



Highlights

- Experience the full potential of business analytics across the enterprise
 - Discover and understand key insights within a business narrative using graphical visualization
 - Gain alignment with strategic goals and objectives
 - Establish consensus on a business analytics and performance management vision
 - Identify analytical decision areas for high-impact value
 - Develop a high-level, prioritized business analytics roadmap
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IBM Business Alignment Strategy Experience Workshop

Vision, Value, Strategy, Priority

Overview

The Business Alignment Strategy Experience (BASE) Workshop helps your company accelerate the journey to become a more mature, analytics-based organization. The workshop lays the foundation for a vision and alignment strategy that will help ensure your Business Analytics (BA) and Performance Management initiatives are tied to strategic objectives and enterprise priorities.

The workshop combines a proven Performance Management Framework with the innovative Align for Strategy Management (Align) assessment repository, both developed by AlignAlytics™, an IBM business partner with over fifteen years of experience in business analytics strategy and alignment frameworks. The workshop utilizes an interactive “business simulation” so participants can truly experience the full potential of business analytics across the enterprise.

During on-site facilitated sessions, insights and opportunities are uncovered to highlight potential BA initiatives, identify capability gaps, and create high-level requirements for performance drivers and Key Performance Indicators (KPIs).



Program for Business Analytics														
ACTIVITIES			TIME PERIODS											
			P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12
Business Analytics Initiatives														
Performance Driver	Decision Area	PRIORITY	Implementation Plan											
Revenue Growth (%)	03.05 Sales Plan Variance	1												
	01.01. Income Statement	1												
Customer Acquisition (%)	03.01. Sales Results	2												
Revenue Growth (%)	01.02. Drill Down Variance	2												
Customer Acquisition (%)	03.04. Sales Pipeline	3												
	03.03. Sales Tactics	3												
Customer Acquisition (%)	02.05. Demand Generation	4												
	02.03. Pricing	4												
Infrastructure														
	Data Analysis & Data Modelling													
	Data Mart Design & Construction													
Skills														
	Staffing & Training													

Figure 1: Prioritized Decision Areas

Further, the hands-on nature of the workshop helps drive these insights by experiencing how the BA platform supports integrated decision-making cycles in ways not practical with traditional spreadsheets and reports. Participants experience the highly effective use of graphical visualization of data and business narratives to make it easier and faster for decision-makers to discover, understand, and achieve better insights and outcomes.

By the end of the workshop, organizations are armed with a shared business analytics vision, a high-level *Business Analytics Roadmap Report*, and a series of likely candidates for high-impact BA initiatives in key decision areas within the business.

Key Benefits

- Establishes a shared vision for achieving better insights and outcomes with business analytics
- Facilitates aligning BA strategy with cross-functional business strategy focusing on high-impact value
- Uncovers business analytics capability gaps and generates a high-level BA initiative roadmap

- Highlights performance driver and KPI priorities tied to critical business needs
- Builds a foundation for executive sponsorship, stakeholder “buy-in” and business case rationale
- Facilitates a joint strategic partnership between Business and IT

Audience

Because the workshop is focused on business needs and priorities, the effectiveness rests on the participation of key business executives or managers who have expressed an interest or demonstrated a need for better analytics. They are looking for the opportunity to create consensus across functional silos which allows moving forward with the best set of initiatives. Workshop discussions focus on key Decision Areas (DAs) where analytical needs are most clearly defined.

In addition to business participation, representation from IT management is equally valuable - particularly for those with ownership of a business analytics, business intelligence, or performance management agenda. Workshop discussions also focus on the need and quality of the Information Supply Chains (ISCs) which define the data feeding the related DAs.

Interest in the workshop is often driven by one or more stakeholders, either from the business or IT (or both), who are evangelizing the value of business analytics across the organization. These champion team members will not only be valuable participants but will also help drive next steps beyond the workshop itself.

Workshop Agenda

The BASE workshop is structured as a 2 ½ day on-site event with time allotted before and after the workshop for data collection, analysis, and report creation. The agenda has been designed to accommodate busy schedules and strives to engage different groups only when their participation is critical.

Workshop Preparation

Prior to the on-site workshop activities, our team of experienced facilitators will conduct simple surveys, brief telephone interviews, and capability assessments with key stakeholders. These allow us to collect critical information about your business and better determine how business analytics can deliver the most value and highest impact specifically for your organization. The information also helps you understand your current analytics capability on the IBM Analytics Quotient (AQ) maturity scale. These off-site activities typically occur one (1) week prior to the on-site workshop.

On-site Workshop

With a well-prepared team of facilitators as guides, the on-site workshop uses the interactive business simulation as a catalyst for discussions about the needs of participants. Each area of interest is aligned with others in the workshop, and with the company strategy.

The facilitators will document the findings and assessments - from both a business and IT perspective - in the assessment repository. This allows for the final delivery of a “heat map” of alternative initiatives which can be evaluated in a transparent and structured manner to help determine high-impact opportunities.

A final review of the strategy and roadmap with peers and executives will help to secure buy-in moving forward.

The structure of the on-site workshop is shown in Table 1.

Final Report Presentation (Remote)

After the on-site activities have been completed, the facilitation team will devote additional time to combine, synthesize and analyze all information and finalize priority setting results. Using Align’s IBM Cognos capabilities, the team will generate a Cognos dashboard, Cognos TM1 cube, and produce a roadmap report, all hosted in a cloud-based environment for easy access by your organization.

Key Deliverables include:

- High-level *Business Analytics Roadmap Report*
- Up to four prioritized top tier DA, ICA and ISC initiatives
- Comprehensive report on observations, proven practices, and recommendations

A final telephone conference call with the champion team includes provision and review of the deliverables. The champion team retains remote access to the fully loaded Align for Strategy Management environment for 90 days including the Business Analytics Roadmap Report and related roadmap artifacts in Cognos BI and Cognos TM1.

Assessment of Value & Gap by Decision Area & Information Supply Chain					
Performance Driver	Decision Area	Average Value	Average Gap	ISC	ISC Rating
Revenue Growth (%)	01.01. Income Statement	3	4	ISC Actuals & Forecast (Fin)	2
Revenue Growth (%)	01.02. Drill Down Variance	3	3	ISC Financial & Sales Detail	2
Revenue Growth (%)	03.05 Sales Plan Variance	4	3	ISC Sales Plan	2
Customer Acquisition (%)	02.03. Pricing	2	2	ISC Sales Quote System	2
Customer Acquisition (%)	02.05. Demand Generation	2	2	ISC Marketing Program Mat	2
Customer Acquisition (%)	03.01. Sales Results	3	3	ISC Sales Orders	2
Customer Acquisition (%)	03.03. Sales Tactics	3	2	ISC Sales CRM	3
Customer Acquisition (%)	03.04. Sales Pipeline	3	3	ISC Sales CRM	2

Figure 2: Decision Area and Information Supply Chain Assessment

Day 1 – Workshop (full day)	Day 2 – Breakouts (full day)	Day 3 – Priority Setting (1/2 day)
<ul style="list-style-type: none"> • Introduction & Overview: Includes BA vision, AQ maturity model and the Performance Management Framework • Business Simulation (Q1-Q2): Focus on revenue management with facilitated discussion of relevant DAs and ISCs • Business Simulation (Q3-Q4): Focus on expense management with facilitated discussion of relevant DAs and ISCs • Group Discussion: Business Alignment Strategy and company's ongoing business analytics efforts • Update table and group discussions in assessment repository 	<ul style="list-style-type: none"> • Conduct Facilitated Assessments (2 morning sessions) <ul style="list-style-type: none"> - Assess value of target DAs based on revenue and expense management - Discuss and adjust “heat map” findings - Set high-level priorities based on “heat map” • Conduct Champion Team Work Sessions (1 afternoon session) <ul style="list-style-type: none"> - Revisit survey and preliminary roadmap findings - Identify significant survey ‘outliers’ - Revise ISCs based on BASE discussions and facilitated sessions - Assess gap of target DAs based on ISCs • Update changes and revisions in assessment repository captured on-site 	<ul style="list-style-type: none"> • Confirm “heat map” findings and top tier opportunities • Identify ‘Owners’ for top tier DAs and ISCs • Define next steps for each initiative
<ul style="list-style-type: none"> • Champion Team – Full day • Executive Team – Partial day • Business Team – Full day 	<ul style="list-style-type: none"> • Champion Team – Full day • Executive Team – Partial day • Business Team – Partial day 	<ul style="list-style-type: none"> • Champion Team – Half day • Executive Team – Half day • Business Team – Half day

Table 1: On-site activities

Engage Today

The Business Alignment Strategy Experience Workshop is ideally suited to organizations who have gained a solid, departmental foothold with business analytics, business intelligence, or performance management but are looking for the right path forward to broaden the impact and value in their IBM software investment. They have a clear need and desire to move up the AQ maturity scale and build consensus on a business analytics vision and strategy.

The workshop is available as a fixed-fee engagement but can be customized to suit the needs for your organization.

For more information on the Business Alignment Strategy Experience Workshop, or to schedule a workshop for your organization, contact your IBM sales or services representative.

About IBM Business Analytics Software Services

As an integral part of Business Analytics software division within IBM Software Group, the Business Analytics Software Services organization provides education and expert services exclusively focused on the Business Analytics product portfolio. Our depth of experience and extensive proven practices help customers maximize their software investment, mitigate risks, raise the quality of their implementations, and build valuable skills. We have provided training, guidance, advice, reviews, assessments, and assistance to thousands of clients around the world helping to ensure their business analytics implementations are optimized to take full advantage of our product capabilities.

About IBM Business Analytics

IBM Business Analytics software delivers actionable insights decision-makers need to achieve better business performance. IBM offers a comprehensive, unified portfolio of business intelligence, predictive and advanced analytics, financial performance and strategy management, governance, risk and compliance and analytic applications.

With IBM software, companies can spot trends, patterns and anomalies, compare “what if” scenarios, predict potential threats and opportunities, identify and manage key business risks and plan, budget and forecast resources. With these deep analytic capabilities our customers around the world can better understand, anticipate and shape business outcomes.

About AlignAlytics™

AlignAlytics helps businesses improve performance by enabling enterprise-wide execution. Through the use of a dynamic alignment framework, AlignAlytics connects every functional area of an organization and manages the people, processes, technology, and information necessary to execute in a complex environment. Since 1995, AlignAlytics has been engaged by a global clientele across a variety of industries in developing analytic solutions, skills and capabilities to master insights and decisions that drive key outcomes.

For more information

For further information or to reach a representative please visit ibm.com/analytics.

Request a call

To request a call or to ask a question, go to ibm.com/business-analytics/contactus. An IBM representative will respond to your inquiry within two business days.



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Software Group Route 100
Somers, NY 10589

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