, processes, architectures, and technologies that transform raw data into meaningful and useful information used to enable more effective strategic, tactical, and operational insights and decision-making.”

TDWI

“BI is the ability of an organization or business to reason, plan, predict, solve problems, think abstractly, comprehend, innovate, and learn in ways that increase organizational knowledge, inform decision processes, enable effective actions, and help to establish and achieve business goals.”

“a set of methodologies to improve decision making in business through use of facts and fact-based systems.”

Definition

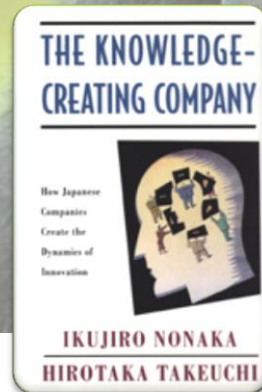
Business $\approx$ doing business

Intelligence $\approx$ it's about knowledge

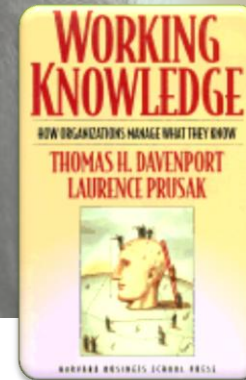
BI = Doing business aided by knowledge



MATHIEU WEGGEMAN
Kennismanagement: de praktijk

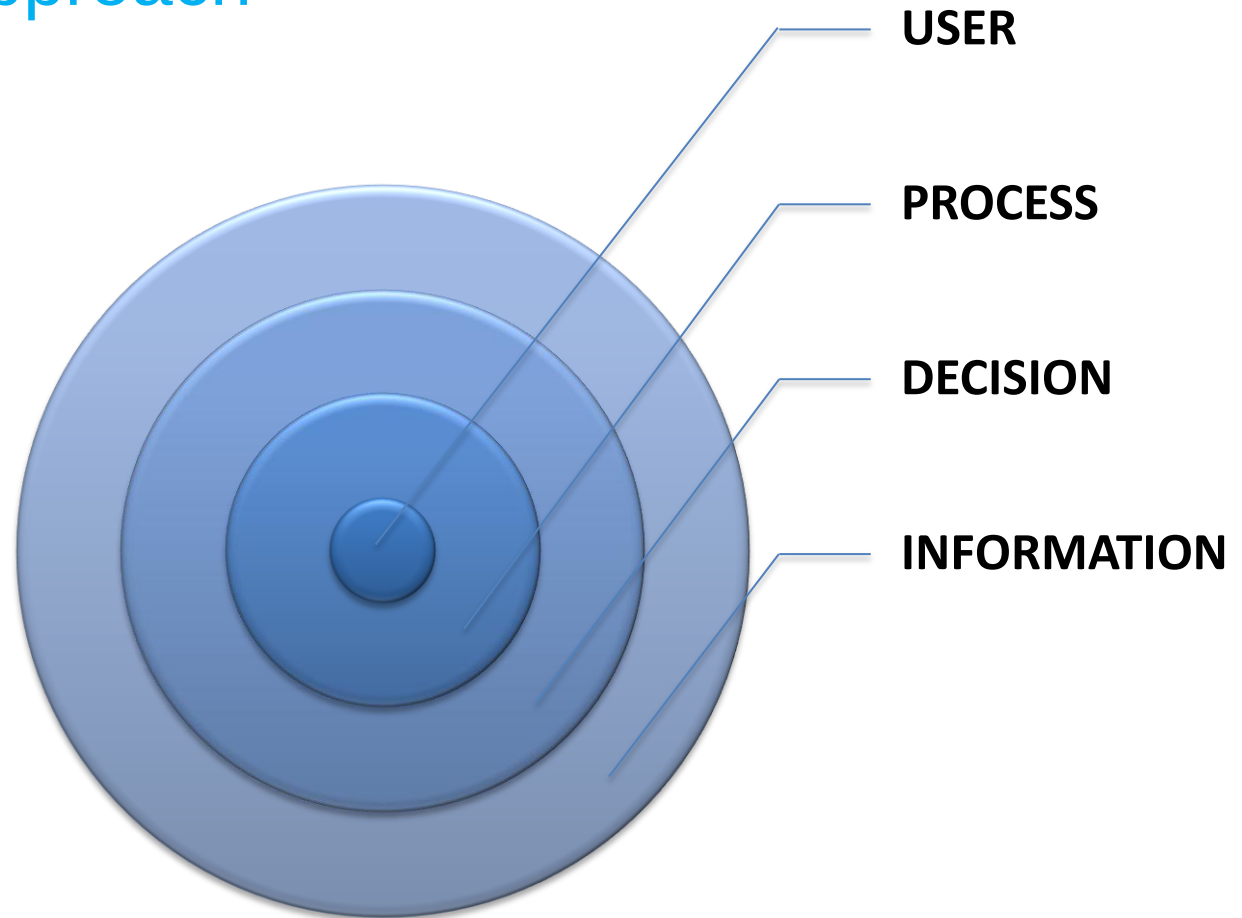


IKUJIRO NONAKA / HIROTAKA TAKEUCHI
The Knowledge creating company

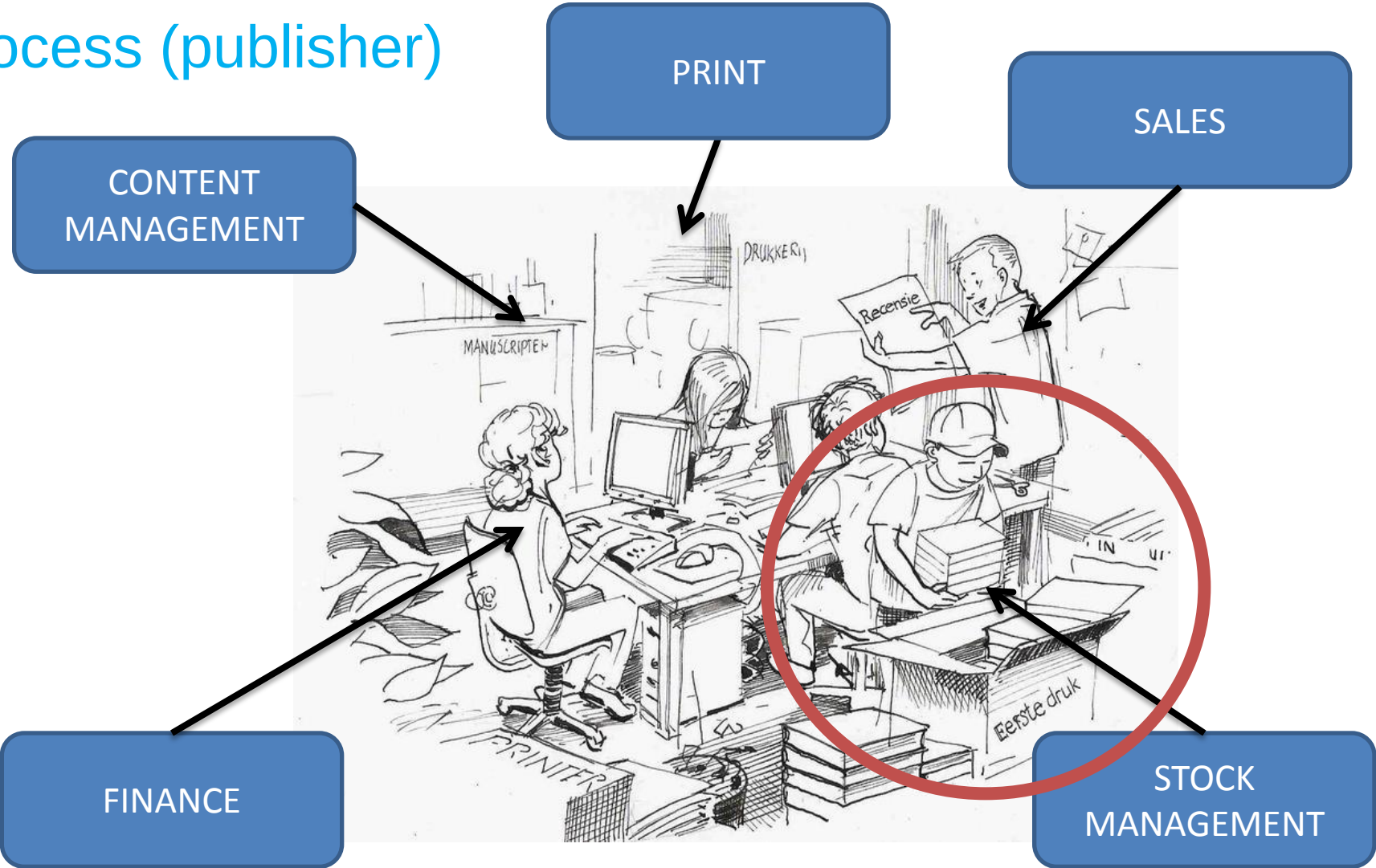


THOMAS DAVENPORT / LAURENCE PRUSK
Working Knowledge

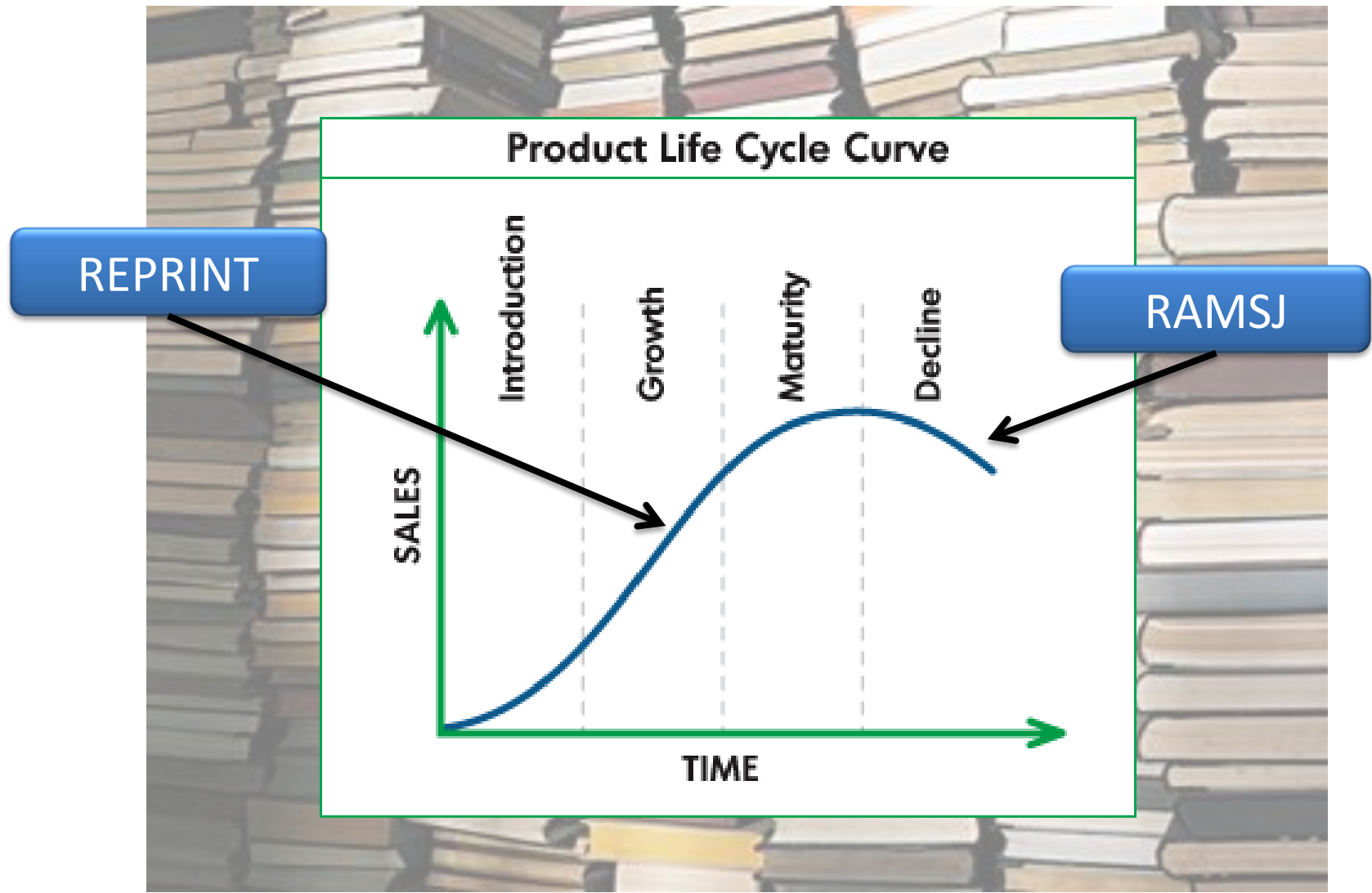
User centric approach



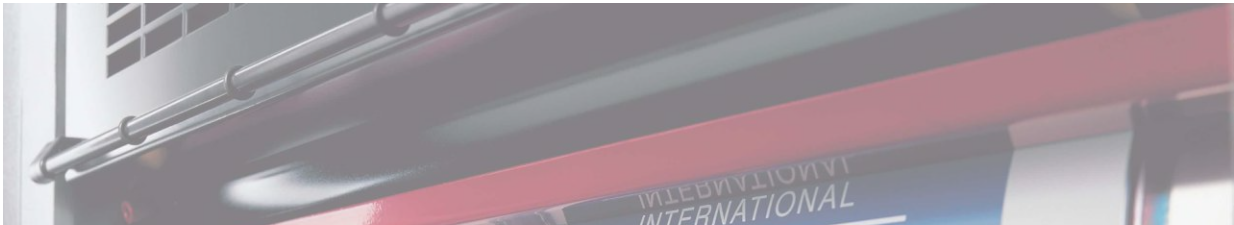
Process (publisher)



Stock management



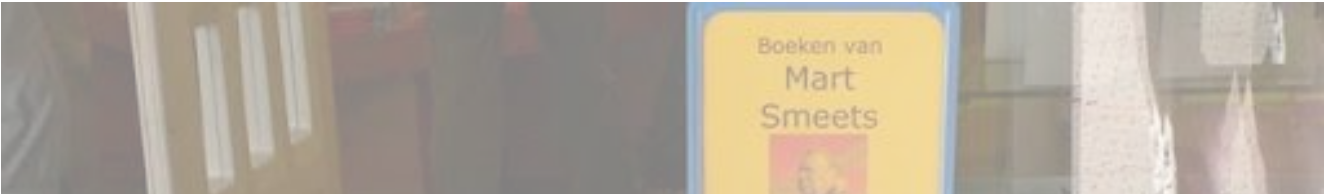
Reprint decision



Publisher			
Process	Decision	Information	Data
Stock Management	Reprint	Stock high level Sales detailed	Free stock Sales last 21 days



Ramsj decision



Publisher			
Process	Decision	Information	Data
Stock Management	Reprint	Stock high level Sales detailed	Free stock Sales last 21 days
	Ramsj	Stock detailed Sales high level	Free, reserved, blocked stock Sales last month, years



titel:  [tonen](#)

auteur: 

verschijningsdatum van:  t/m: 28-10-2012 

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0			0	13.087	0	13.087	0	13.087	0	13.087	0	13.087	0
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0			0	12.085	0	12.085	0	12.085	1	12.085	1	12.086	0
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0			0	10.395	300	10.419	17	10.723	3	10.733	10	10.737	13
Totaal			17.241	4.336.409	10.173	4.417.744	17.463	4.445.781	26.893	4.463.306	17.880	4.499.247	41.729

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Business Intelligence

**It's not about gathering information
and hope you can find a decision to make**

**It's about gathering decisions
and hope you can find information to create**



METHOD

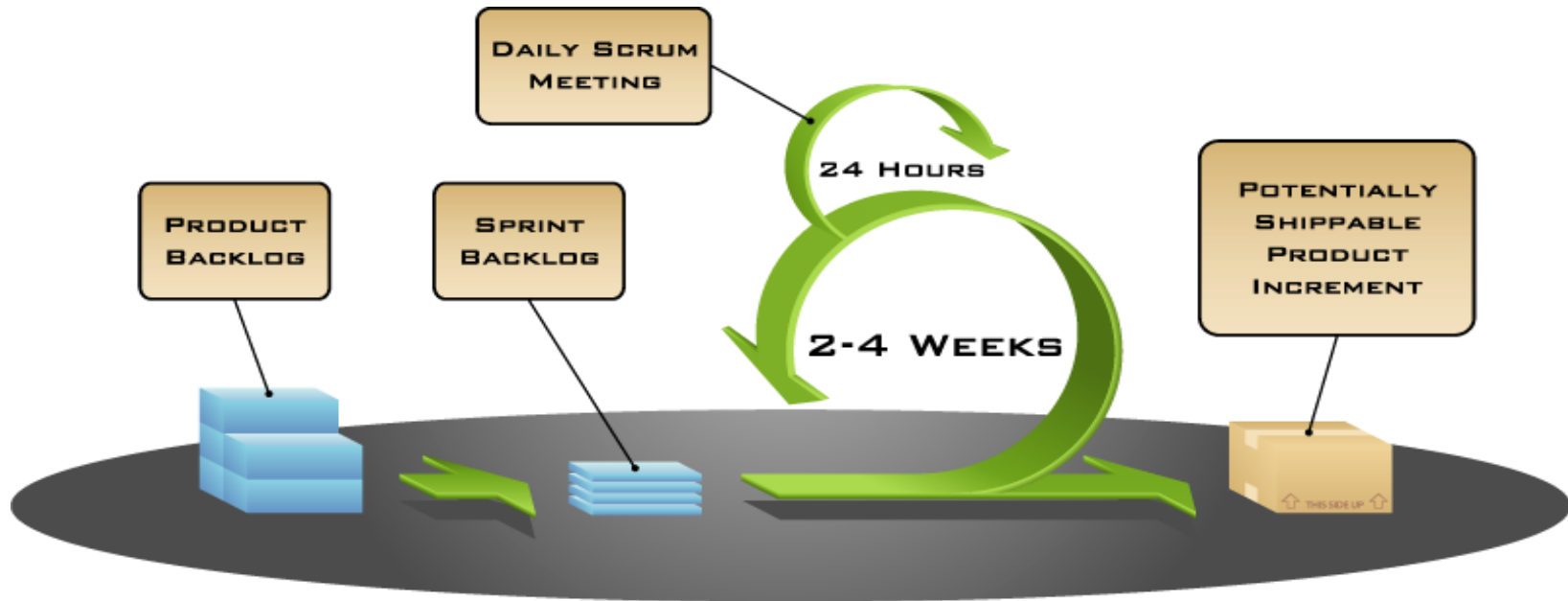
Agile

ability to react on change with focus and total control



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SCRUM Process



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SCRUM Roles



Collaboration?!

ability to react on change with focus and total control

CT

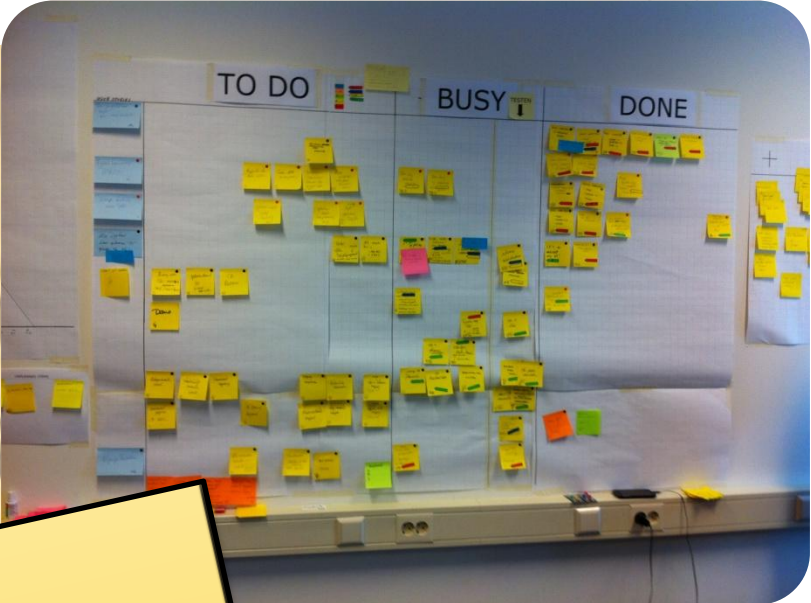
COMMUNICATION

Communication artifacts

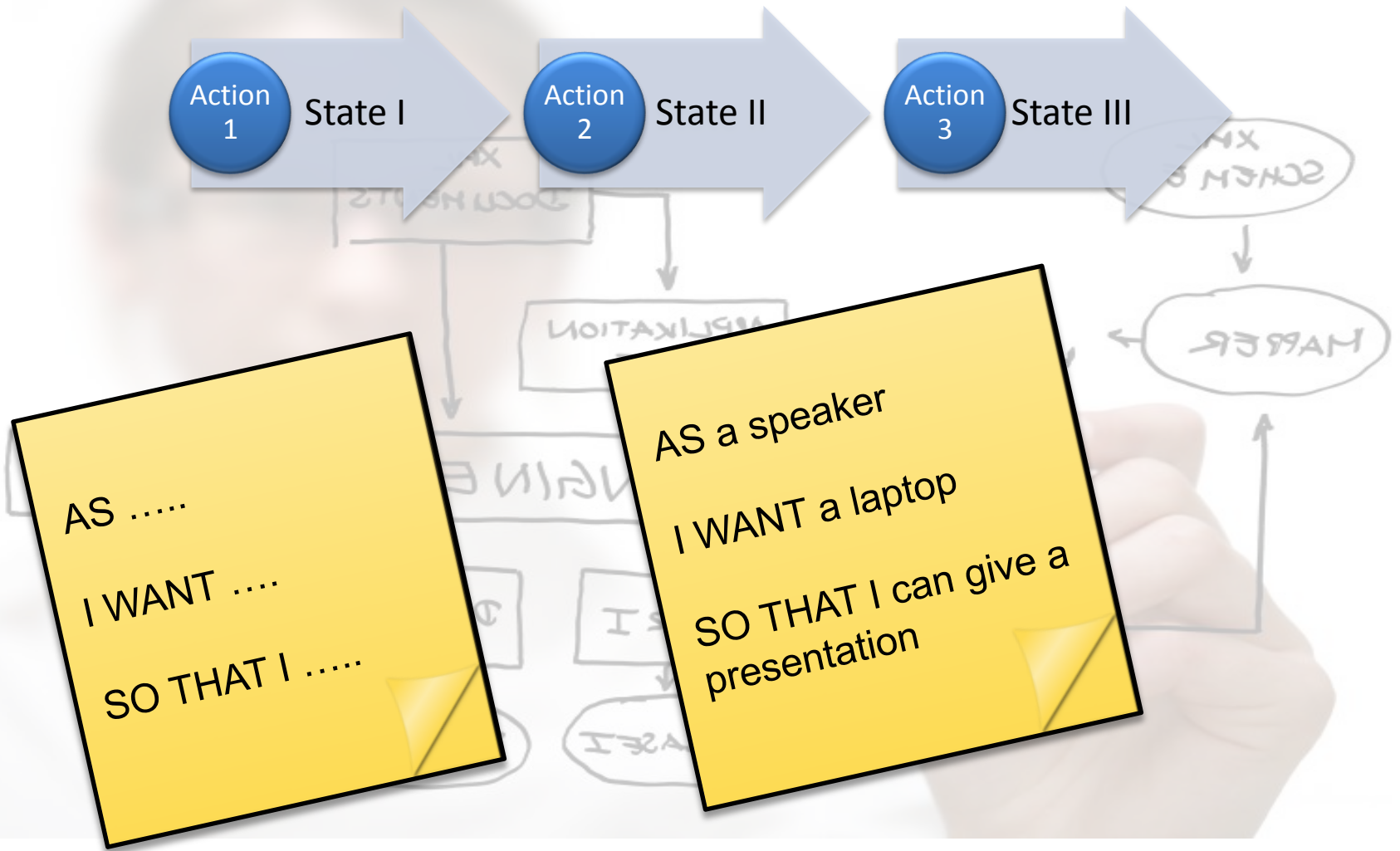
STORY BOARD		
TODO	BUSY	DONE

BURNDOWN	
	Goal

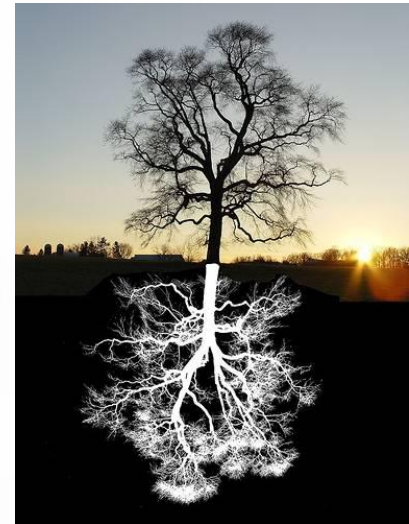
RETROSPECTIVE		



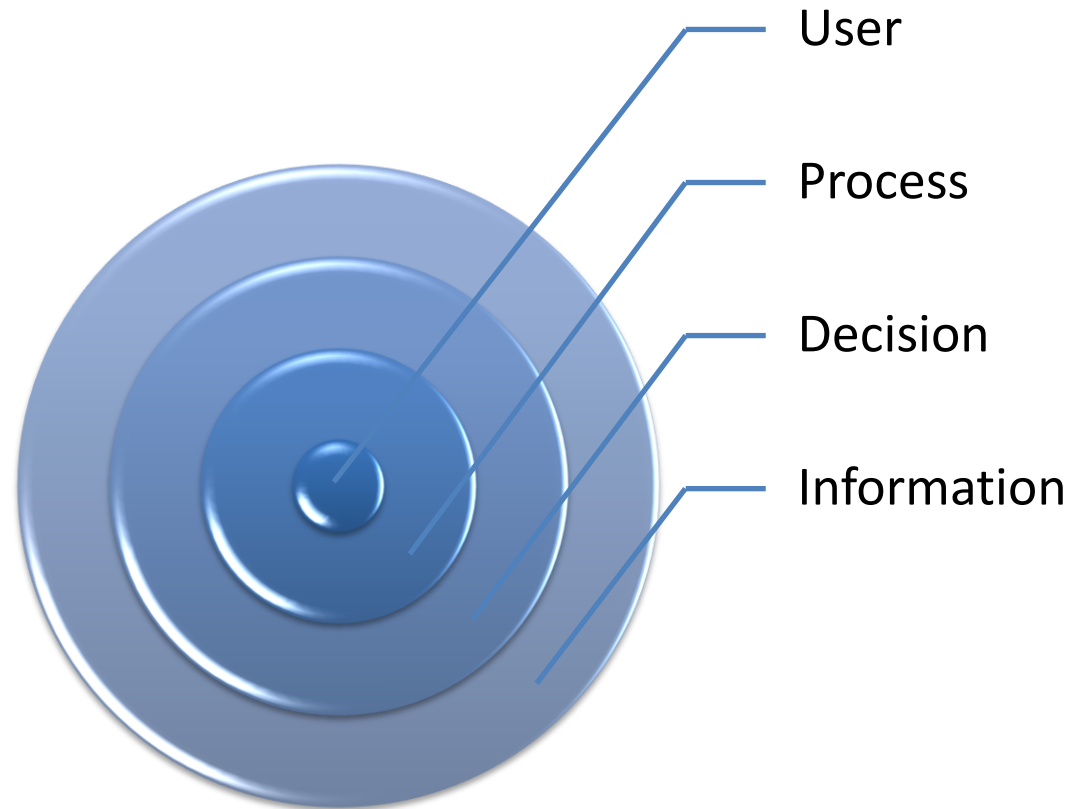
Traditional scrum



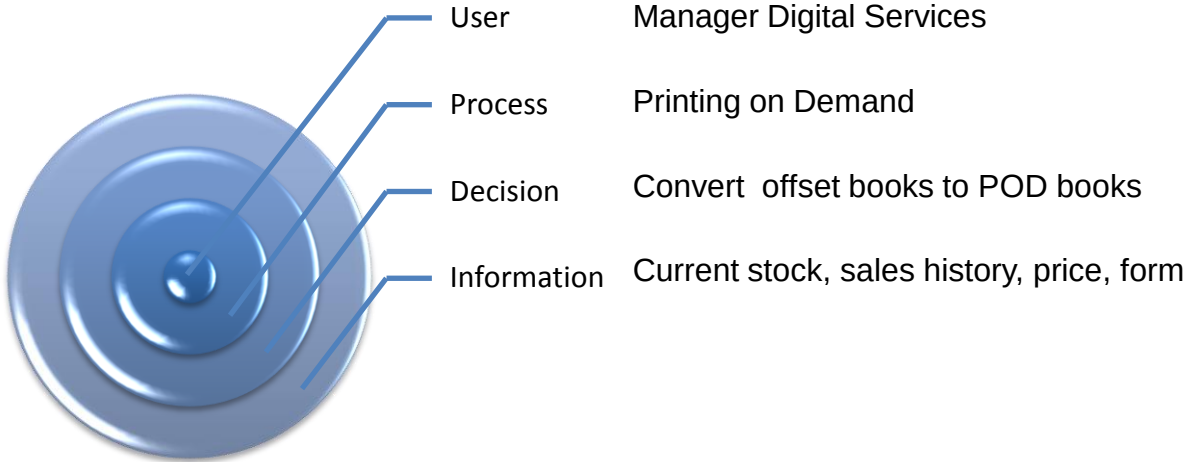
BI User stories



User centric approach



Example



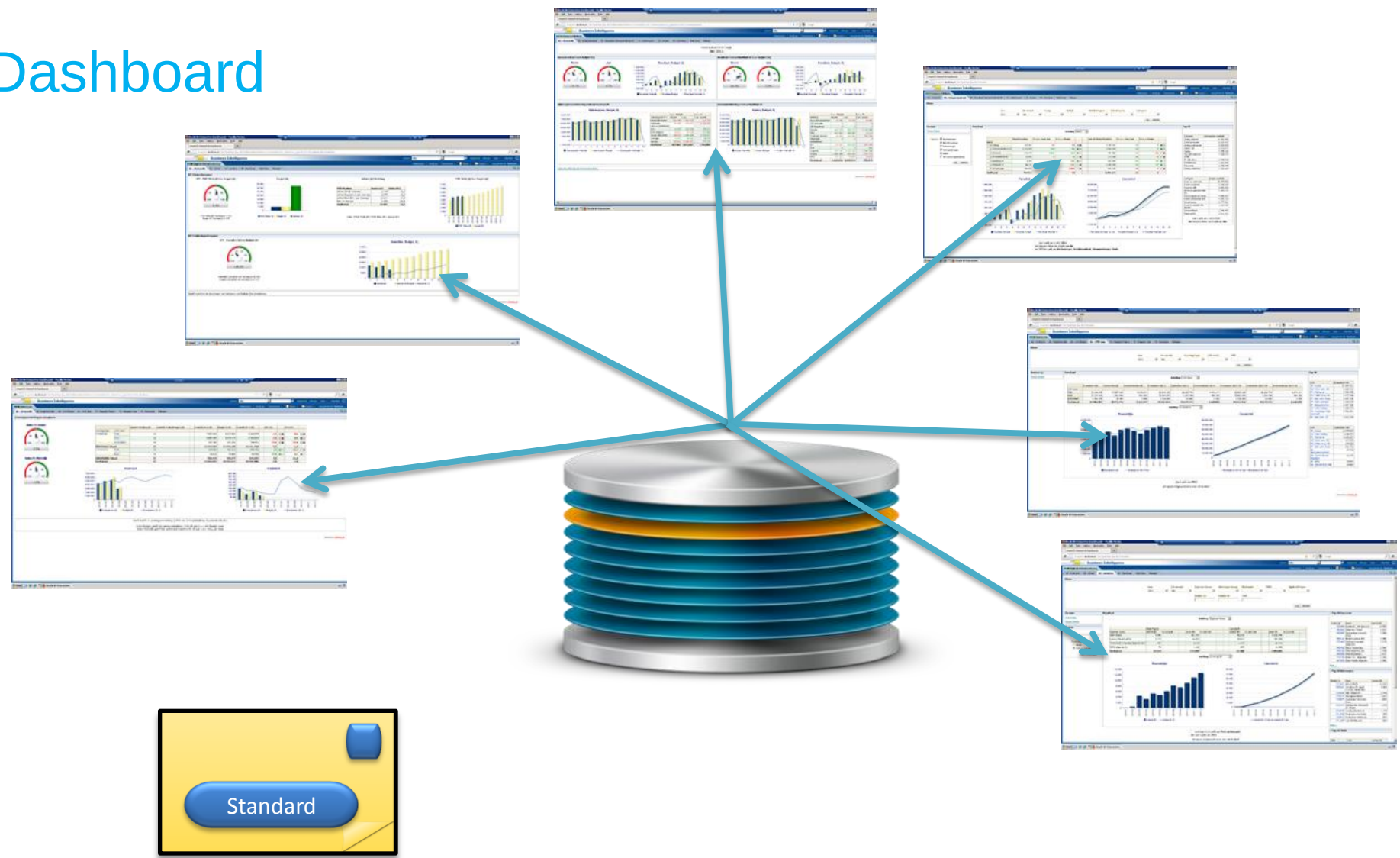
Standard

Dashboard	Graphs	Filters
Design	Views	Interaction

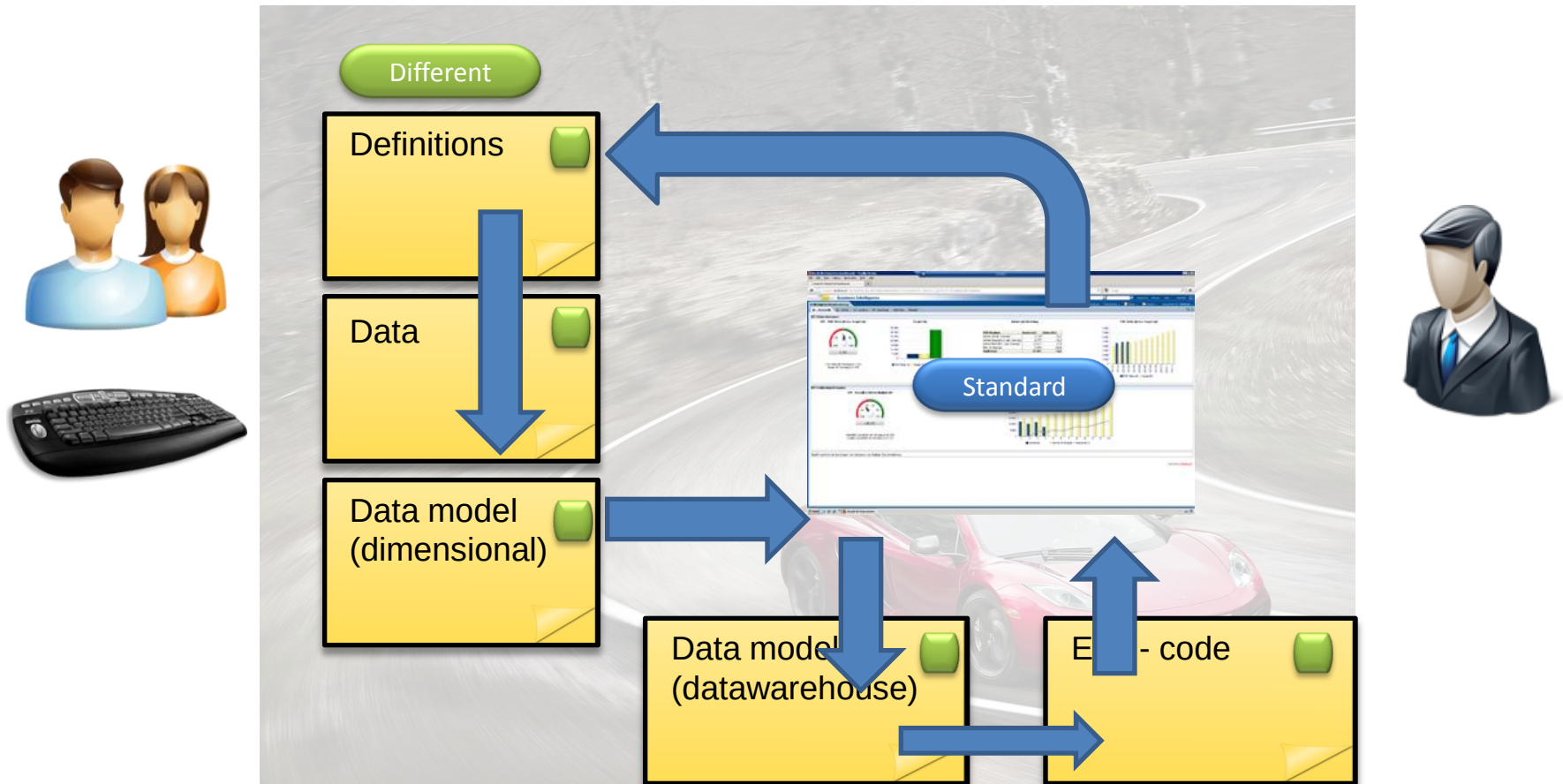
Different

Data model (dimensional) (datawarehouse)	ETL - code
Definitions	Data

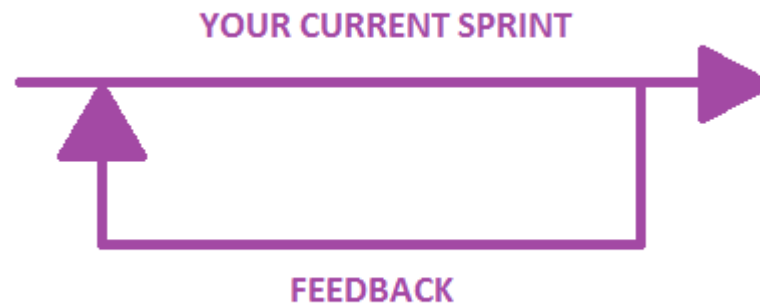
Dashboard



Begin with the end in mind



Feedback loop



Let's play poker

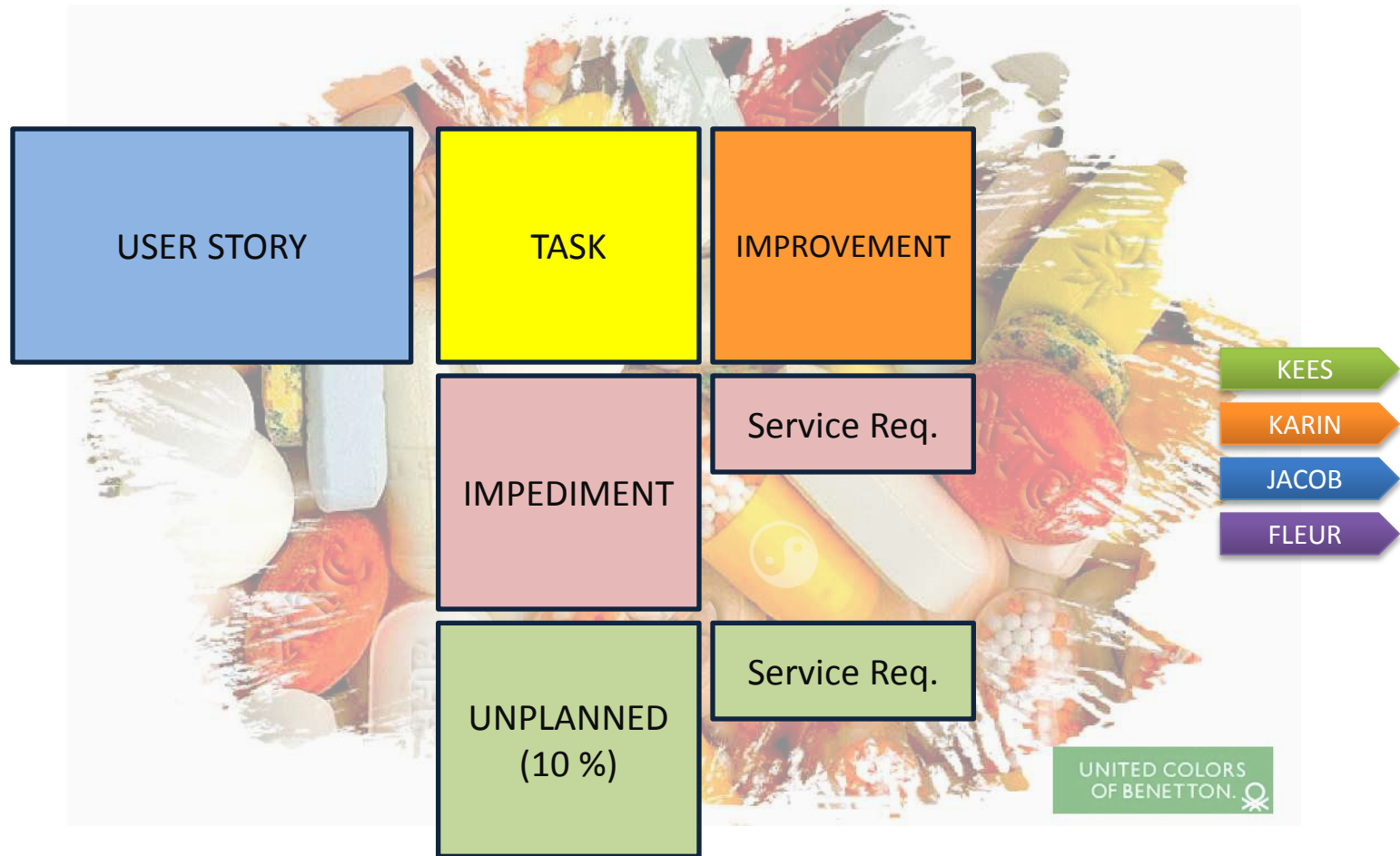
The image shows a Scrum Planning Poker deck by Klean. The deck is dark green with white text. The left side of the deck features the text "Klean Scrum Planning Poker Free" and the website "www.kleancode.com". The right side of the deck is a grid of cards with various values. Three yellow sticky notes are placed on the right side of the deck, each with a task name and a value.

1/2	1	2
3	5	8
13	20	40
100	∞	?
Klean		i

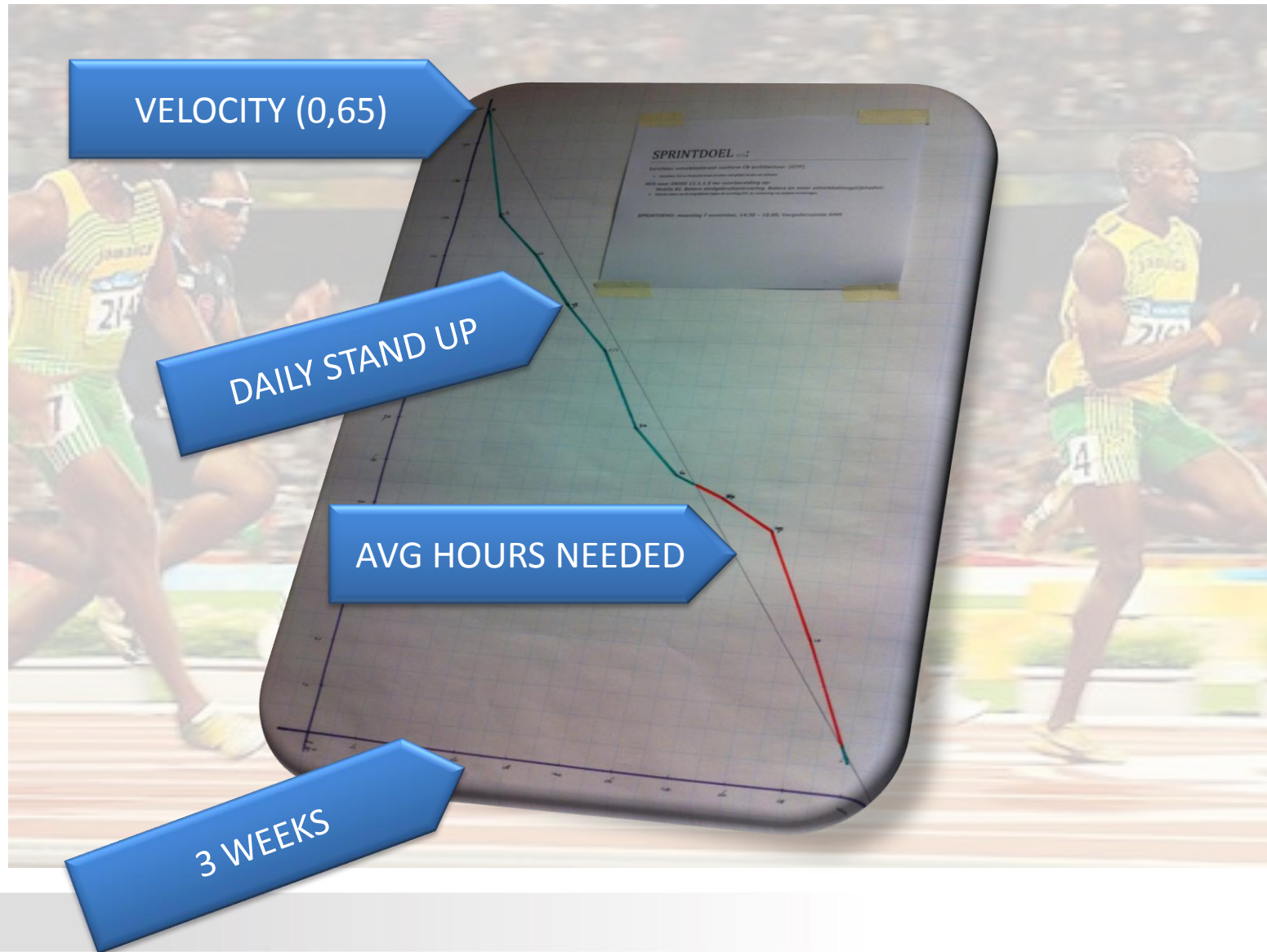
Sticky notes:

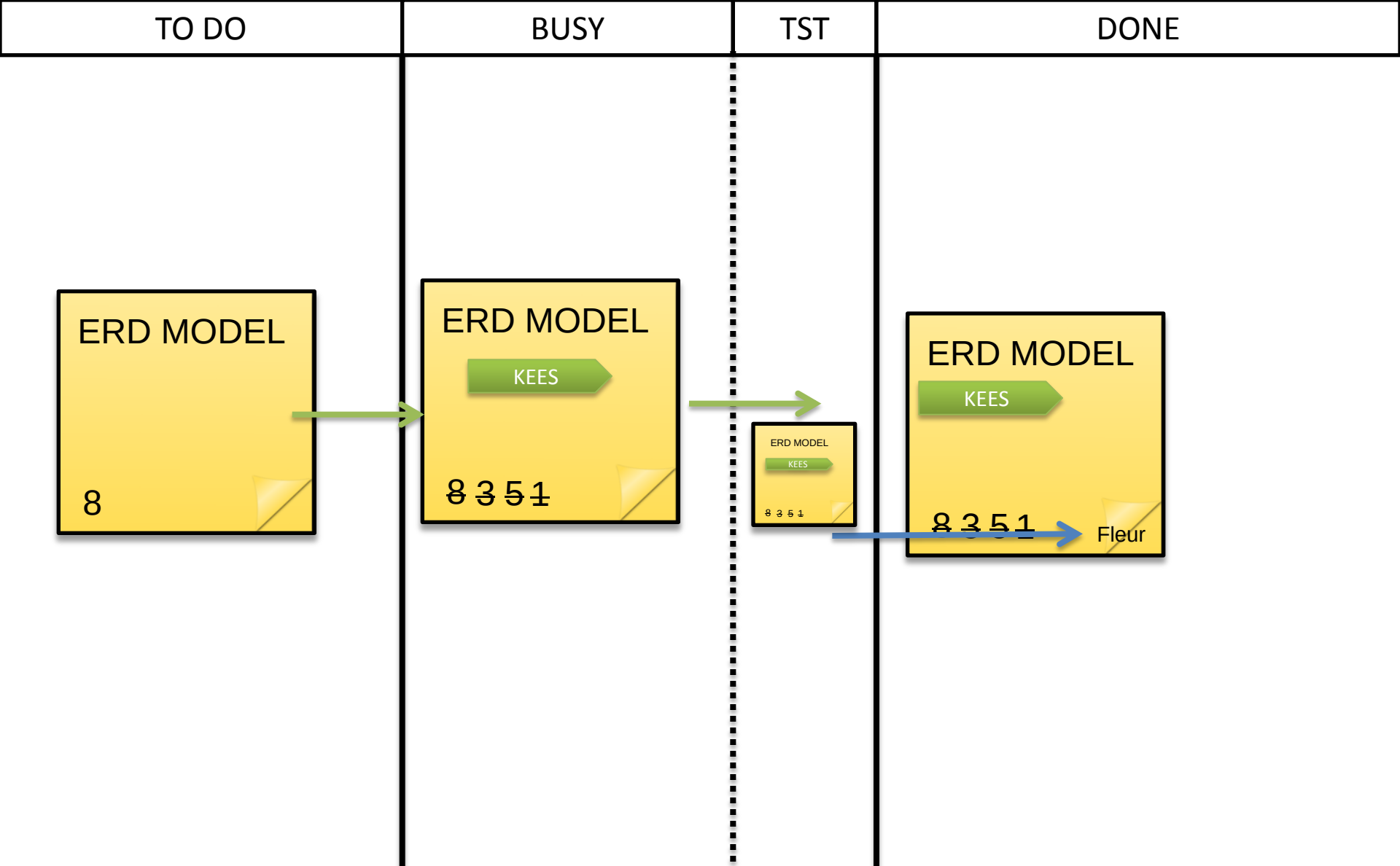
- FILTER SECTION (2)
- ERD MODEL (8)
- ETL CODE (12)

Leverage communication

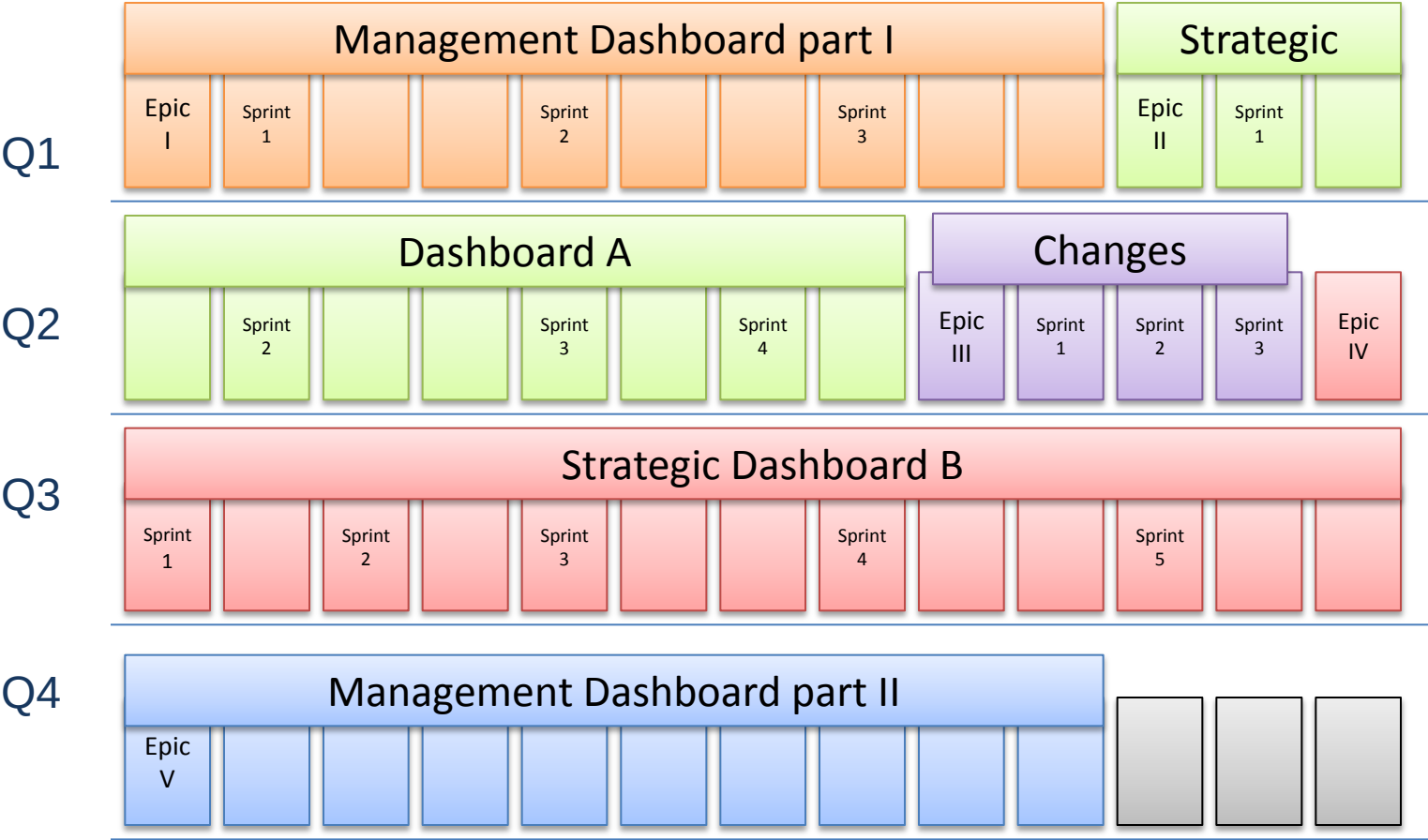


Sprint

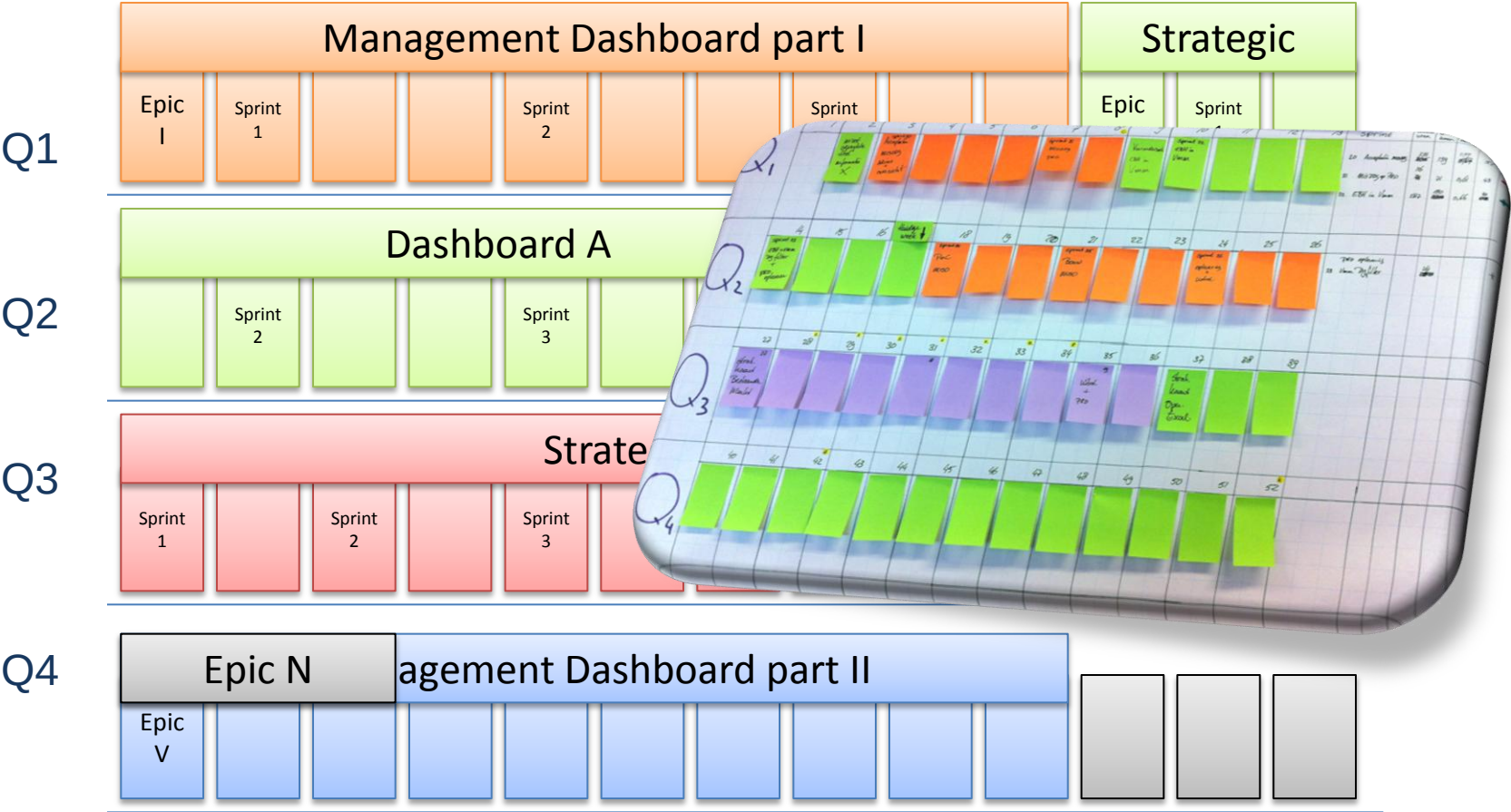




Strategic roadmap

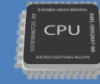


Strategic roadmap



Agile organisation

BI
Advisory
Board



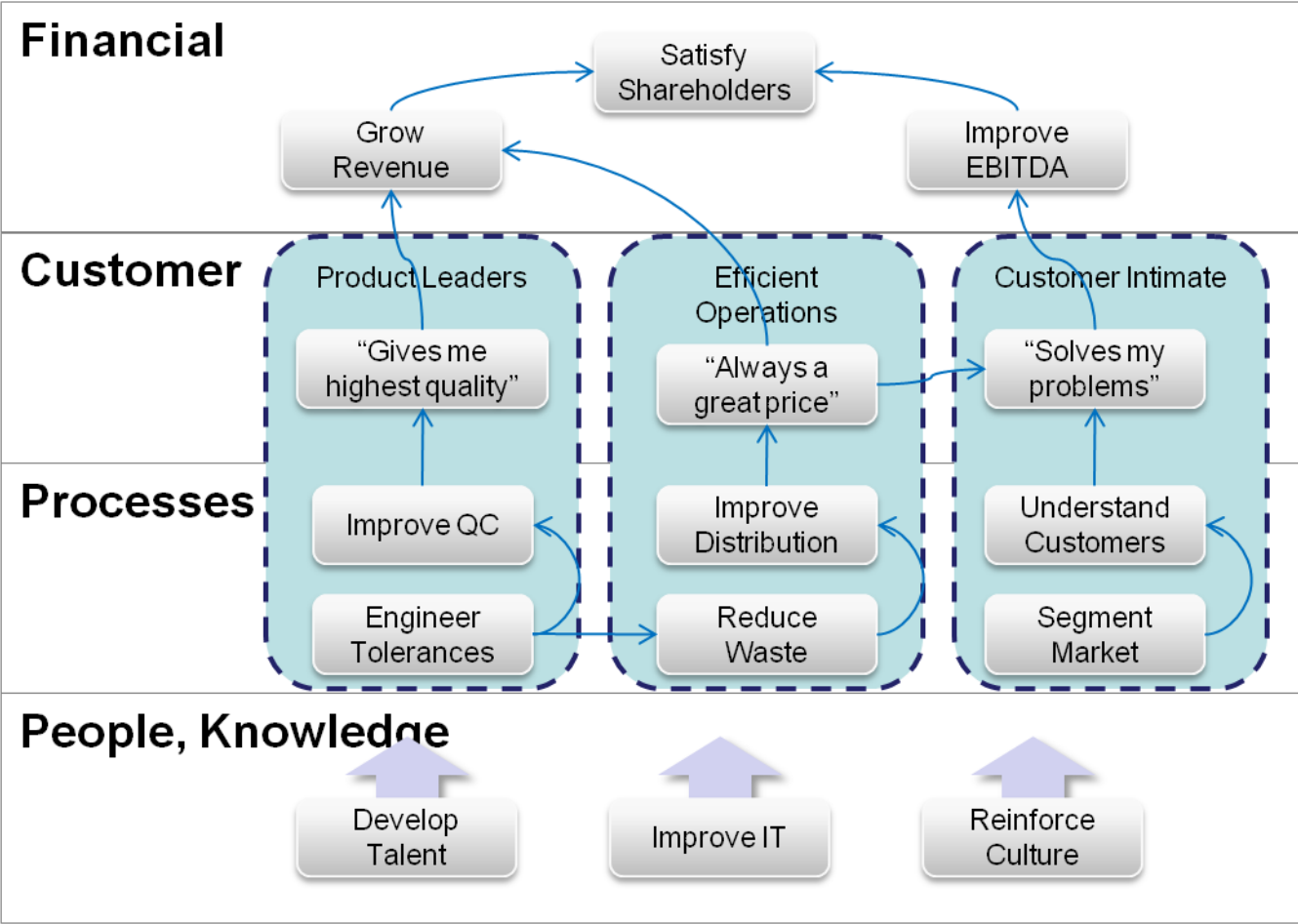
BICC



Continuous improvement & collaboration



From dashboard to metrics

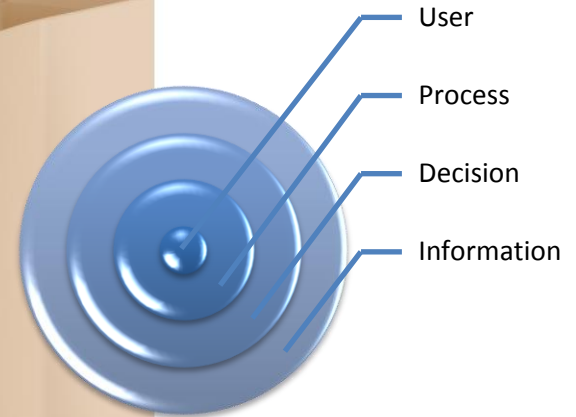


Mobile BI





Wrap up



A grayscale background image showing a person's hand touching a tablet. The tablet screen displays a report titled 'Total Available Market: March 2017 & 2018'. The report includes a table with columns for 'Market Segment', 'Total Available Market', and 'Total Available Market as % of US population'. The text is overlaid with a semi-transparent blue box containing the title.

People and Information Engineered to Work Together



Emiel van Bockel



e.van.bockel@cb-logistics.nl



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