



Highlights

- Formalizes the Business Intelligence Competency Center (BICC) journey
 - Aligns technology, culture, people and process
 - Builds an effective partnership between Business and IT
 - Empowers senior management with a go forward plan and BICC Roadmap Blueprint
 - Leverages modular, scalable and proven IBM Cognos BICC model
 - Interactive workshops build a foundation for stakeholder “buy-in”
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IBM Cognos Business Intelligence Competency Center Planning Workshop

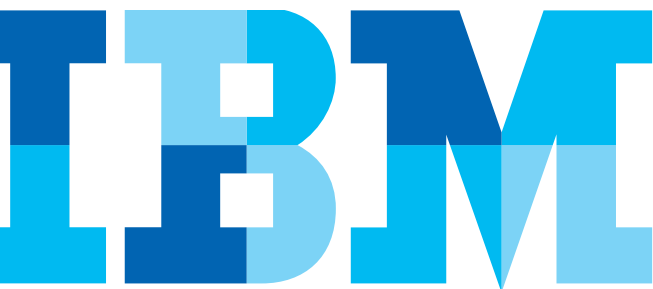
Considerations







As an organization deploys Business Intelligence (BI) on an enterprise scale, the risk of chaos from a lack of standards increases. Also, if separate functions each develop their own set of best practices, there is an increasing likelihood of “reinventing the wheel” which reduces efficiency, inhibits the spread and pervasiveness of BI, and prevents organizations from realizing the full value of their BI investment. Some of the questions that often arise include;

- How can I break down the silos of data, knowledge and expertise across the enterprise?
- How can I leverage the sharing and re-use of best practices for greater efficiencies?
- How can I raise the trust or confidence in the data being used for decision making?
- How can I ensure my BI projects are aligned with the business priorities?
- How do I minimize gaps between business expectations for BI and IT’s capabilities to deliver?
- How can I empower my end-users to become more self-sufficient while maintaining appropriate compliance?

Many of these “uncontrolled behaviors” go beyond the technology itself and encompass the culture, people and process aspects in implementing and deploying BI.

This often culminates in the creation of a BICC (or BI Center-of-Excellence, or BI Shared Service Center), a real or virtual team that includes business stakeholders who share a common need for BI. The BICC coordinates the requirements, resolves the priorities and leverages the knowledge and experience of the organization. This significantly increases the probability of on-going and incremental BI success. A BICC journey breaks down silos while introducing a level of governance, standards and knowledge sharing across the enterprise. The BICC is the lynchpin to establish your BI vision, drive your BI strategy, create your BI community, and build your BI competency.



	UNCONTROLLED BEHAVIORS	STANDARD PROCLAIMED	STANDARD ENFORCED
Organization	Silos and Gaps	Culture of Best Practice	Expanded/ Enhanced Formal BICC
Knowledge	 Knowledge Silos	 Gathering/ Grouping	 Shared and Leveraged
BI Projects	 Random Projects	 Project Registration	 Project Prioritization

Overview

The IBM Cognos Business Intelligence Competency Center (BICC) Planning Workshop ensures that your BICC foundation is designed from the ground up with proven practices in a scalable model that can iteratively grow and expand. The experience that IBM has in BI development and implementation has been instrumental in the development of a BICC functional framework that assists you in the establishment of an effective BICC program. Our approach addresses a number of key challenges:

- Organizational & Behavioral change – How the BICC journey, with time and persistence, enables working across silos
- Gaining support of both peers and executives – How to justify the need, value, and benefits for establishing a BICC
- Measurements of Success – How best to define and communicate the on-going success and contribution of the BICC
- Scope vs. Resourcing – What defines the scope of authority, responsibility, and resources needed to operate the BICC
- Structure & Approach – What organizational structure and approach is most suitable for your organization (e.g. centralized, decentralized, and federated).

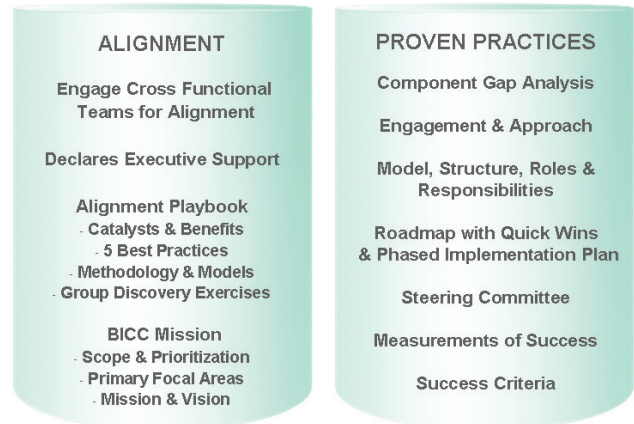
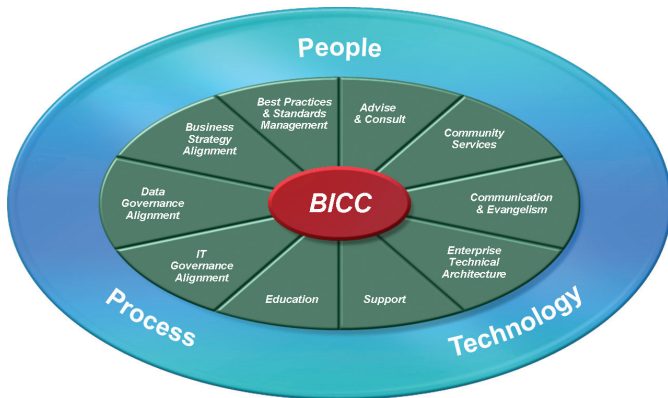
Organizations are unique in their culture and so too are the BICCs that support them. Our approach uses a series of structured, facilitated roundtable workshops with appropriate business stakeholders and IT to ensure alignment on the BICC approach and program design process. This is essential to help create executive sponsorship and drive BICC success.

Activities & Deliverables

The BICC Planning Workshop activities & deliverables are designed to create an initial clear and pragmatic BICC Roadmap along with a BICC Charter Blueprint. The Roadmap and Charter Blueprint are developed jointly by the IBM Cognos BICC Planning Workshop facilitators and the participants to ensure buy-in and alignment for all appropriate stakeholders. The BICC Charter Blueprint will include Executive Support, Mission, BICC Scope, Goals, Measurements of Success, Model and Structure, Resources, Measurements of Success and Success Criteria. The BICC Roadmap will include immediate and long term priorities, Quick Wins and will support a Phased Implementation Plan and next steps to document a pragmatic path forward in your BICC journey. These recommendations will help your organization to establish a solid foundation for a successful BICC program.

Objectives

- Engage Cross Functional Teams to achieve alignment on a BICC program
- Define a BICC Charter Blueprint with Executive Proclamation of Support
- Define a pragmatic BICC Roadmap



Key Activities

1. Pre-workshop primer and information gathering
2. Awareness interviews with key stakeholders from both Business and IT for present and future state requirements
3. Facilitate an interactive and participatory readiness and planning workshop, with group voting and exercises
4. Synthesize the findings and recommendations to produce a pragmatic Charter Blueprint and Roadmap to move forward
5. Review observations and recommendations with key stakeholders to achieve alignment on next steps

Key Deliverables

- Facilitation of workshop and group alignment
- BICC Charter Blueprint
 - Agreement on BICC Scope and primary Focal Areas
 - BICC Mission, Goals and expected Outcomes
 - BICC Measurements of Success
 - Organizational BICC Design
 - Role Descriptions, responsibilities and skills required
 - BICC approach to the business
 - BICC – Steering Committee
- BICC High Level Roadmap
 - Document Quick Wins
 - Outline an Iterative Phased Implementation Plan
 - Recommend next steps in the BICC Journey
- Observations, Proven Practices, Recommendations

Benefits

- Provides Business Segments alignment on BICC Design, Objectives, Success Criteria, Size, Charter and Timeline
- Provides specific observations and recommendations supporting BICC proven practices and implementation thereof
- Formalizes the BICC journey while proclaiming Executive Support
- Aligns both Business and IT to a pragmatic BICC Scope and Plan deliverables

Engage Today

With the IBM Cognos BICC Planning Workshop you will benefit from the broad experience and knowledge of IBM BICC subject matter experts together with our proven set of practices gained from a wide range of customer engagements. This workshop is best when you are looking to further build and enhance the BI partnership between IT and key Lines-of-business, looking to foster broader BI adoption in the user community, and looking to gain greater efficiencies with standards and shared practices.

The IBM Cognos BICC Planning Workshop is typically a three (3) day engagement but may be customized according to your needs.

Strengthen your understanding, planning and communication of the value of a BICC and how it might work in your organization by reading the IBM [Building a BICC White Paper](#).

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Contact us

For more information about how IBM Cognos Lab Services can assist you, complete the Services Request form www.ibm.com/cognos/contactus on our website.

An IBM Cognos representative will respond to your enquiry within two business days.

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