

Together we are a bestseller

centraal  boekhuis

Business Intelligence & Architecture

Emiel van Bockel



Business Intelligence RT SIG
London 25 Feb 2010






- Bachelor Information Engineering
- Master in Management & ICT



- Mars / CHV / Digital
- Tulip Computers ('95)
- Campina Melkunie ('97)
- Aviko ('99)
- Centraal Boekhuis ('00)



- since 1997
- 1e - SAP
- Oracle
- Business Objects
- OBIEE



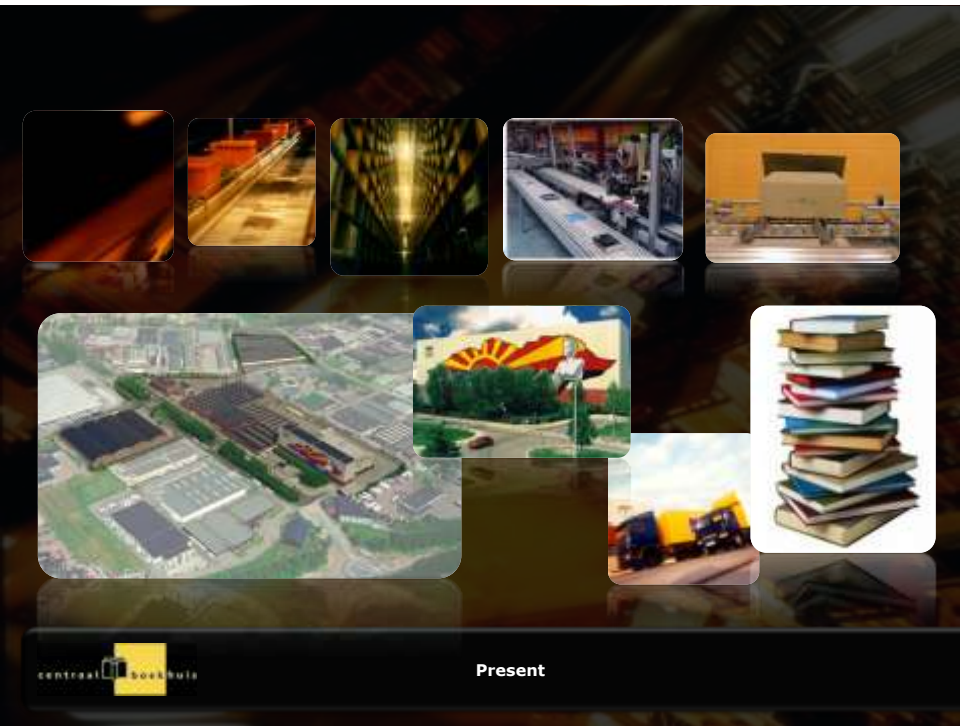
- BI Award (publics) winner 2007
- Best speaker Computable seminar 2008
- Keynote speaker European TDWI seminar 2008
- Speaker Web seminar Oracle BI SIG
- Articles: 'The success behind BI' / 'Enterprise Warehouse Architecture'
- Oracle Journal of Management Excellent issue 4
- Speaker Gartner BI summit 2010

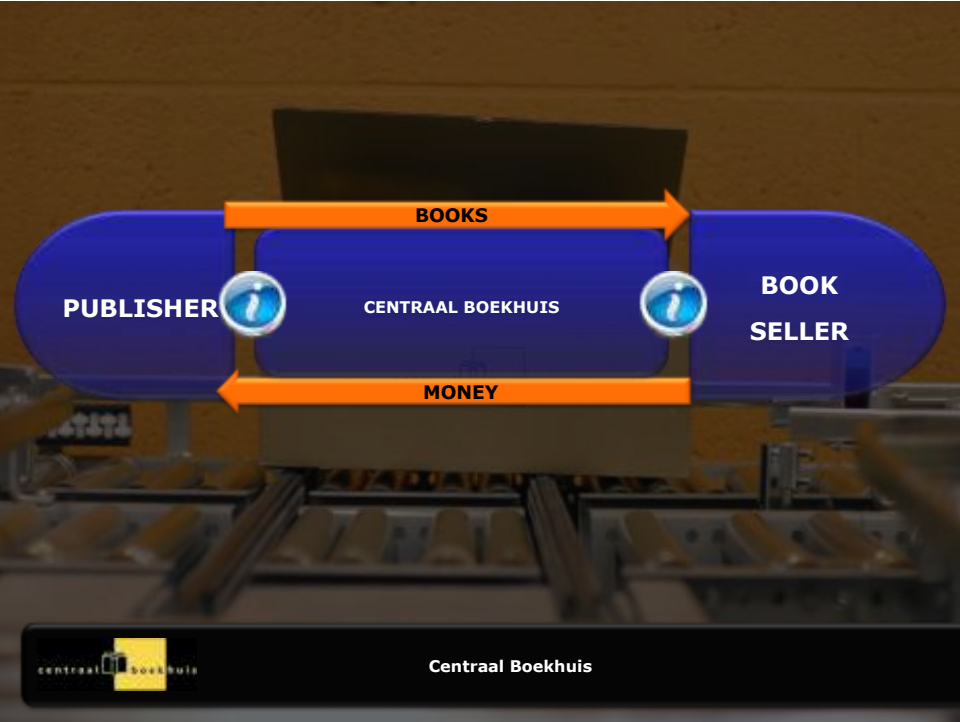


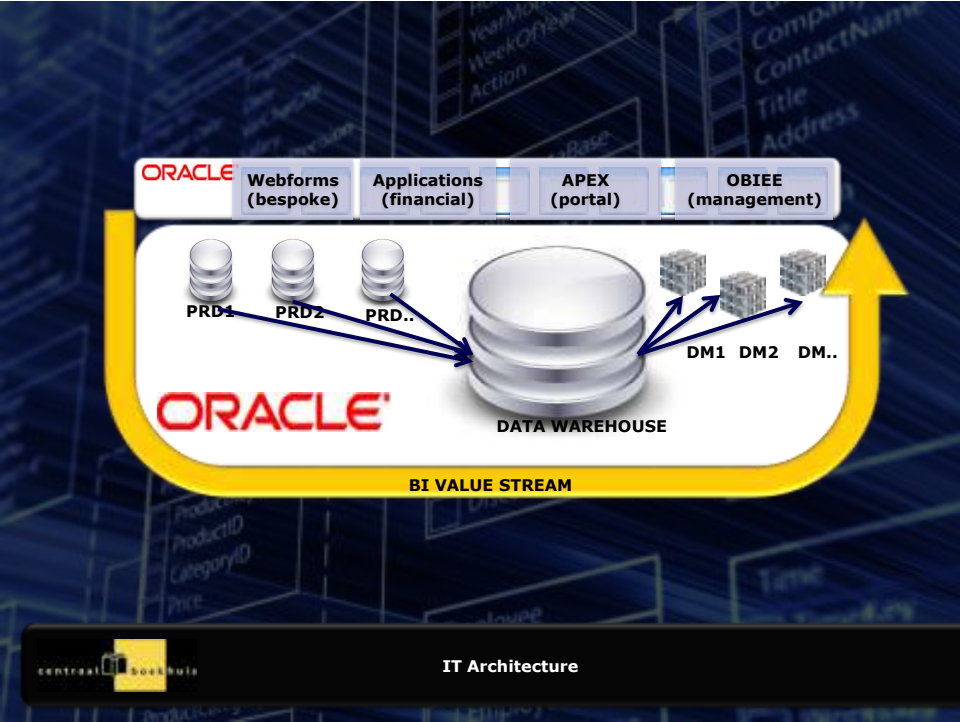
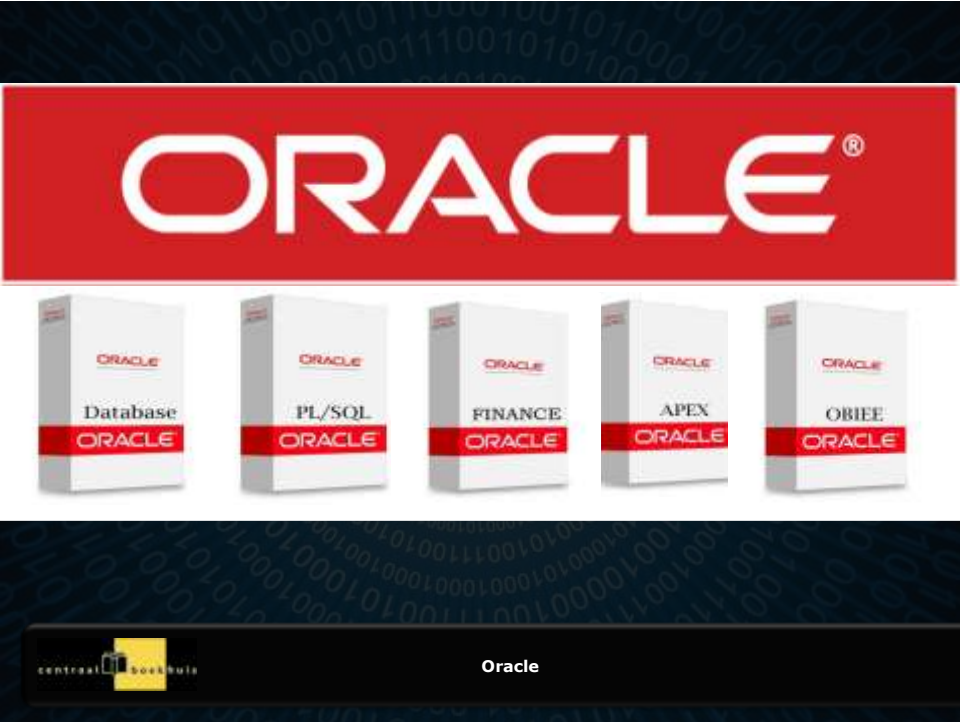
- ✓ What does information do to a user?
- ✓ What does a user do with information?



Introduction









ACTIONABLE

Consistent
Flexible
Insight


centraal  Boekhuis

ACTIONABLE

The image shows a dark-themed BI dashboard with a table of data. The word 'ACTIONABLE' is overlaid in large white letters at the top. Below it, the words 'Consistent', 'Flexible', and 'Insight' are stacked vertically. At the bottom left is the 'centraal Boekhuis' logo, and at the bottom right is the word 'ACTIONABLE'.

CONSISTENT

Information
Functionality
Layout

centraal  Boekhuis

Consistent

The image shows the same dark-themed BI dashboard as above. The word 'CONSISTENT' is overlaid in large white letters at the top. Below it, the words 'Information', 'Functionality', and 'Layout' are stacked vertically. At the bottom left is the 'centraal Boekhuis' logo, and at the bottom right is the word 'Consistent'.

FLEXIBILITY

Product	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10
Product A	100	110	120	130	140	150	160	170	180	190
Product B	200	210	220	230	240	250	260	270	280	290
Product C	300	310	320	330	340	350	360	370	380	390
Product D	400	410	420	430	440	450	460	470	480	490
Product E	500	510	520	530	540	550	560	570	580	590
Product F	600	610	620	630	640	650	660	670	680	690
Product G	700	710	720	730	740	750	760	770	780	790
Product H	800	810	820	830	840	850	860	870	880	890
Product I	900	910	920	930	940	950	960	970	980	990
Product J	1000	1010	1020	1030	1040	1050	1060	1070	1080	1090

centraal boekhuis Flexibility

INSIGHT

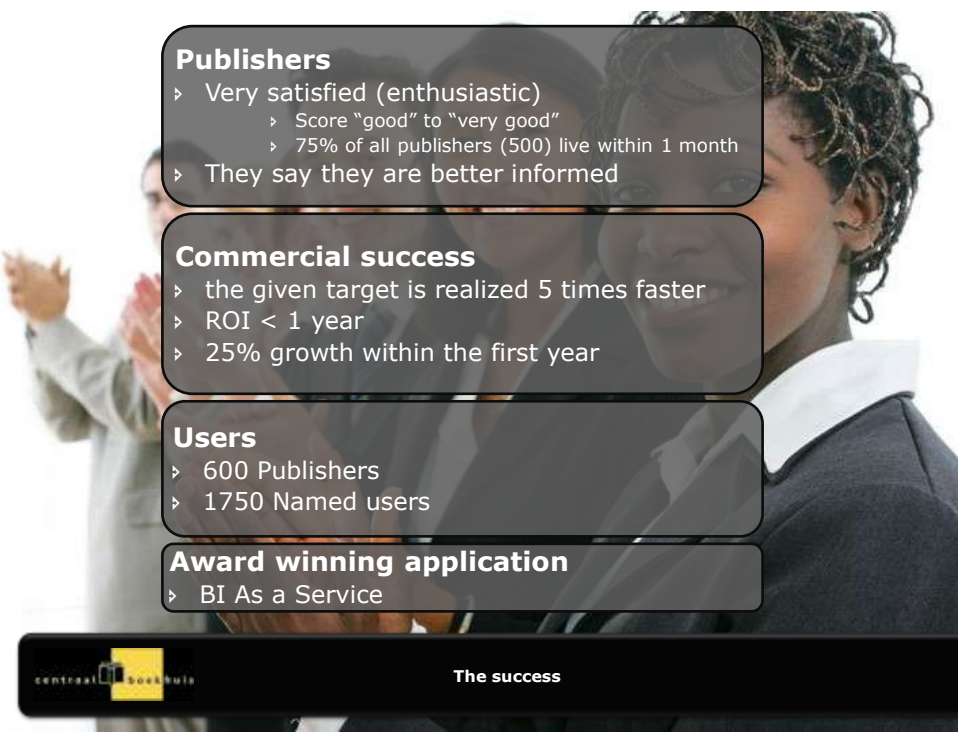
Customers
Products
Markets

Product	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10
Product A	100	110	120	130	140	150	160	170	180	190
Product B	200	210	220	230	240	250	260	270	280	290
Product C	300	310	320	330	340	350	360	370	380	390
Product D	400	410	420	430	440	450	460	470	480	490
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Product I	900	910	920	930	940	950	960	970	980	990
Product J	1000	1010	1020	1030	1040	1050	1060	1070	1080	1090

centraal boekhuis Insight

The screenshot displays a BI dashboard interface. At the top, there are navigation tabs for 'Dashboard', 'Reports', 'Alerts', 'Settings', and 'Help'. Below the navigation, there are several filters and a search bar. The main content area features a data table with the following columns: 'Date', 'Sales', 'Profit', 'Growth', 'Market Share', 'Customer Satisfaction', 'Employee Productivity', 'Operational Efficiency', 'Innovation Index', 'Sustainability Score', and 'Overall Performance'. The table contains several rows of data, including dates like '2023-01-01' and '2023-01-15', and numerical values for each metric. At the bottom left, the logo for 'centraal boekhuis' is visible, and at the bottom right, the word 'Insight' is displayed.

This image is a 3D rendering of a futuristic user interface. It features a central glowing screen displaying the time '01:54:23' in a digital font. To the right of the screen is a glowing folder icon. The background is dark with several glowing, abstract shapes that resemble stylized letters or symbols. At the bottom left, the logo for 'centraal boekhuis' is present, and at the bottom right, the text 'Demo BI as a Service' is displayed.



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

centraal boesbuis **The success**



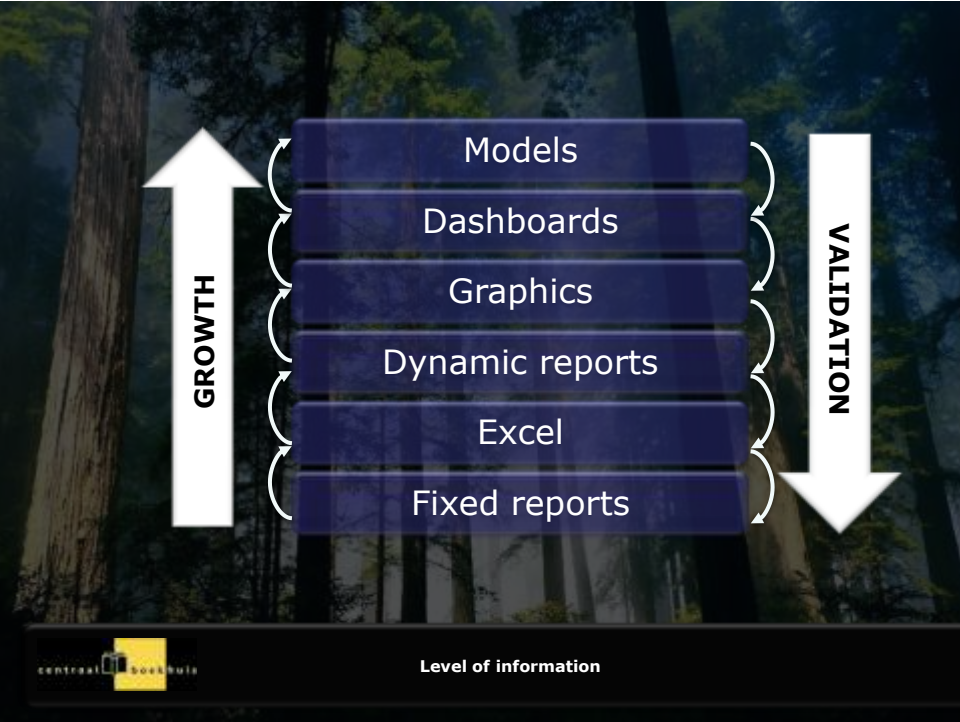
Emiel van Bockel:

- ✓ We got the tools
- ✓ We got the data
- ✓ We got the skills

Emiel van Bockel:

- ✓ I don't want a dashboard
- ✓ I don't understand such metrics
- ✓ I just want a flexible report

centraal boesbuis **Lessons learned**



Business \approx doing business

Intelligence \approx it's about knowledge

BI = *Doing business aided by knowledge*



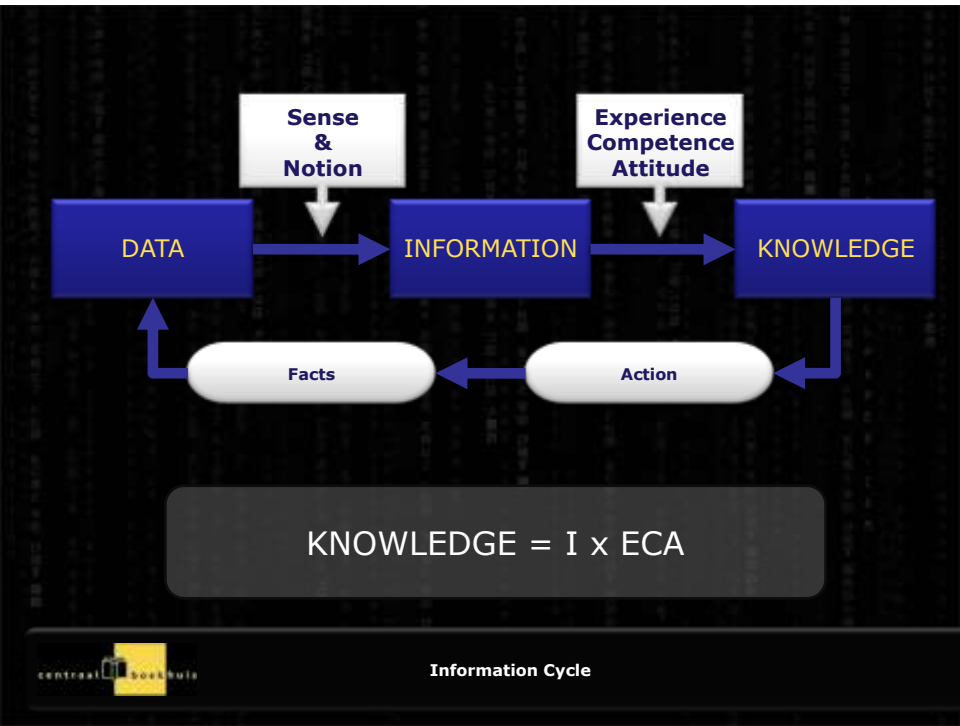
MATHIEU WEGGEMAN
Kennismanagement: de praktijk

IKUJIRO NONAKA / HIROTAKA TAKEUCHI
The Knowledge creating company

THOMAS DAVENPORT / LAURENCE PRUSK
Working Knowledge

centraal Boekhuis

Redefine Business Intelligence





Sales manager
‣ Hurry up, I am late!

Racing driver
‣ With oversteer it will be ok!

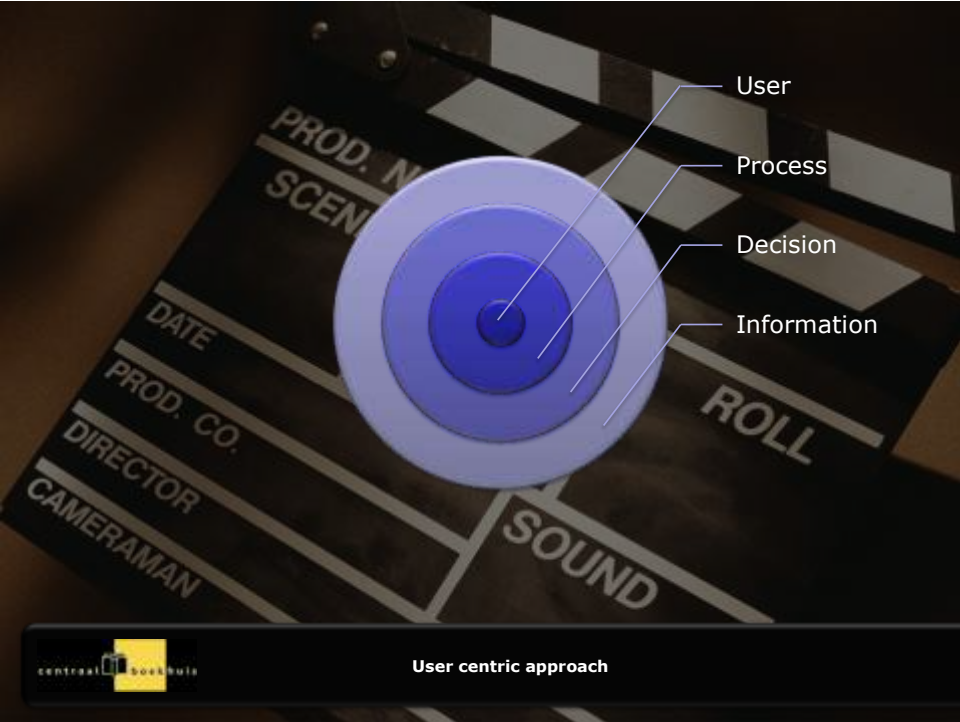
Courier
‣ Can I park my truck?

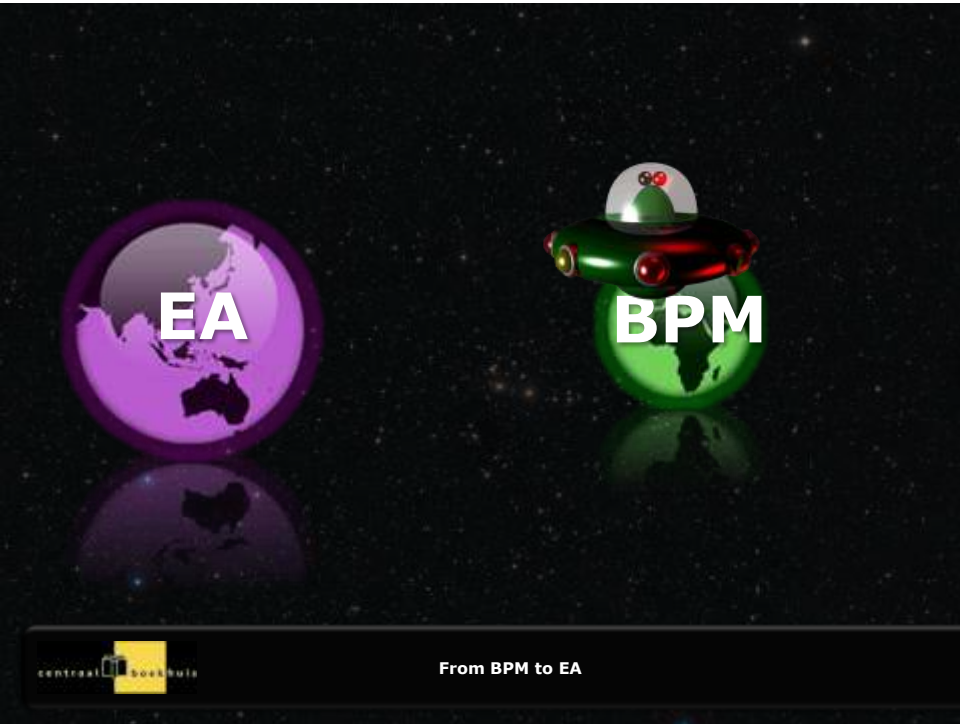
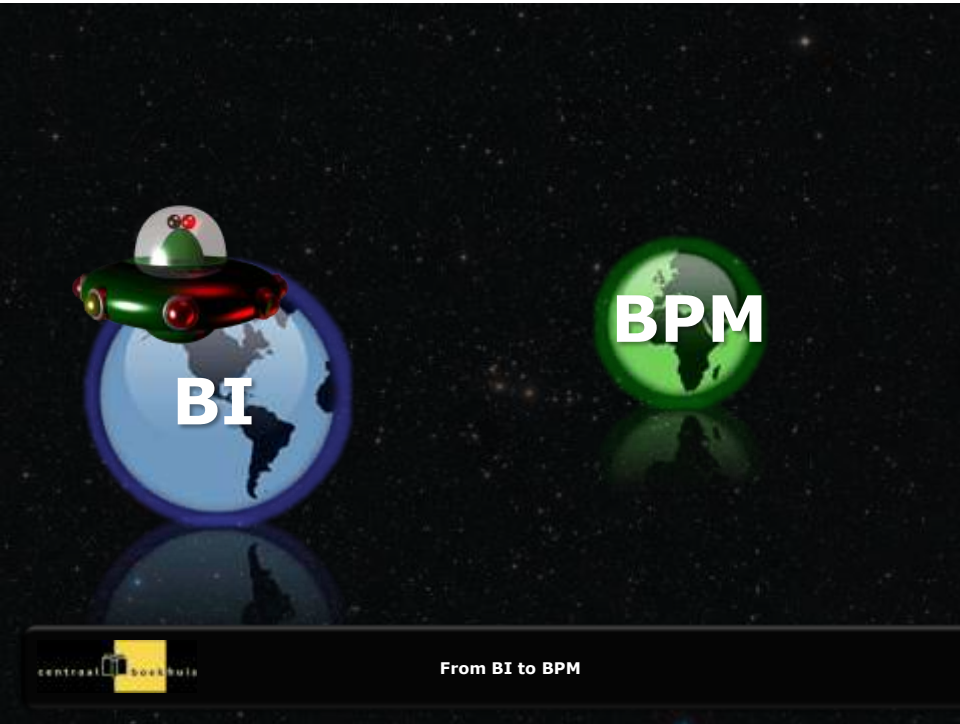
Employee
‣ I am going to fill up my car first..

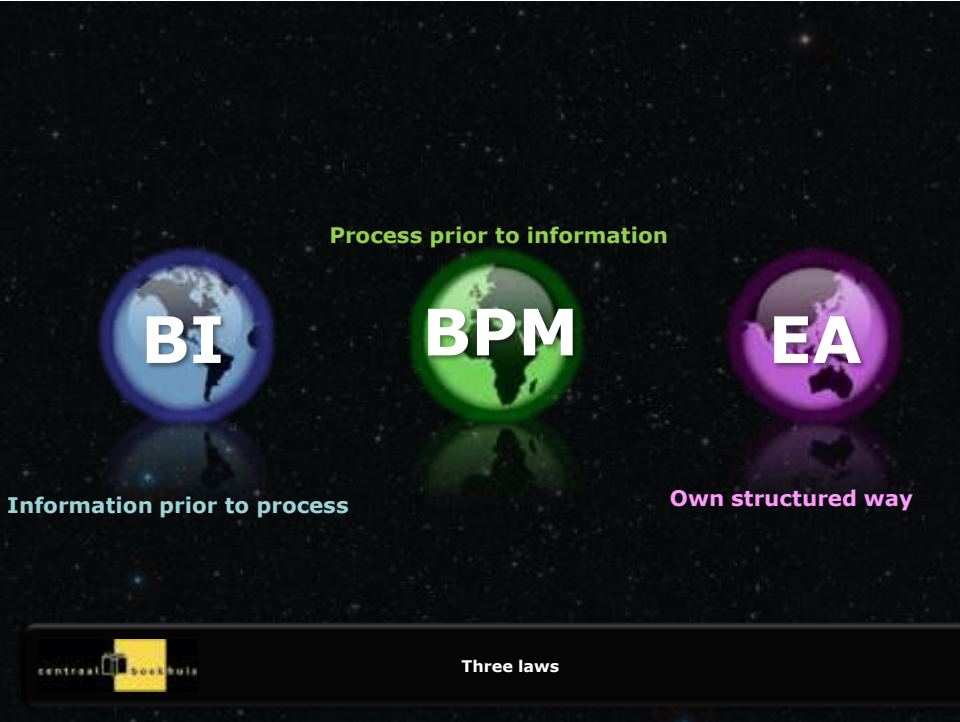
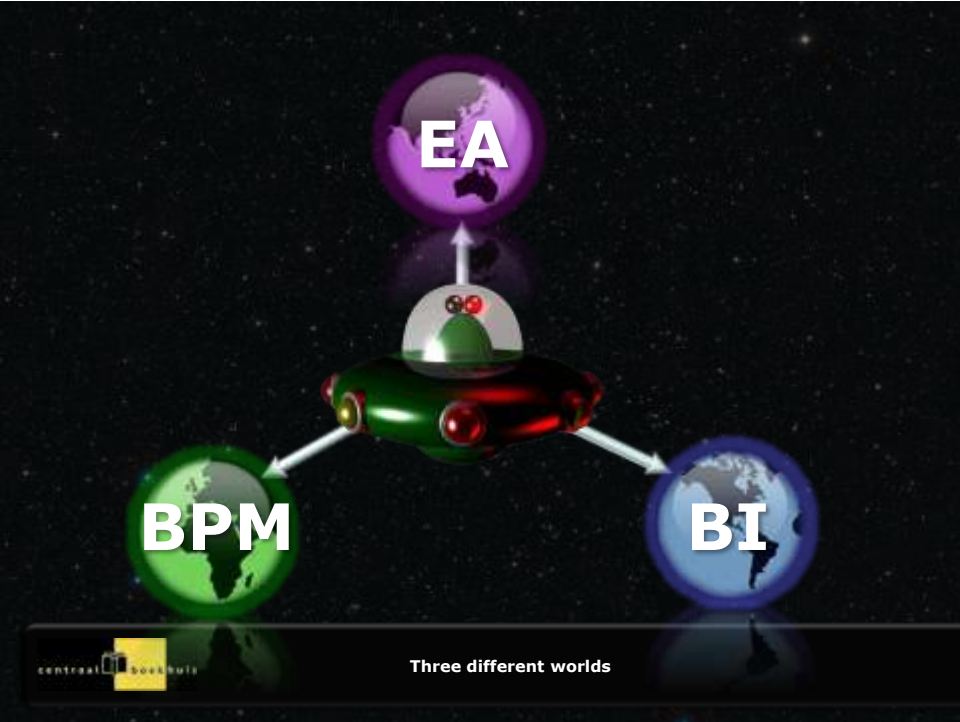
centraal boekhuis **Acting on knowledge**

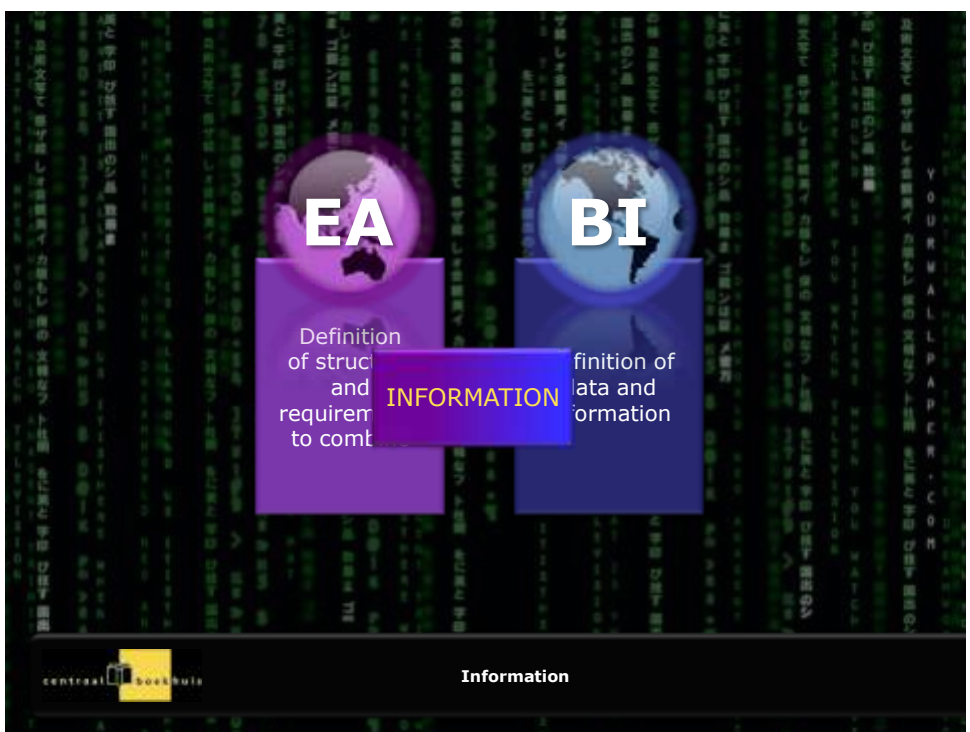
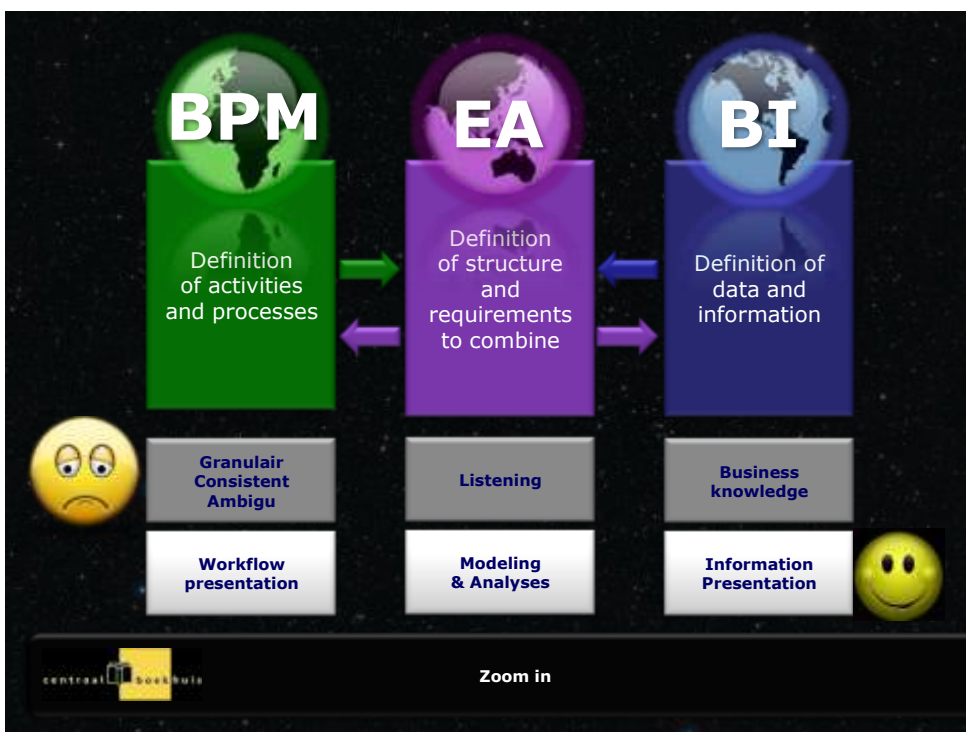


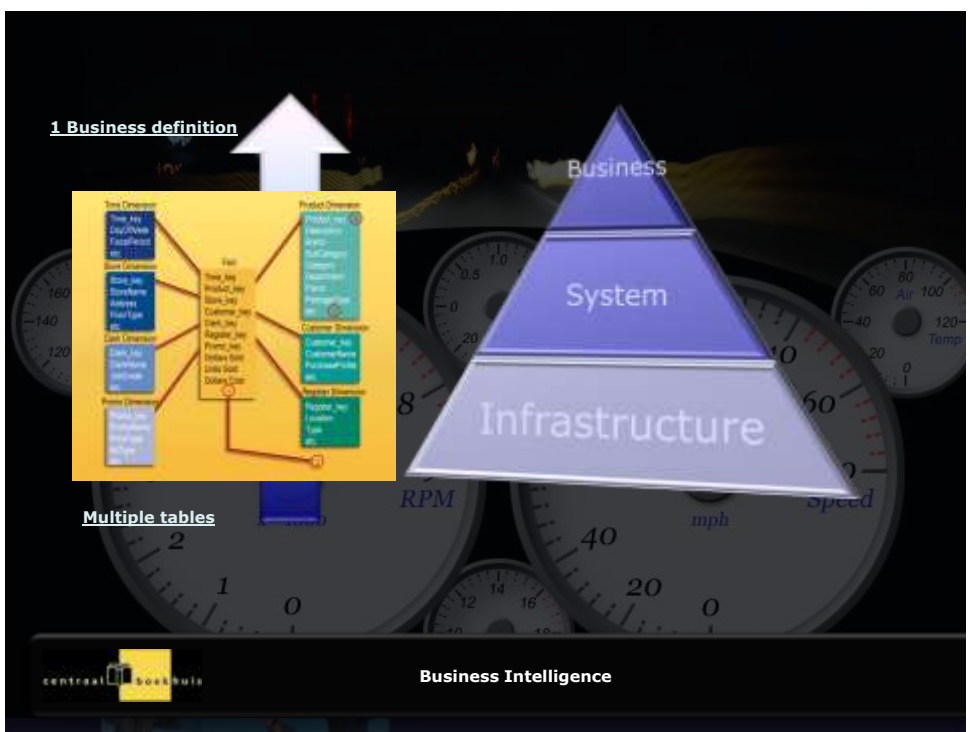
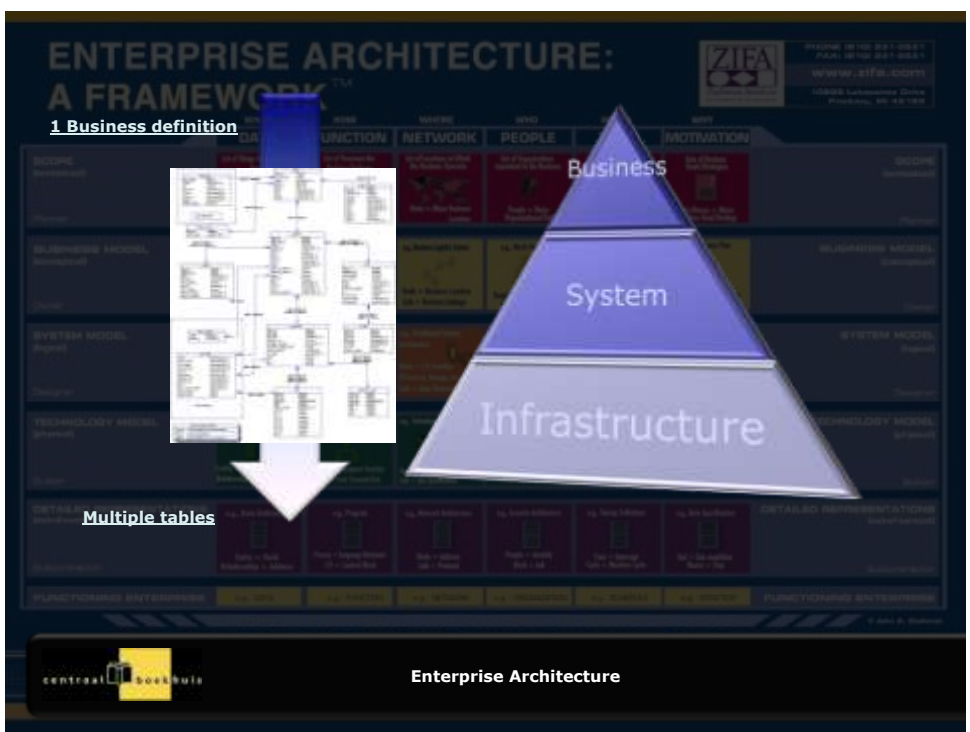
centraal boekhuis **Decision making**

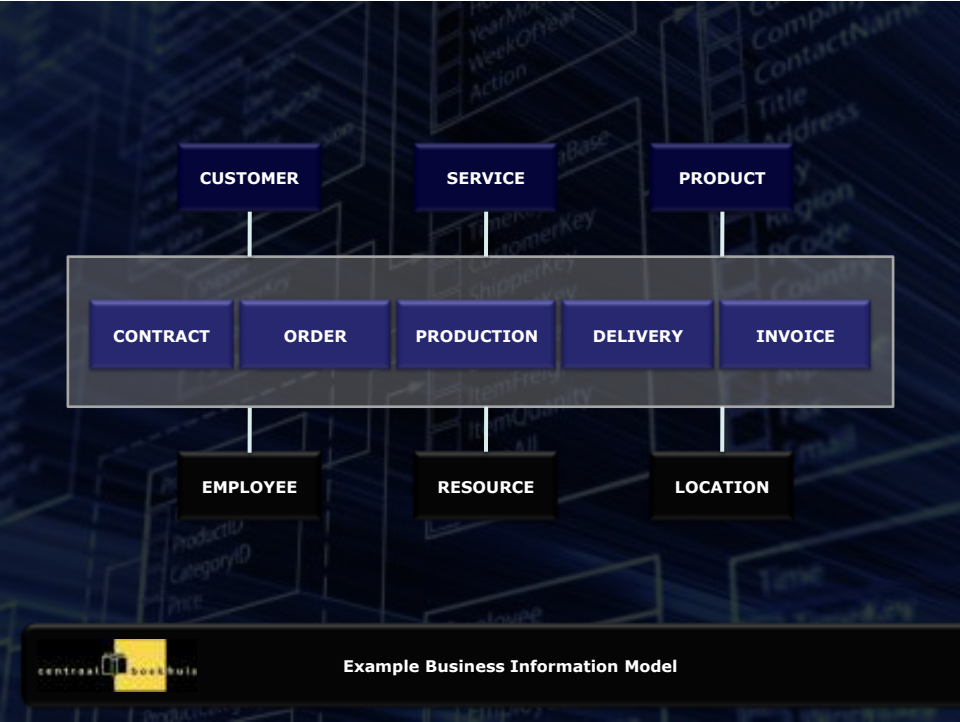
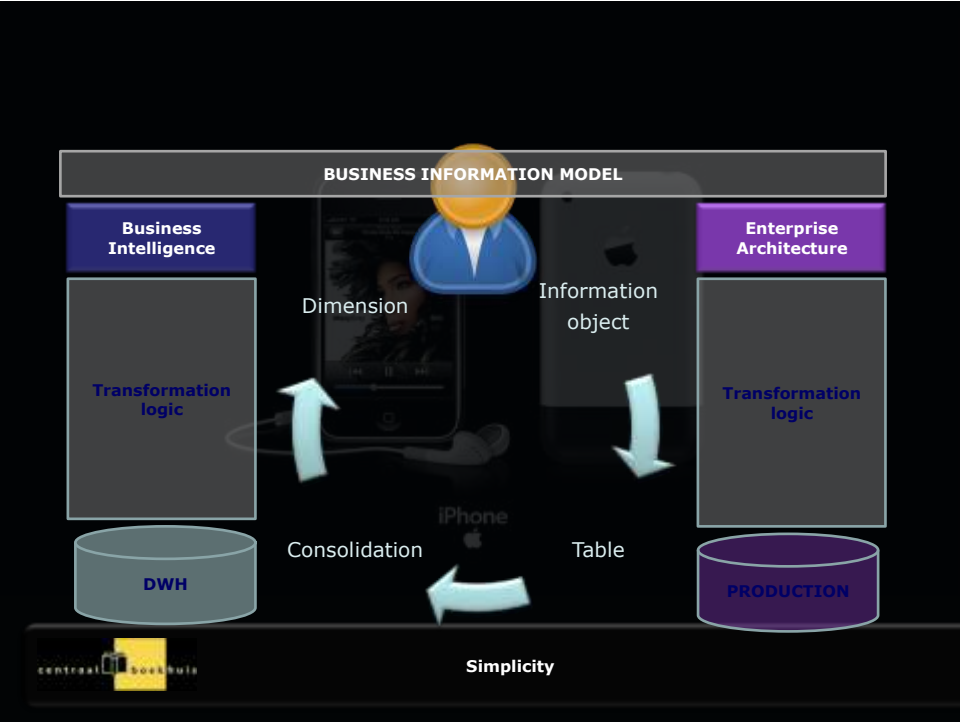


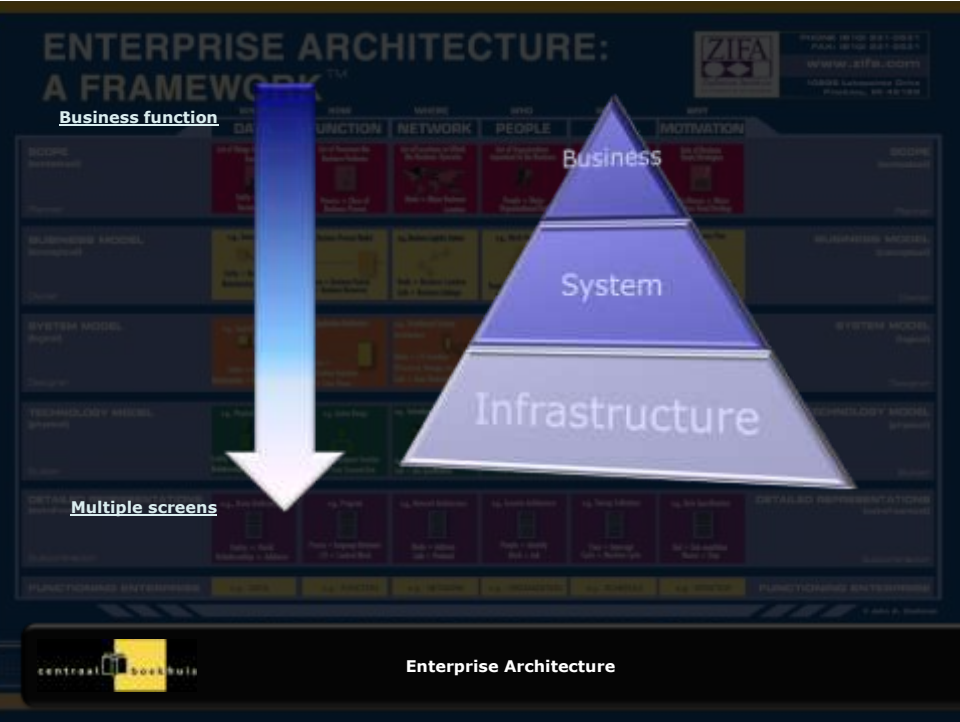
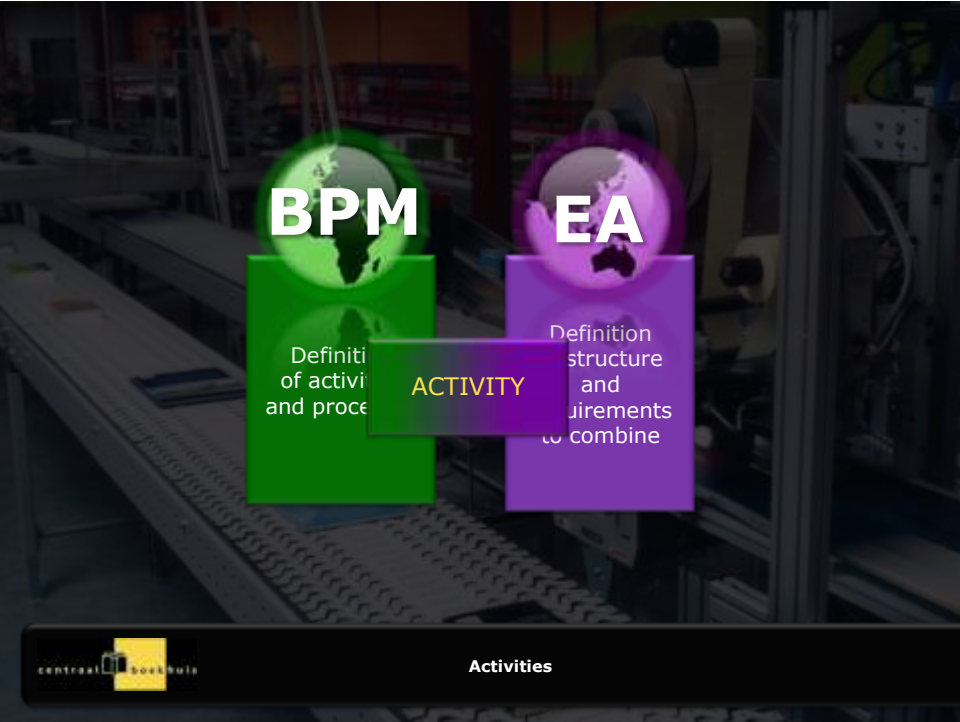


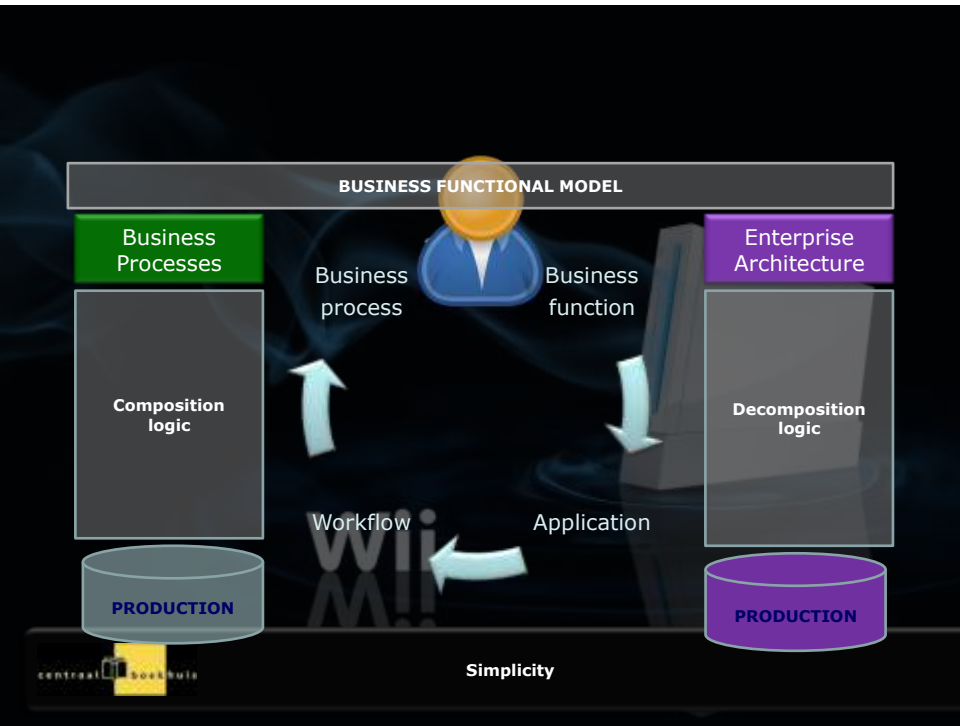
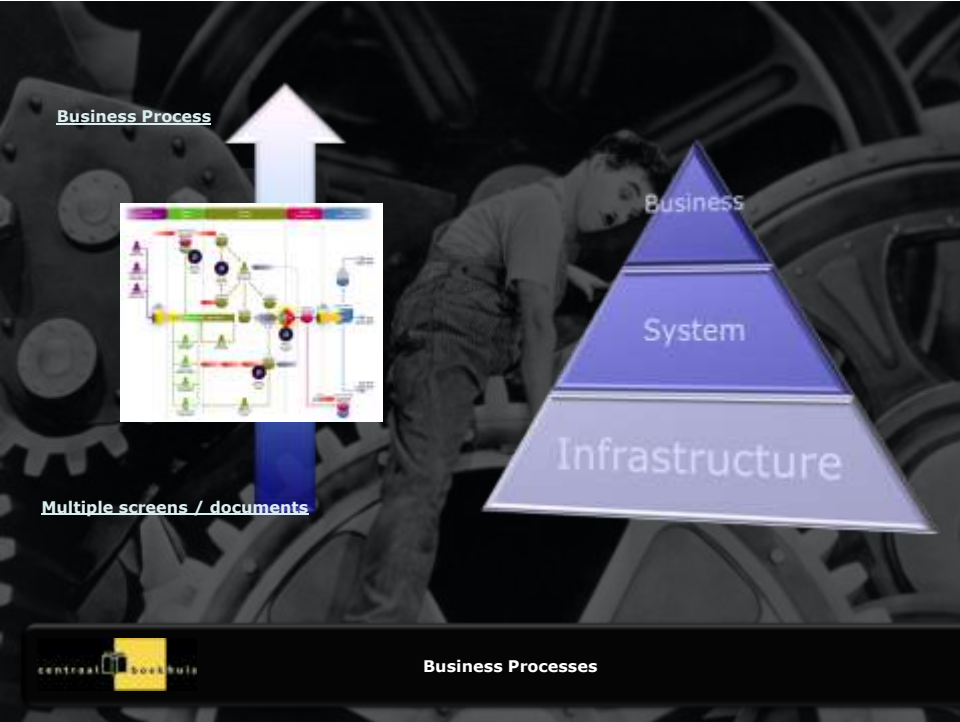


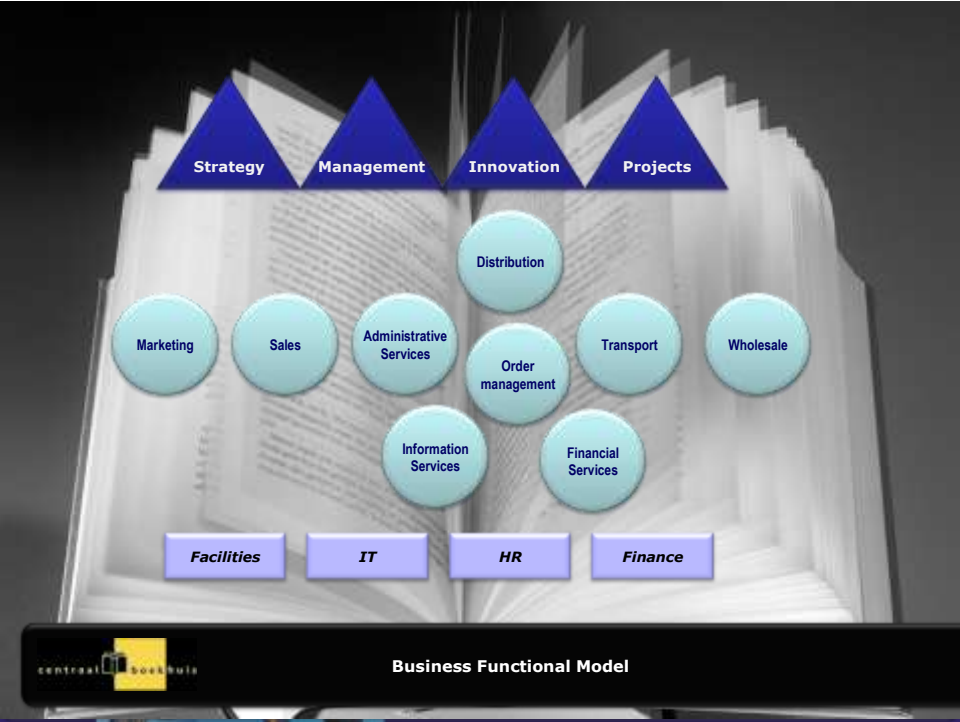


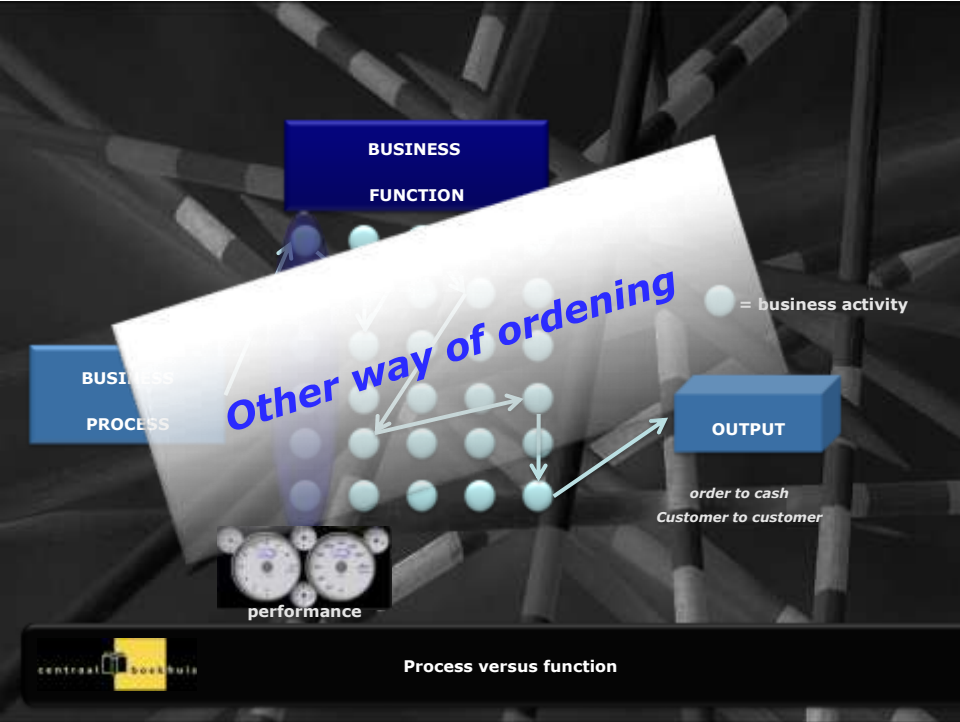


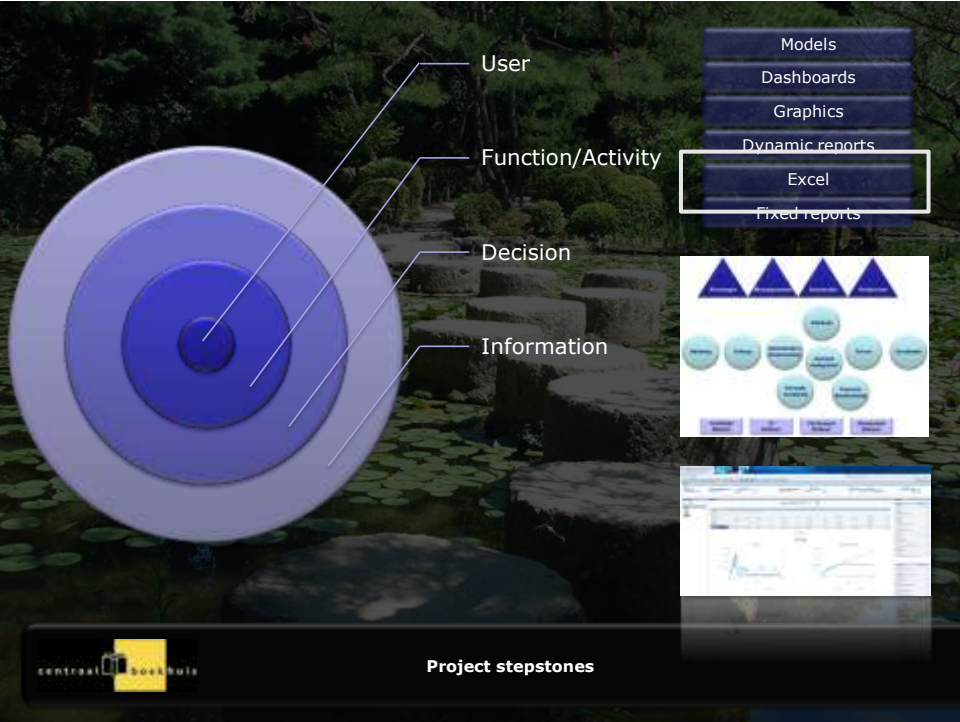
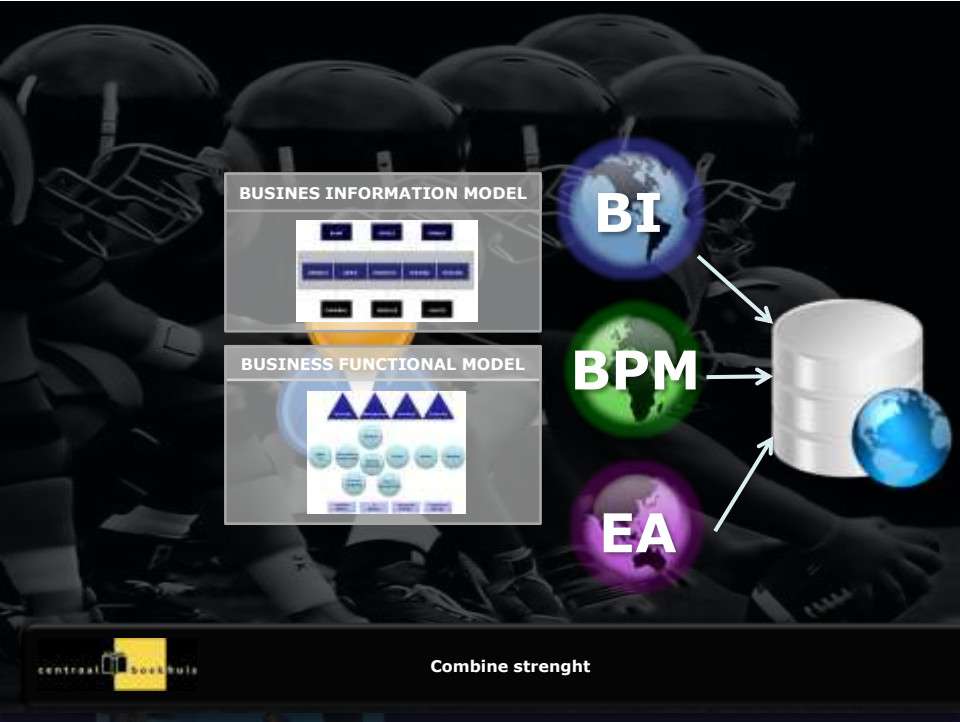


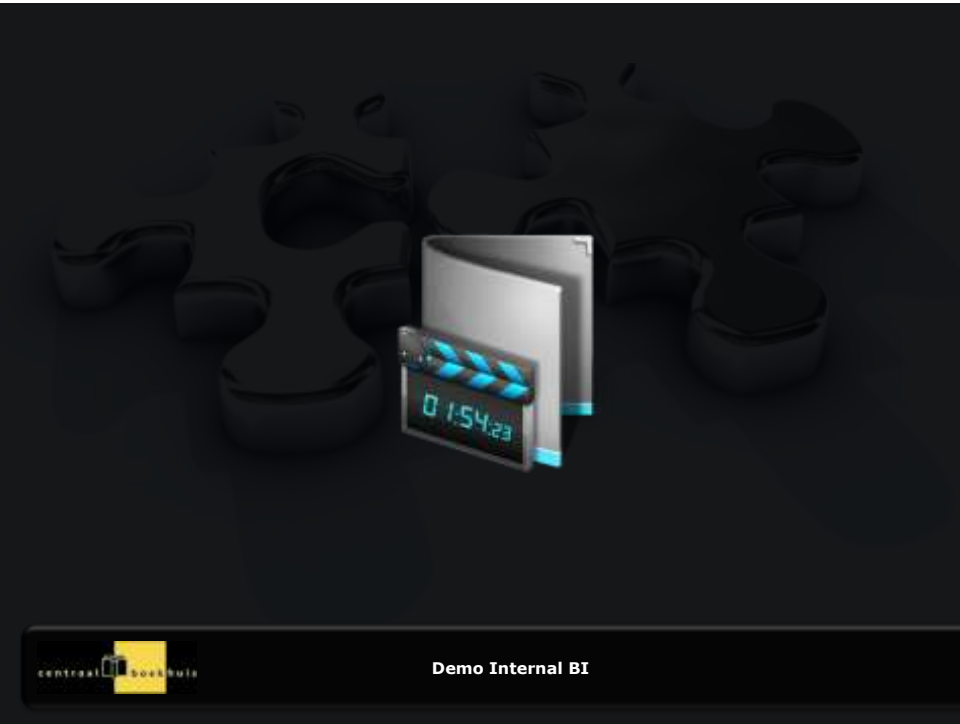
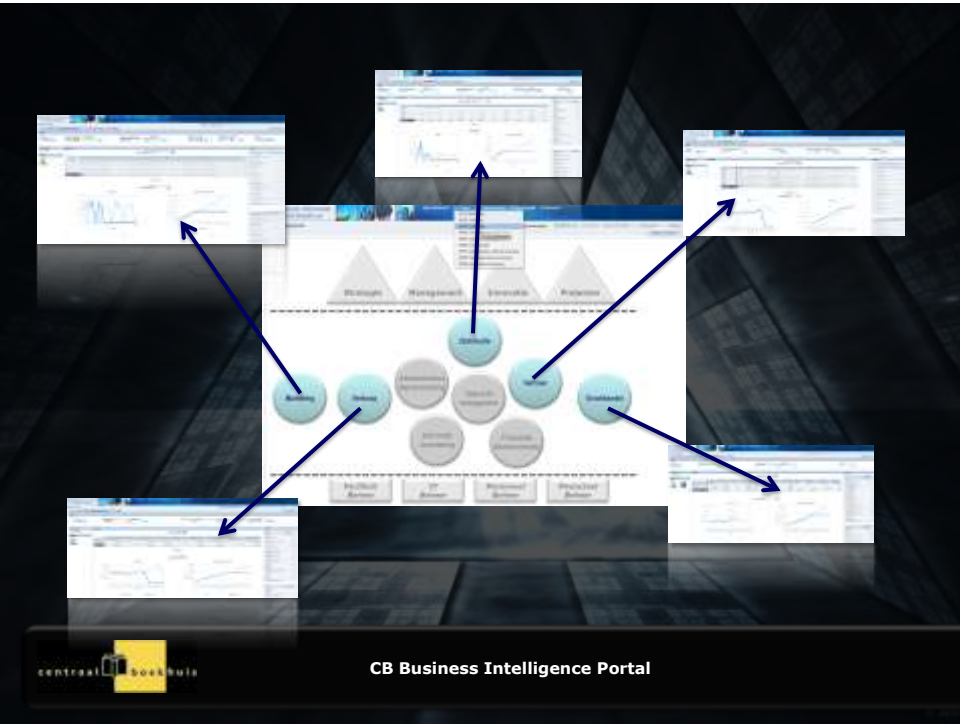


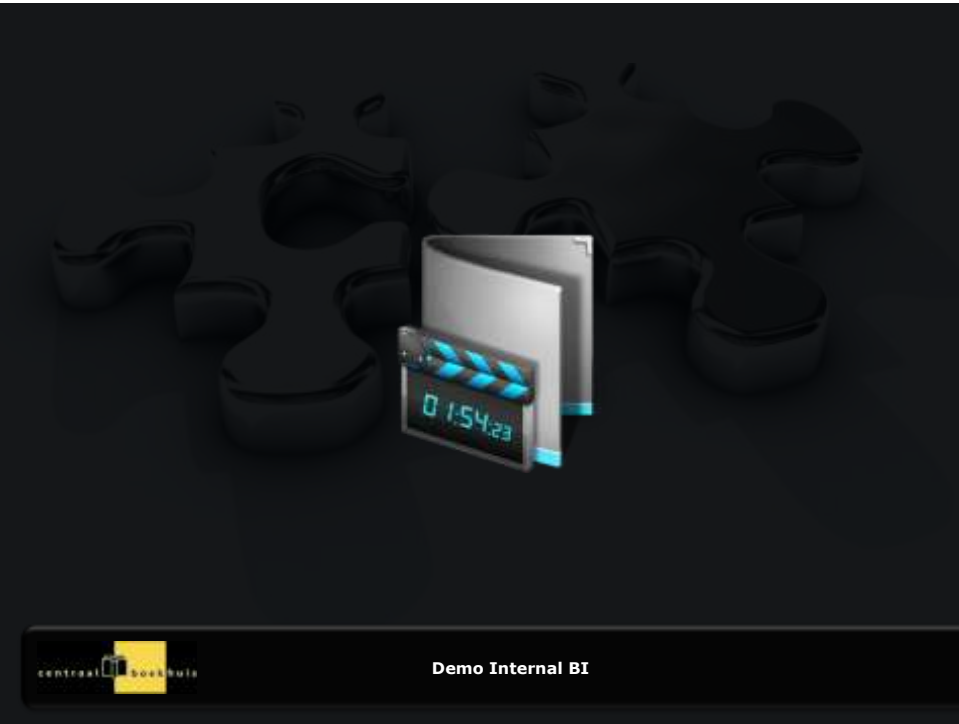
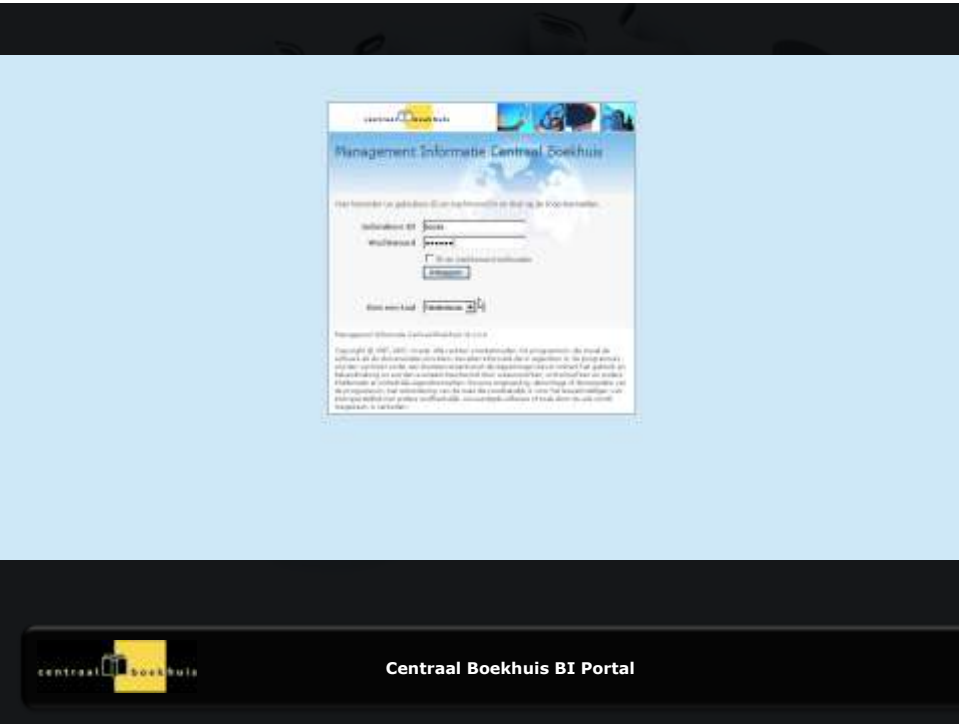


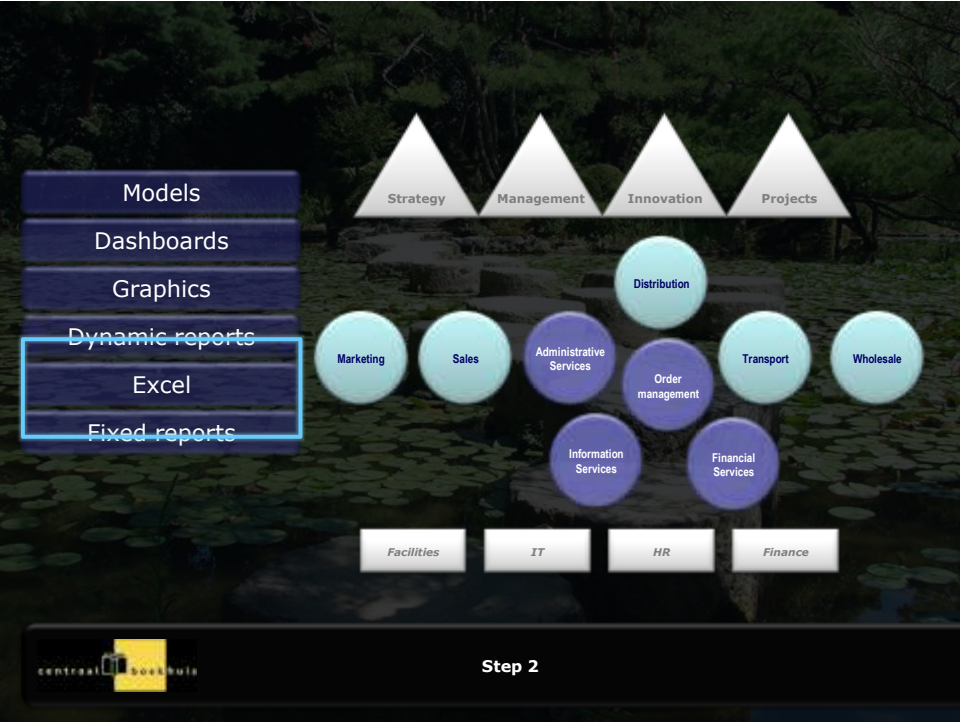
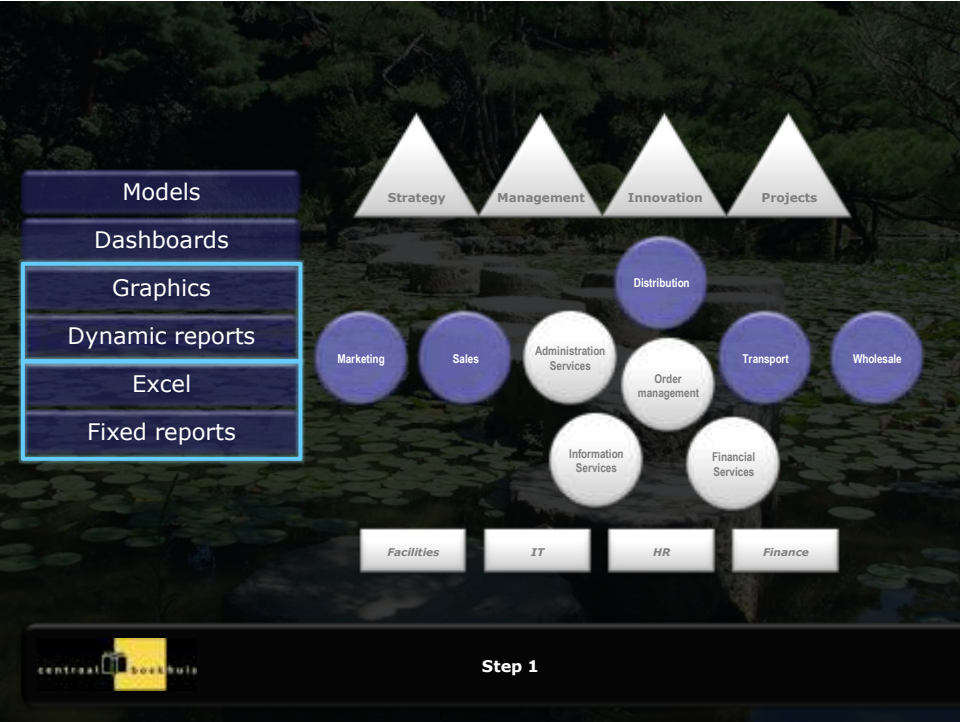














EA

- Communcation Governance
- Aligned Functionality
- Aligned Information
- Factor of Performance
- Factor of Service
- Easy Future Roadmap

BFM

BI

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BI & Architecture, a successful practice

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

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Mental snack



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Twitter: [bifacts](https://twitter.com/bifacts)

centraal boekhuis **Q&A**