



Are We Any Closer to “BI for the Masses”?

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Special Guest:

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IBM Information Management software



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Business Intelligence Reaching Out to the Enterprise

Keith Gile

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Theme

We are witness to a change in BI that shifts the emphasis away from functionally powerful tools for power-user “producers” toward context-sensitive BI solutions for a large community of “consumers” of information.

Current BI Pain Points

- End users want to do their jobs, not build OLAP cubes or write ad hoc queries
- Platform limitations as many data warehouses and data marts only deal with aggregated data – limiting the questions and answers
- BI products are targeted at “producers” of BI applications rather than “consumers” of information – i.e. decision-makers
- Tolerance for latency is diminishing, as users want data more quickly in order to make more timely decisions

Connecting Users with Technology

IT Users (2% headcount)
98% producer 2% consumer

IT

Data Mining

Application Development

Metadata Design

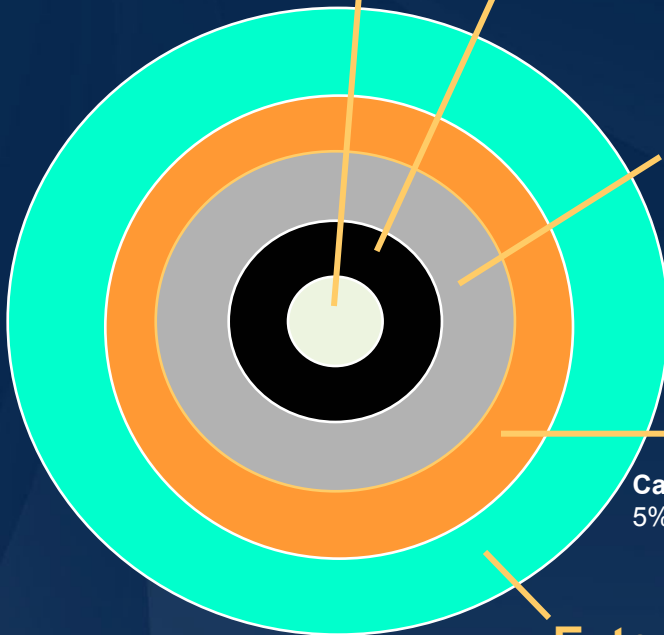
Power Users (5% headcount)
85% producer 15% consumer

Power Users

OLAP

Statistical Analysis

Analytic Reporting



Business Users

Business Users (25% headcount)
15% producer 85% consumer

Analytic Apps

Search

Scorecards

Casual Users

Casual Users (30% headcount)
5% producer 95% consumer

Enterprise Reporting

Dashboards

In-line Analytics

Extended Enterprise Users

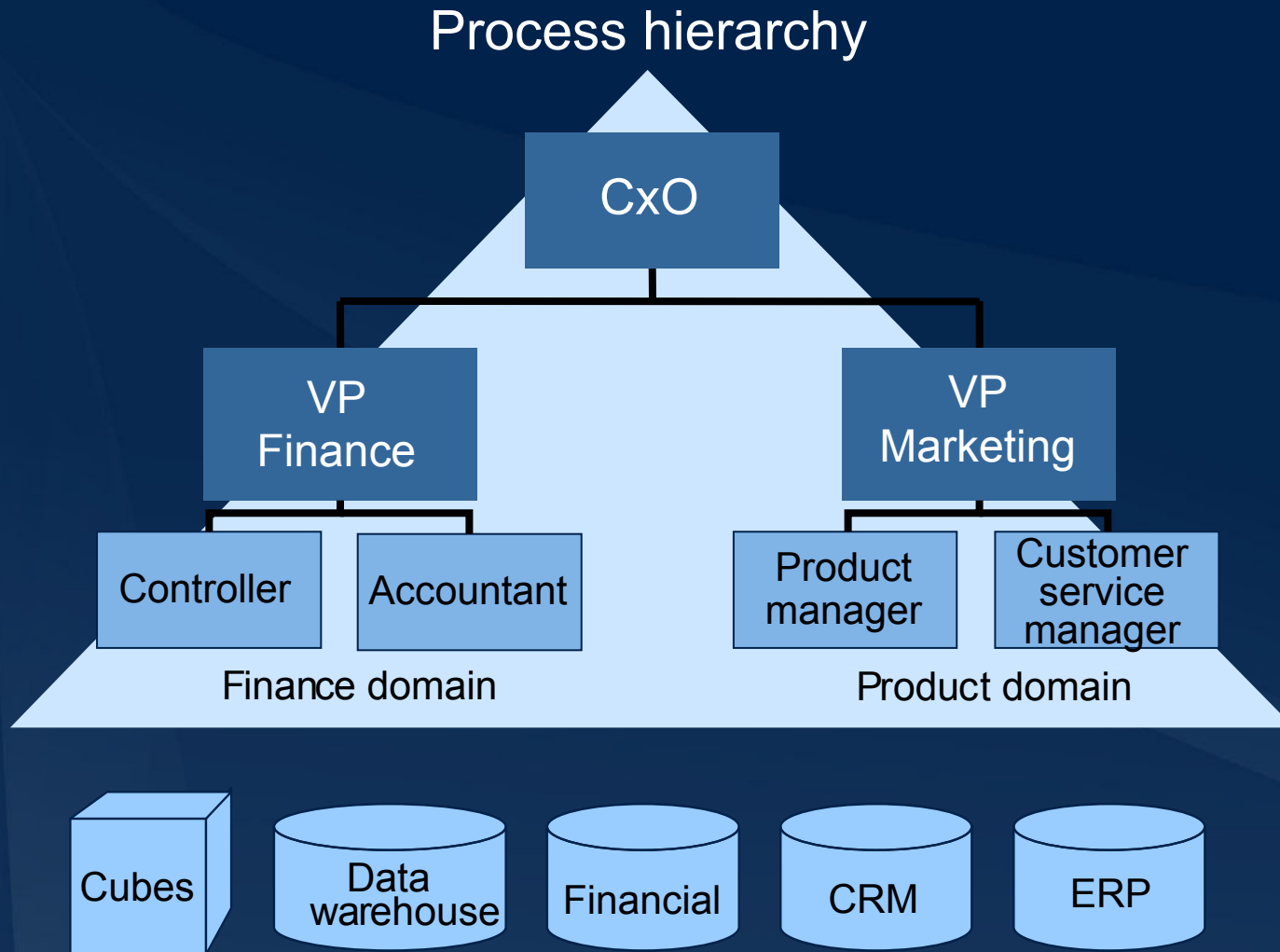
Ext Enterprise Users (38% headcount)
1% producer 99% consumer

**Mobile/
Wireless**

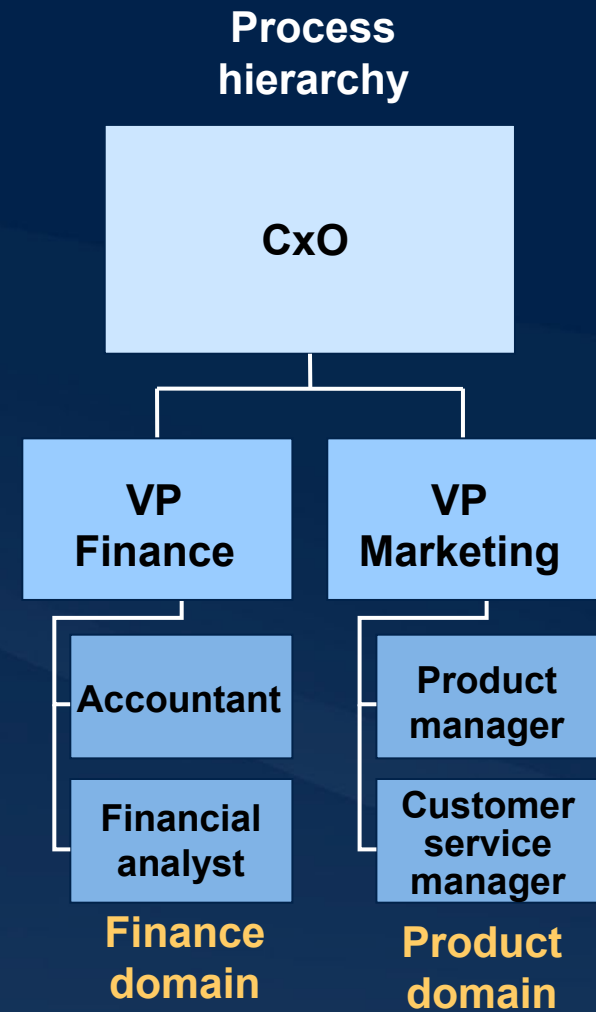
**Extranets/
B2B B2C**

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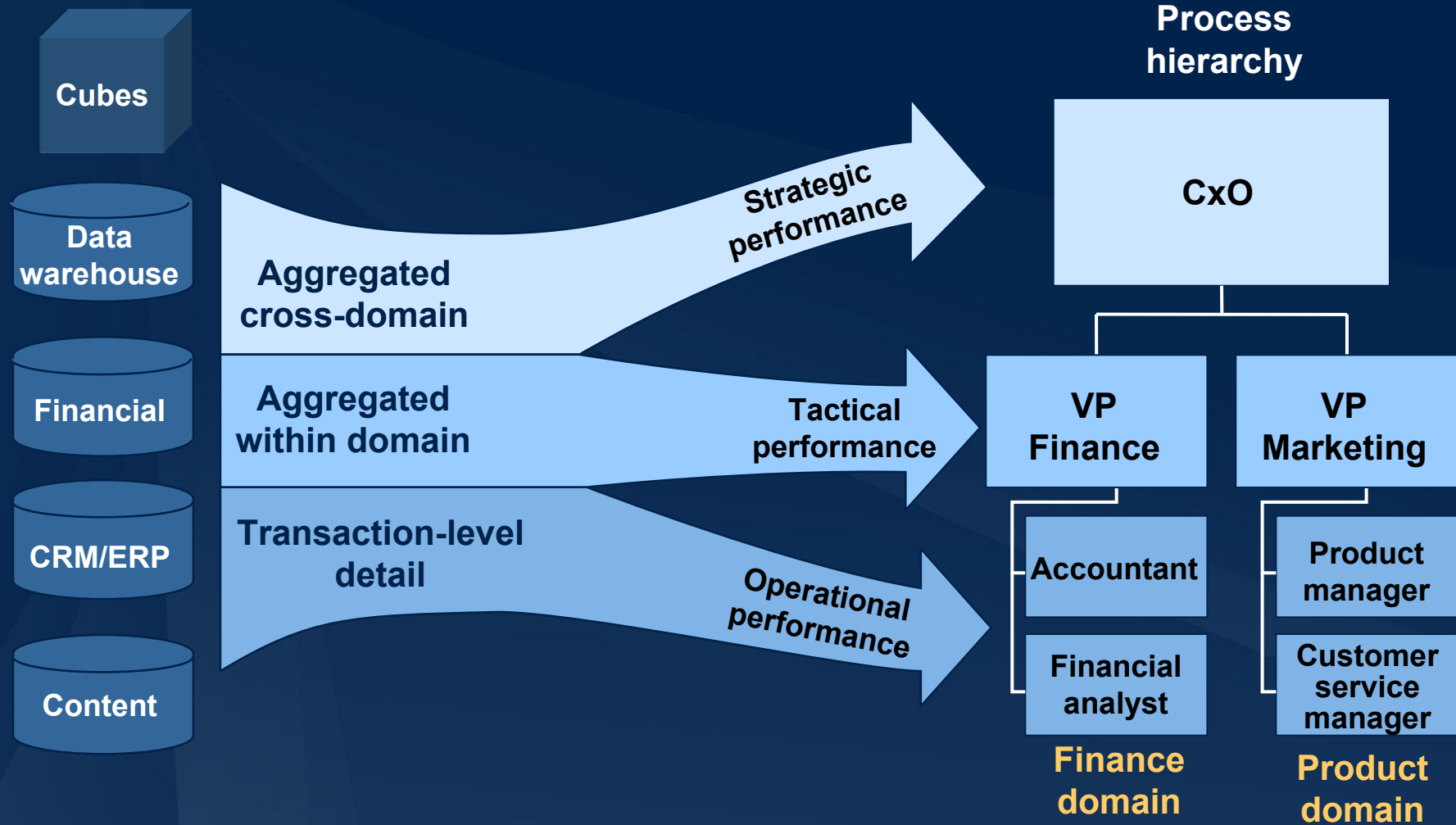
Data disassociated from the process hierarchy



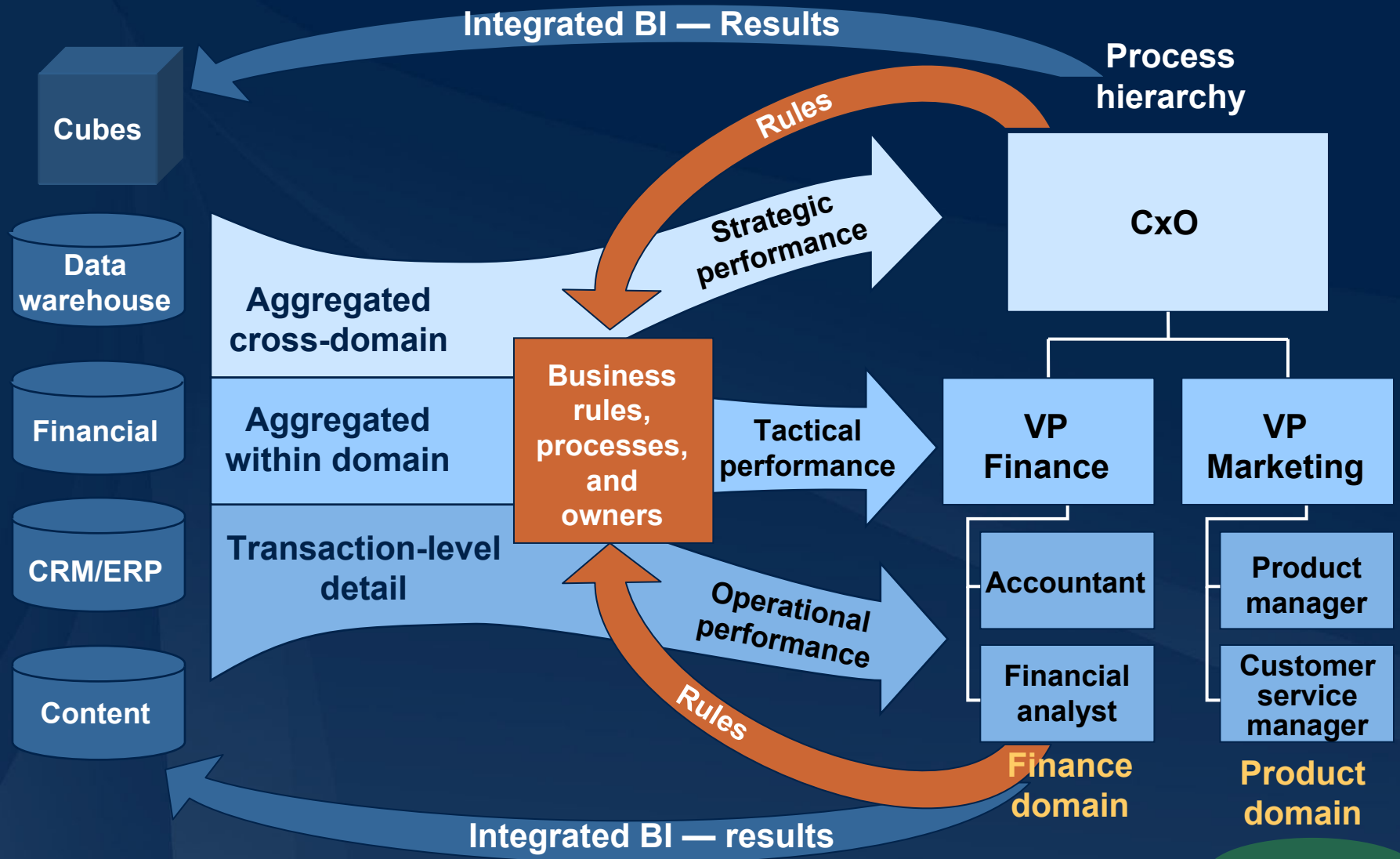
Data and process convergence



Data and process convergence



Data and process convergence



Comparative decision value timeline



BI Strata key characteristics

BI Stratum	Latency tolerance	Decision-value timeline	Data sourcing	Best technology	Decision makers (scalability)
Strategic	Weeks/ months	Months/ quarters	Data marts/ Cubes	Powerful engines/ rich metadata	10s to 100s
Tactical	Days/ hours	Days/ weeks	Data warehouse/ Enterprise apps	Scalable engines/ Web services	100s to 1000s
Operational	Minutes/ hours	Seconds/ minutes	Enterprise apps/ODS	Embeddable components/ inline analytics	1000s to 10000s

BI in Search of Time and Context

- Access to a wide variety of data sources and types is of critical importance to decision-makers
- Content has been left out of the BI equation but not the decision-making equation
- Search extends the concept of a query beyond relational and multidimensional databases
- Search enjoys broad adoption with business and casual users
- Search index-optimization opens the door for a new class of BI analytics

BI in Search of Search

- What BI adds to Search:
 - Focus** – by enforcing a frame of reference
 - Security** – by requiring authentication
 - Context** – by including the user's role definition
- What Search adds to BI:
 - Adoption** – by targeting large audiences of non-technical end-users
 - Opportunity** – by exposing new sources of non-traditional data
 - Simplicity** – by eliminating the need for coding or scripting

Recommendations

- Use Search technologies to reach traditional and non-traditional data sources while delivering usable information in context to that large consumer audience
- Look for opportunities to embed BI within existing processes at the operational and tactical levels.
- Build your BI strategy around deploying BI applications to large audiences of information consumers within the context with which they do their jobs.

Polling



Delivering Effective BI for the Masses

Michael Eden, IBM Alphablox
Matt Eichner, Endeca Technologies

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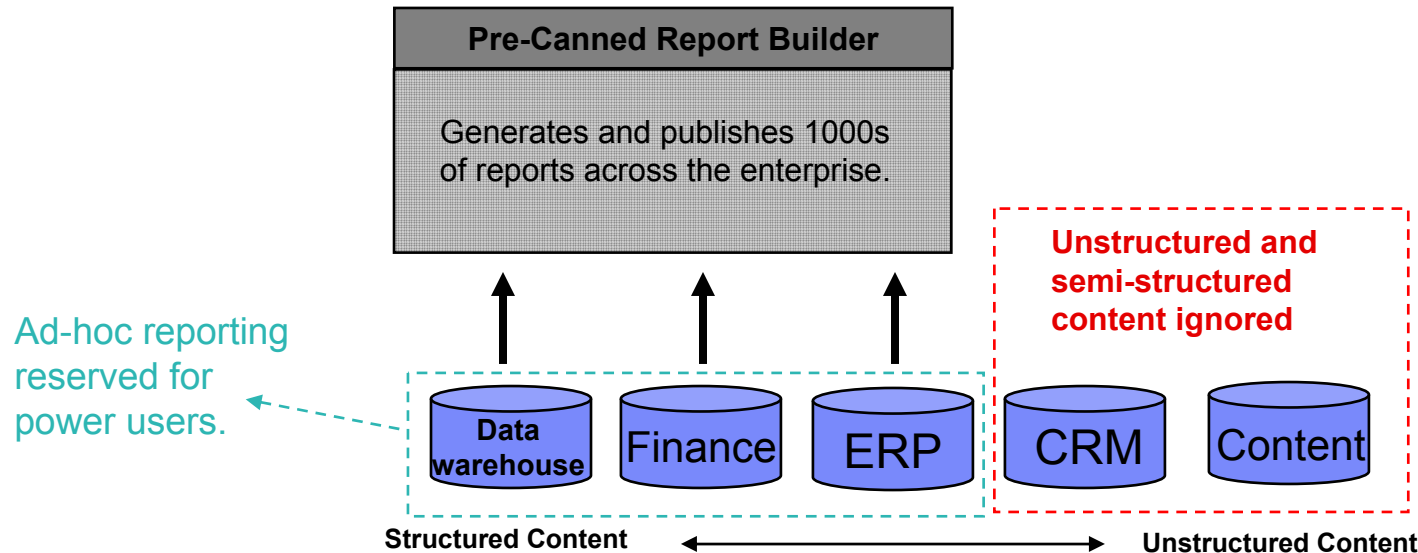


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BI for the Masses (circa 1998)

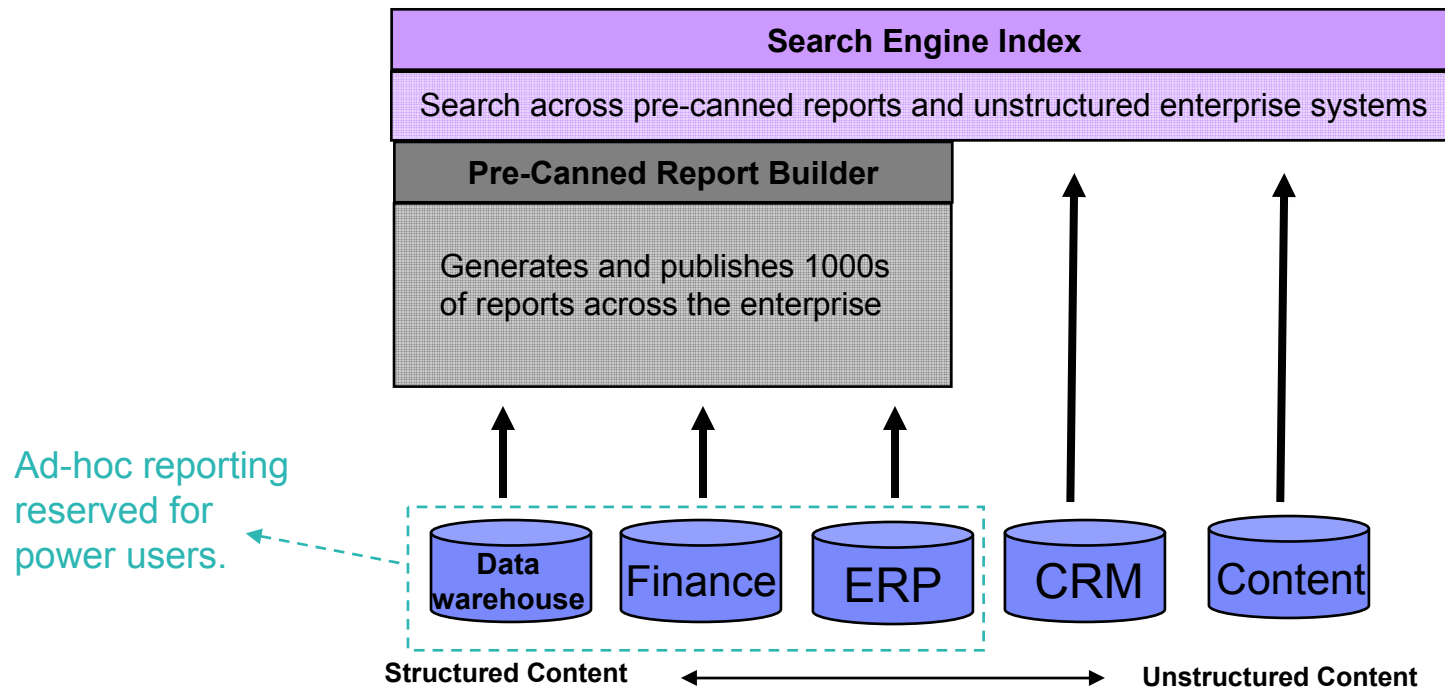
“Every report you need has already been generated. All you need is a better way to find it.”



What does search add to this equation?

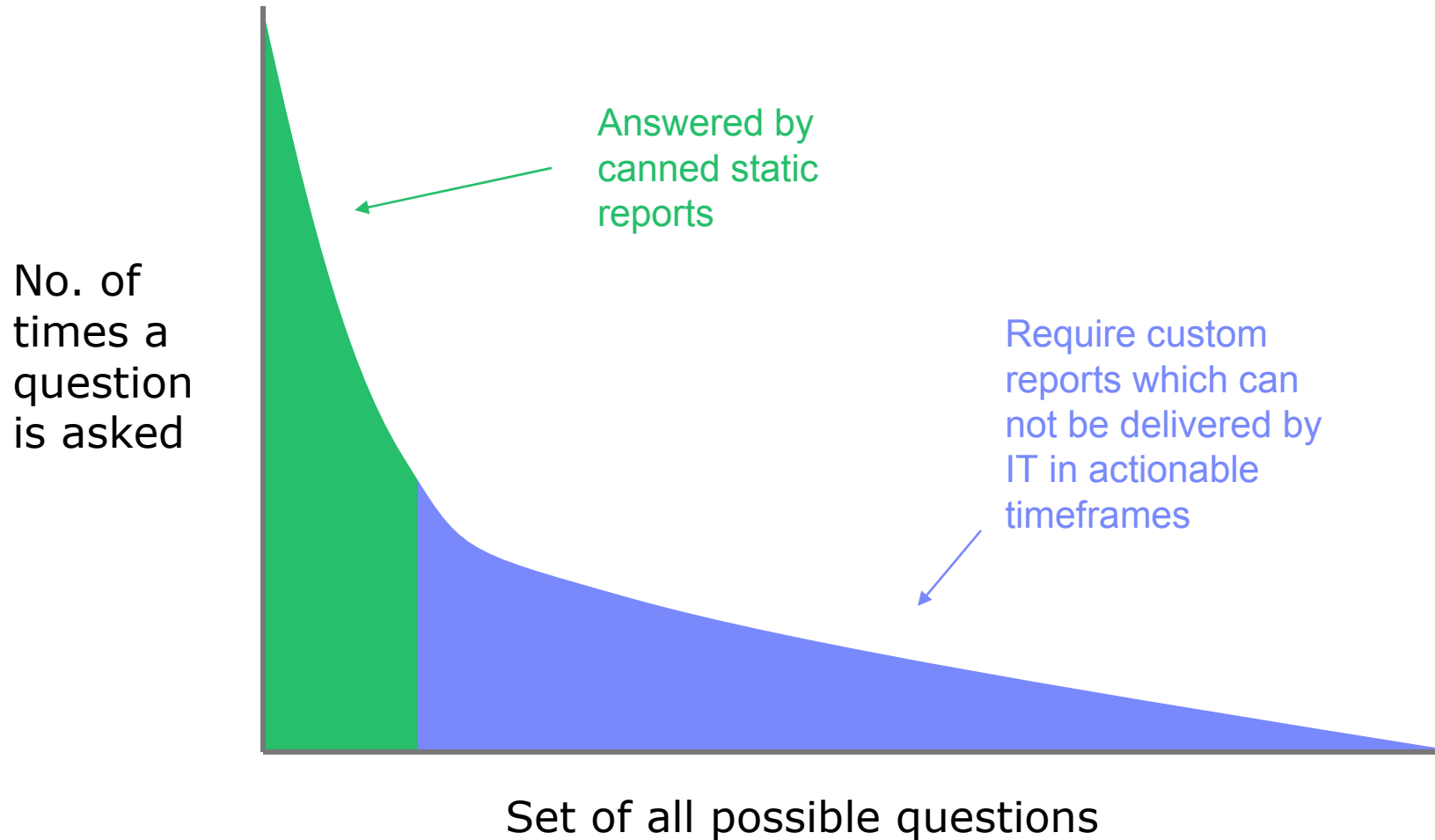
BI for the Masses (circa 2005)

“Every report you need has already been generated. Now you have a better way to find it.”



Satisfies an important requirement in finding what's already been asked. Yet information assets are still largely unavailable to the masses... why?

...What about the questions IT has not anticipated?



BI for the Masses (circa 2006)

New technology enables casual business users to self-serve answers to questions which IT has not anticipated.

Following Keith Gile: Information consumers become information producers – deriving answers to their own questions

Effective BI for the Masses means empowering consumers with the means of finding their own answers

- **Deliver the information at the right time to the right user in context of their work**
 - Provide a self-serve, relevant, and interactive user interface for consumers to answer their own questions

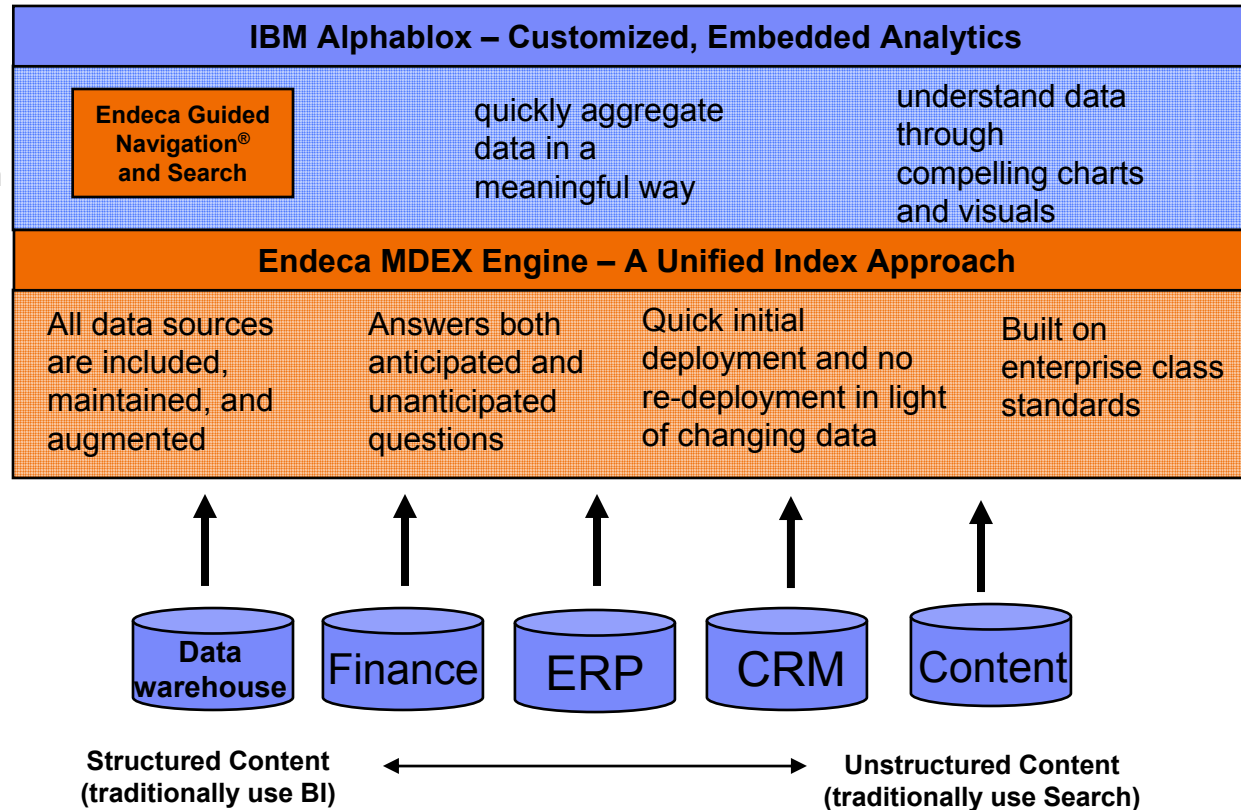
- **Help employees find the actionable information quickly and easily**
 - Support the user interface with an index that allows for interactive (sub-second) response times and development of applications that support ease of use

- **Empower the organization to make information accessible by all key decision makers and managers**
 - Provide straightforward deployment that encompasses all relevant data and content and does not restrict user queries or new data models

Delivering Effective BI for the Masses

Excel like tools to avoid IT cycles and provide answers in an actionable timeframe

Rapid, flexible index with low cost deployment and maintenance for IT.



“What Endeca brings to the plate that Business Objects and Crystal couldn’t is performance, and what I call Dummyproof-ability” - Charlie Brown, Senior Software Engineer, Global Healthcare Exchange (GHX)

Demo

Next Steps

To learn more about IBM and Endeca visit:

ibm.com/software/db2/alphablox

www.endeca.com

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Q&A

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