

Boosting Value

Together we are a bestseller

centraal boekhuis

Boosting value with Business Intelligence

Emiel van Bockel



UNIVERSITEIT TWENTE. predict


- Bachelor Information Engineering
- Master in Management & ICT
- Mars / CHV / Digital
- Tulp Computers ('95)
- Campina Melkunie ('97)
- Awiko ('99)
- Centraal Boekhuis ('00)
- since 1997
- 1e - SAP
- Oracle
- Business Objects
- OBIEE

- BI Award (publics) winner 2007
- Best speaker Computable seminar 2008
- Keynote speaker European TDWI seminar 2008
- Speaker Gartner BI summit 2010
- Nominee BI Consultant of the year 2010

- * The success behind BI
- * Business Intelligence: Creating Value
- * Business Elements: Getting more business out of your processes
- * The I-Factor

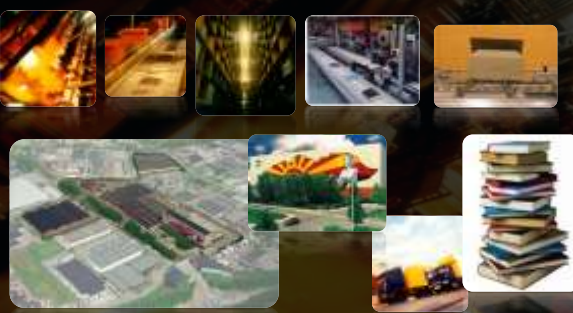
✓ What does information do to a user?
✓ What does a user do with information?

Introduction



1871

History



Today

PUBLISHER → BOOKS → BOOK SELLER

CENTRAAL BOEKHUIS

← C C C C ←

70 Million Books
1 Billion €
600 Publishers
1800 Booksellers

Centraal Boekhuis

Aiding success to our customers through excellent logistic services

INTERNAL BUSINESS INTELLIGENCE

EXTERNAL BUSINESS INTELLIGENCE

BI align with our mission

- Publishers
 - > Very satisfied (enthusiastic)
 - > Score "good" to "very good"
 - > 75% of all publishers (500) live within 1 month
 - > They say they are better informed
- Commercial success
 - > the given target is realized 5 times faster
 - > ROI < 1 year
 - > 25% growth within the first year
- Users
 - > 600 Publishers
 - > 1750 Named users
- Award winning application (BI as a Service)



central BI solutions **The Success**



central BI solutions **Demo BI as a Service**

BI as a Service

Reporting
Management information
Benchmarking

central BI solutions **Demonstration External BI**

ACTIONABLE

Consistency
Flexibility
Insight

central BI solutions **ACTIONABLE**

CONSISTENCY

Information
Functionality
Layout

central BI solutions **Consistency**

CONSISTENCY

central BI solutions **Consistency**

FLEXIBILITY

Filters
Sorting
Zoom in / out



central BI systems Flexibility

FLEXIBILITY



central BI systems Flexibility

INSIGHT

Customers
Products
Markets



central BI systems Insight

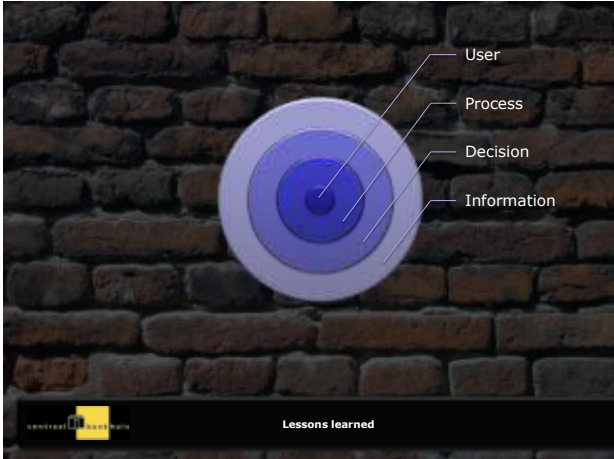
INSIGHT



central BI systems Insight

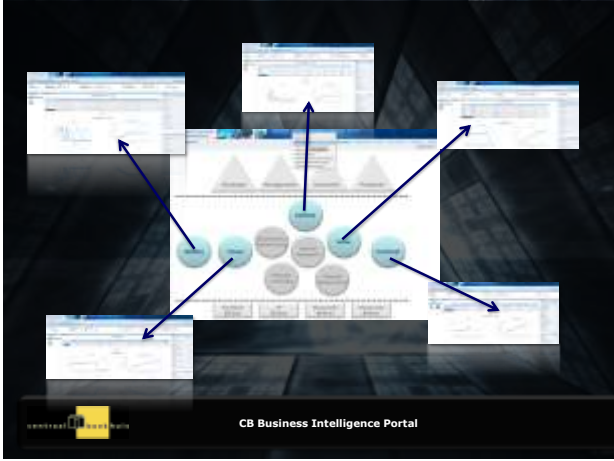
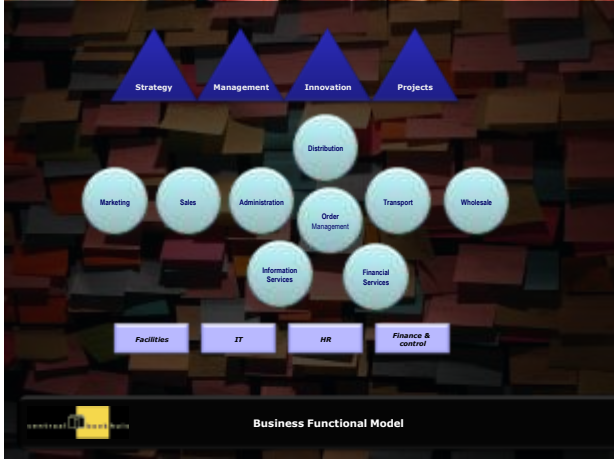
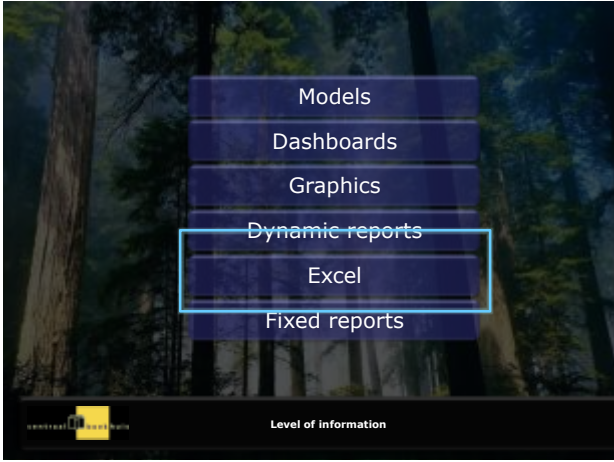
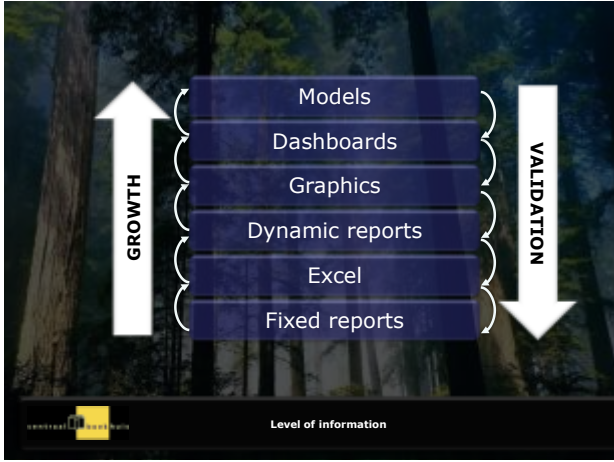


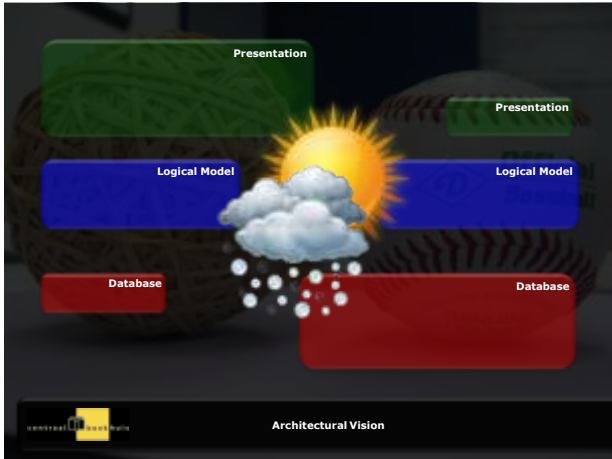
central BI systems Demo BI as a Service



central BI systems Lessons learned

Boosting Value



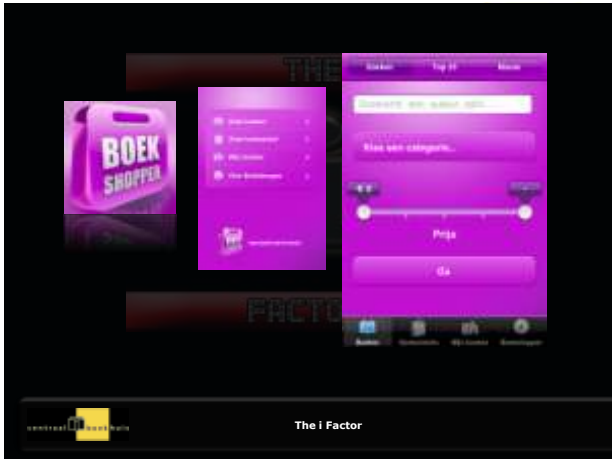




Future plans (external)

- External**
 - Preferred supplier
 - Factor of service
 - Insight market
 - Single point of business
 - Administration
 - Logistics
 - Information
 - Finance
- Internal**
 - Aligned communication
 - Factor of production
 - Market insight
 - Single point of information
 - Administration
 - Logistics
 - Information
 - Finance

Boosting value through BI



The I Factor

The graphic includes a large blue question mark icon and a document titled "Suggested reading". The text on the document is as follows:

E.van.bockel@centraal.boekhuis.nl
 Site: www.cbonline.nl
 Blog: www.bifacts.com
 Twitter: [bifacts](https://twitter.com/bifacts)

Suggested reading:
Journal of Management Excellence; Creating value
Whitepaper Business Elements: Getting more business out of your processes

Questions