

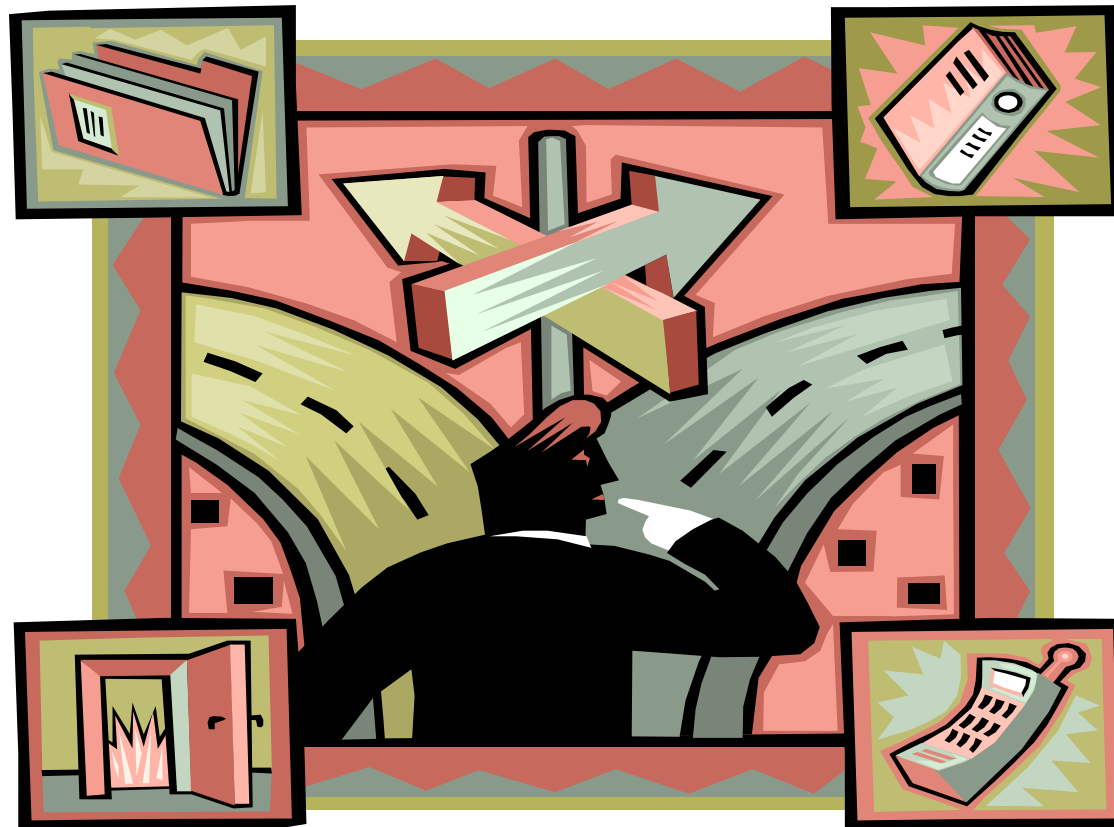
Business Intelligence Maturity Model

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EDUCATION AND RESEARCH



Purpose of Maturity Model

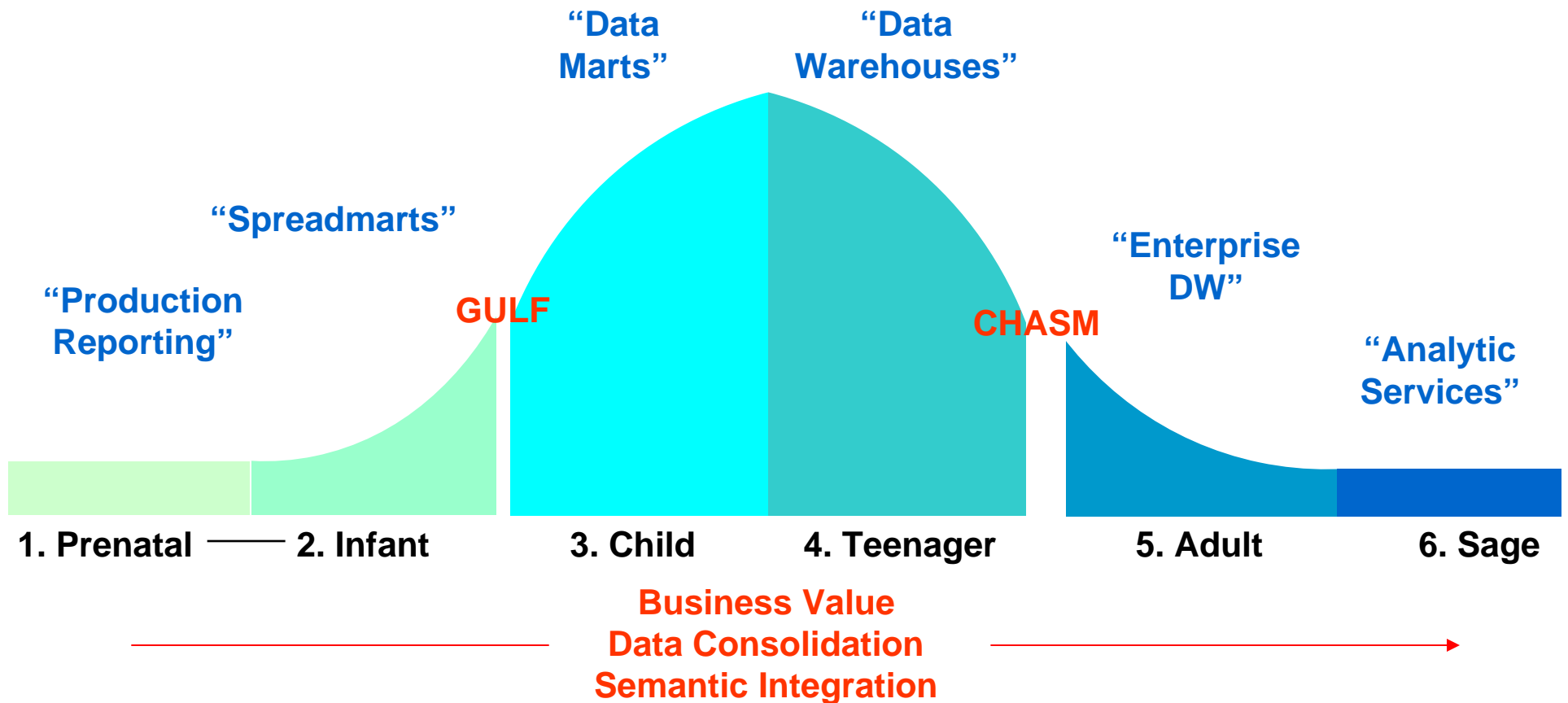


If you don't know where you are going, any path will get you there

Cautionary Notes

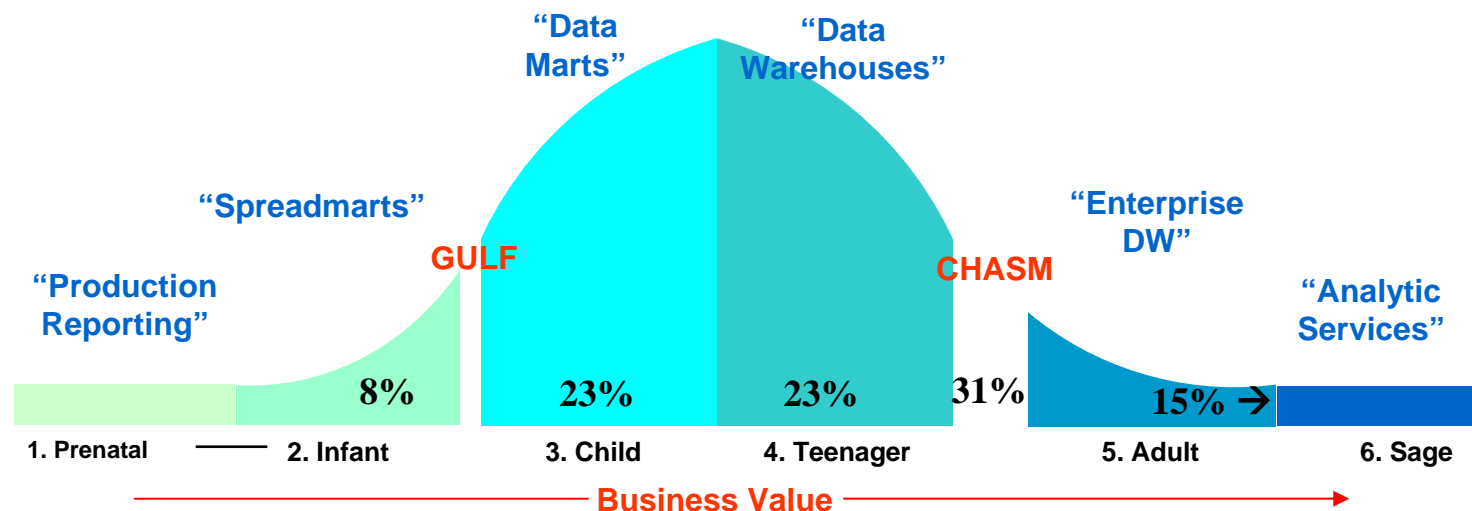
- The model is generalized
 - *Rates of evolution may vary!*
- Skipping stages is possible but risky
 - *Requires expert assistance, strong executive commitment, sizable funding*
- Regressing stages is also possible
 - *Mergers, acquisitions, reorganizations*
 - *New CEO/CIO*
 - *New regulations*

Maturity Model Adoption Curve – Six Stages



Adoption Rates

- Stage of BI/DW deployment (from TDWI Survey of BI Directors, 2006)
 - “We’re getting serious about it for the first time.” (8%)
 - “We have completed our first iteration and looking to expand.” (23%)
 - “We’ve successfully completed two or more iterations.” (23%)
 - “We’re doing a major overhaul of the program.” (31%)
 - “We have a mature solution that delivers high business value.” (15%)



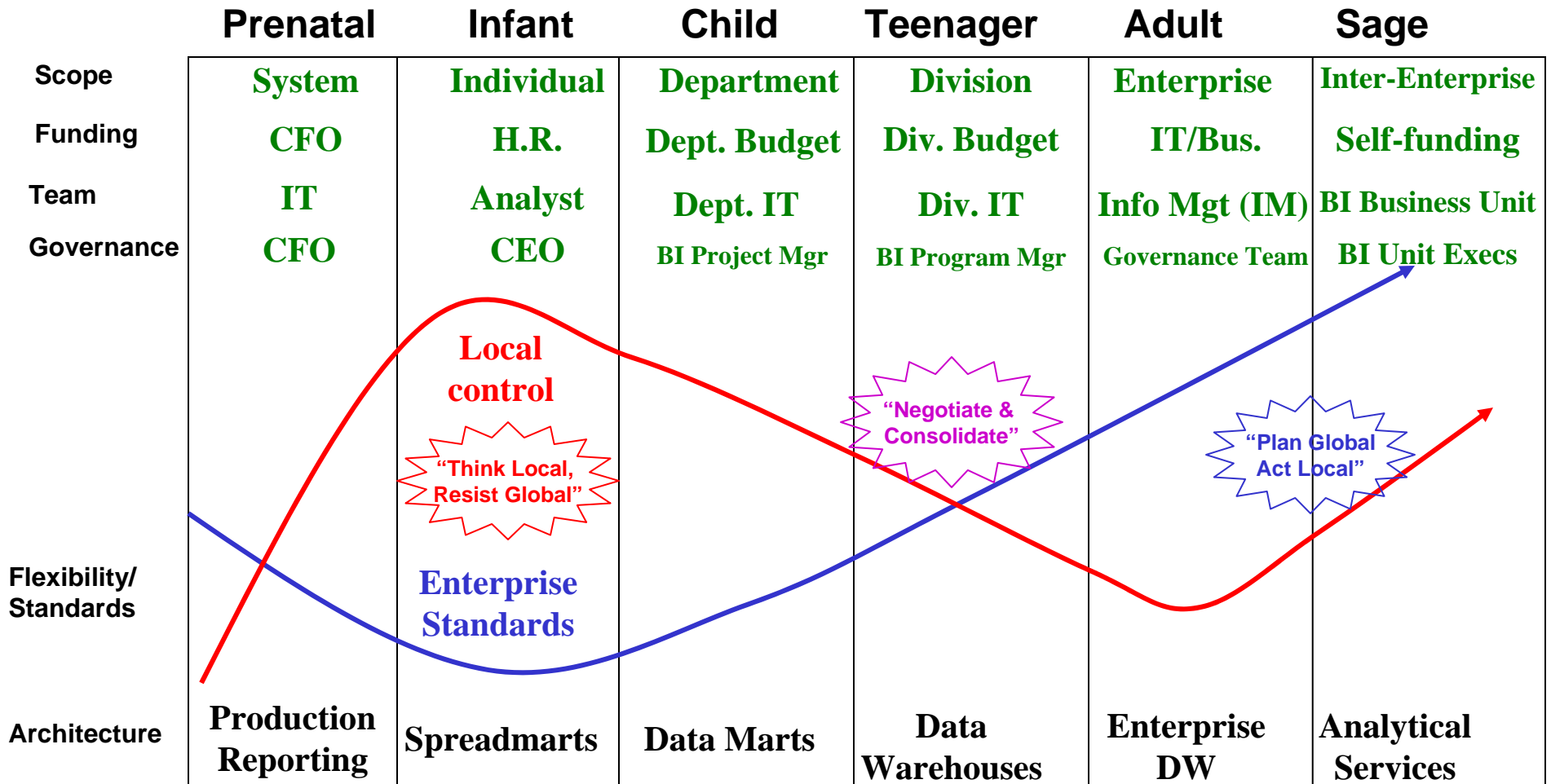
The Gulf and Chasm

- Gulf
 - *Executive perceptions of BI*
 - *Proliferation of spreadmarts*
 - *Data quality issues*
- Chasm
 - *Executive perceptions of BI*
 - *Proliferation of spreadmarts, data marts, DWs*
 - *Politics and control*
 - *Architectural inflexibility*
 - *Mental silos*
 - *Unfitted BI tools*

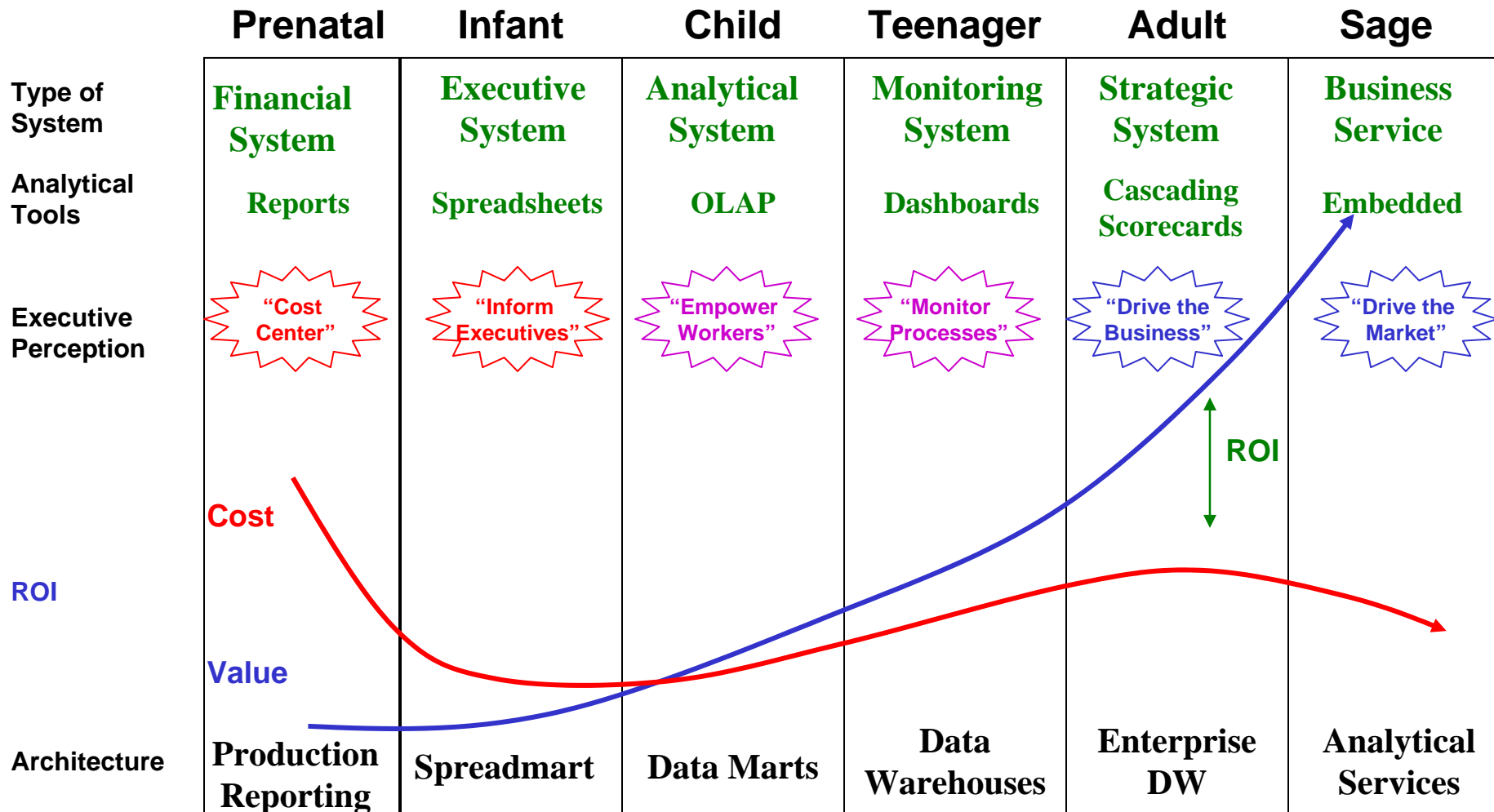
BI Adolescence - Symptoms

- Your BI team moves perpetually from one crisis to the next
- You have to plead with executives to keep your budget
- Usage of the BI/DW peaked soon after the initial deployment
- The number of spreadmarts continues to grow
- Data quality is still an issue
- Users keep asking IT to develop custom reports
- Executives believe BI is operational reports or power tools
- Query performance degrades as more users use the system
- Users don't know what's in the data warehouse
- Users forget how to use the BI tools
- It takes too long to deliver new subject areas

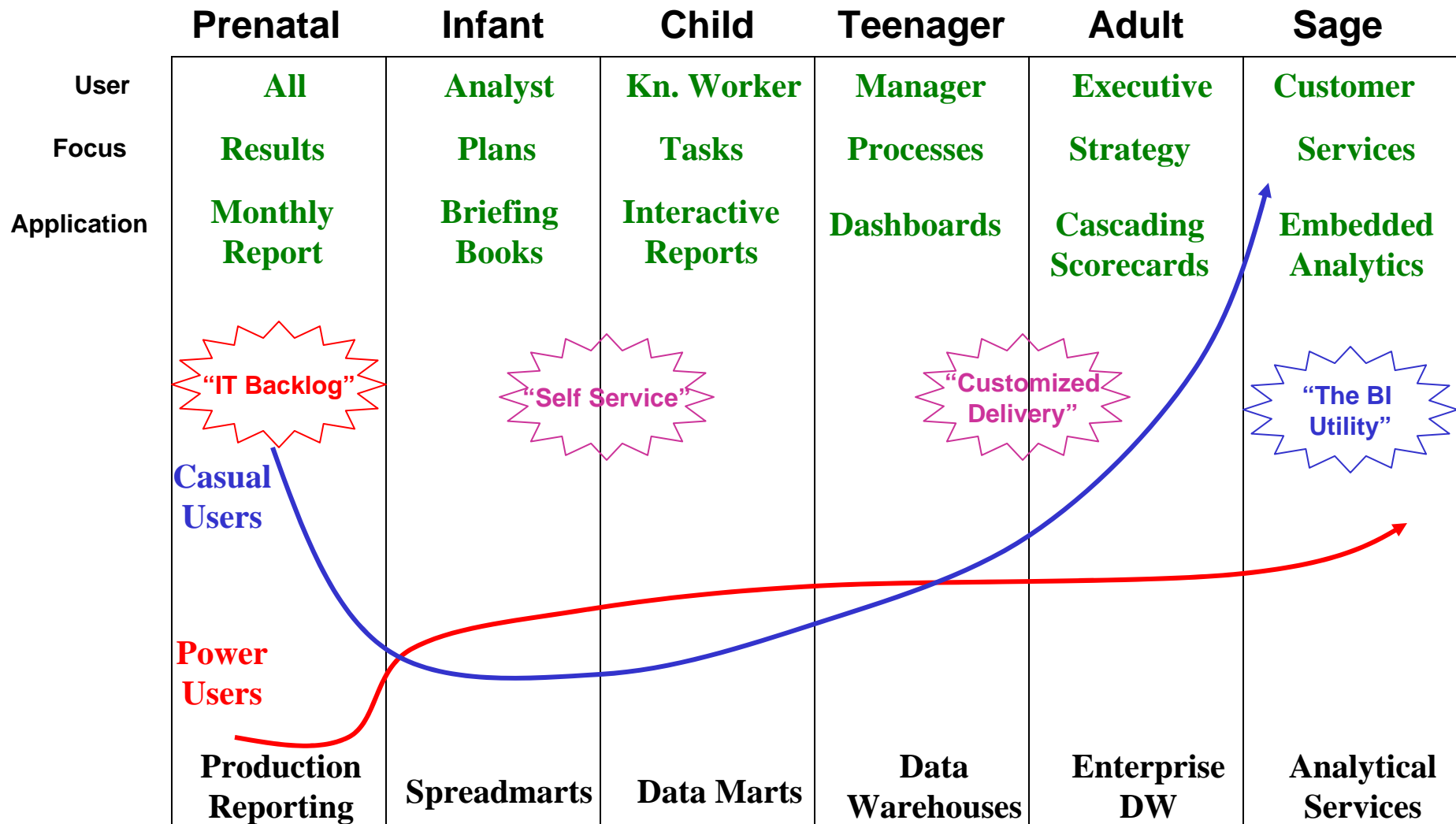
Local vs Enterprise Value



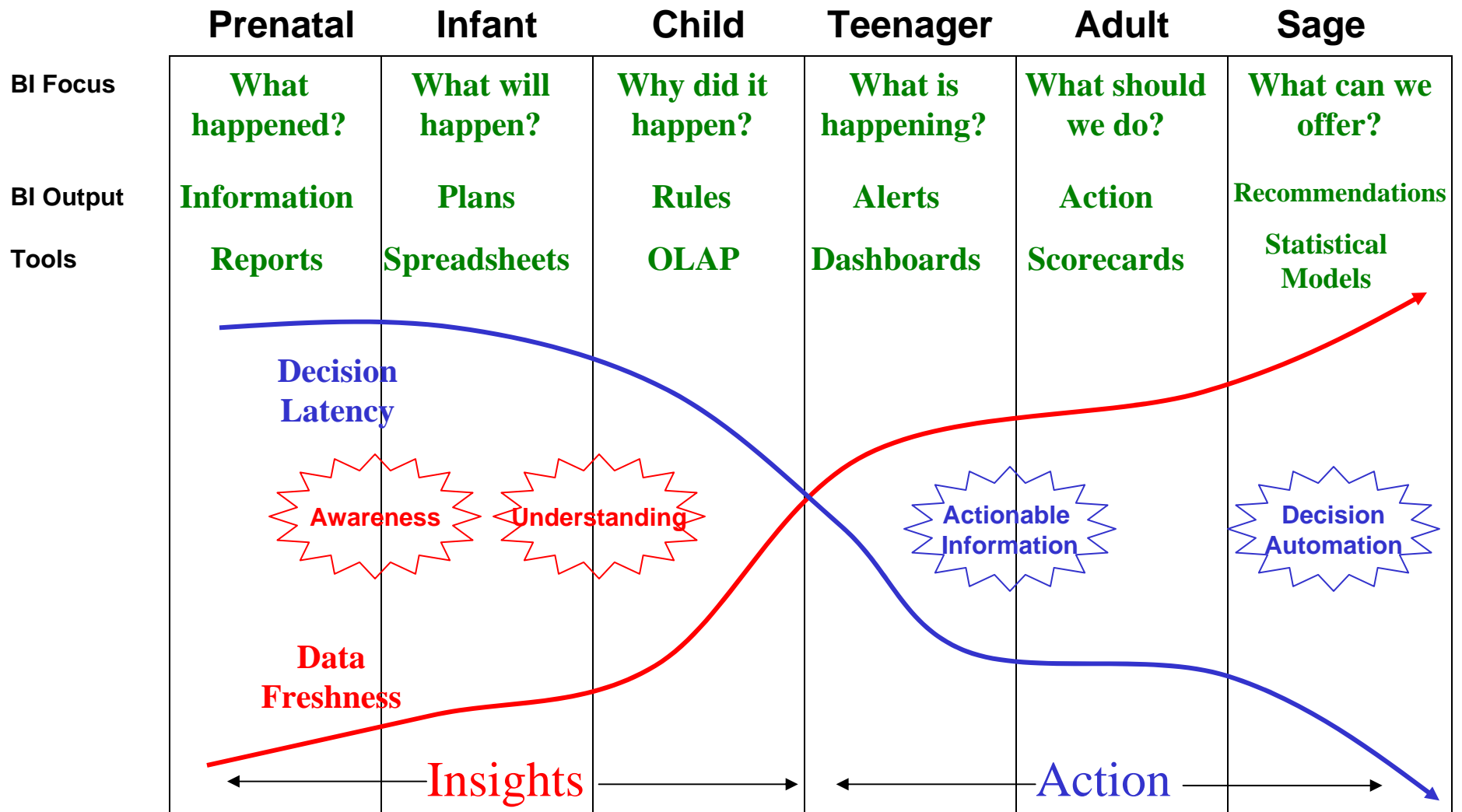
Strategic Value and ROI



Analytic Usage



Analytic Output

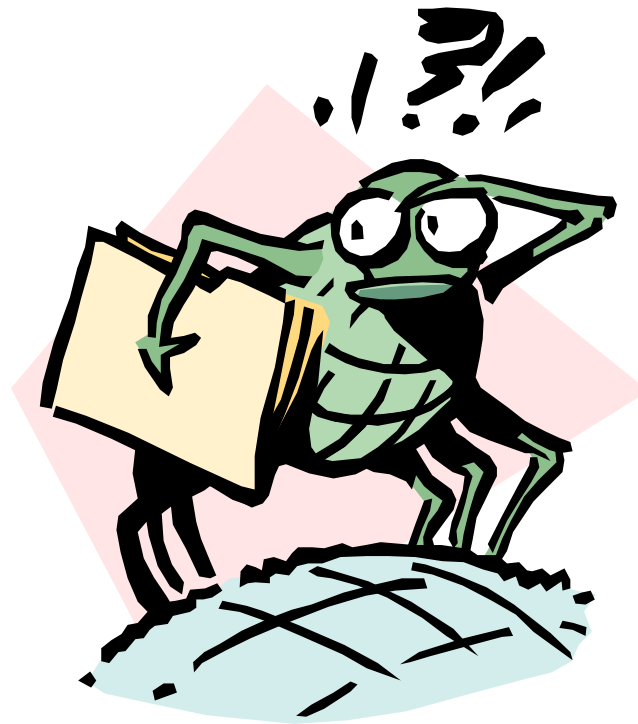


Change Management/Administration

- **Mapped to Software Engineering Institute's Capability Maturity Model**
- **CMM Level 1** ~ Infant stage - "Ad hoc" processes
 - *Process is unpredictable; Varies by individual and team*
- **CMM Level 2** ~ Child stage – "Project methodology"
 - *Projects establish best practice policies and procedures (i.e. documented, enforced, trained, and measured); Prevents unauthorized changes to schedules and requirements.*
- **CMM Level 3** ~ Teenager stage – "Development methodology"
 - *Organization establishes standard policies and procedures (not just best practices); Administrators are trained.*
- **CMM Level 4** ~ Adult stage – "Measure/monitor performance"
 - *Establishes performance metrics and acceptable thresholds; Risks are known & proactively managed; Output is predictable.*
- **CMM Level 5** ~ Sage Stage – "Continuous improvement"
 - *Organization focuses on continuous process improvement and reducing defects through evaluation and sharing best practices*

Next Steps

- How do you get from one stage to the next??



Contact Information

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Data Warehouse Maturity Assessment

Maximum Leverage of Your EDW Investment

Lance Miller
Director Services Marketing
Teradata / TDWI Seminar
1 Mar 06

You've never seen your business like this before.



Teradata is Positioned in Global Enterprise



Top Ten Ranking in Fortune 500



80% of Top Global
Telco Firms



60% of Top
Global Airlines



50% of Top
Global Retailers



60% of Top
Most Admired
Global Companies



50% of the Top
Transportation
Logistic Firms

- Division of NCR (Fortune 500)
- Leaders in various industries
- World class customer list
- Global presence

History

Teradata products & services – the definitive leader since 1979 in providing insights, experience, capabilities, and personnel wholly focused on data warehouse technology to solve business & IT problems

Our Customers Are Recognized Leaders



BI Excellence Award

Sponsor: Gartner Group
Continental Airlines



Computerworld's Best Practices Award in Business Intelligence

Hospital Corporation of America, Inc. - Creating a BI Vision and Strategies for Improved ROI



1to1 Impact Award

Sponsor: Peppers & Rogers
Continental Airlines -
Technology Optimization



TDWI Best Practices Award

Sunrise – Customer Relationship Management



Innovation Prize

Sponsor: 01 Informatique
Champion (groupe Carrefour)



2005 World Class Solution Award in the Business Intelligence

Sponsor: DM Review
Verizon Wireless – Business Intelligence



CRM Magazine's 2005 Market Leaders Awards

Fubon Financial Holding - CRM Elite, Analytics
Teradata - CRM Market Leader, CRM Analytics



Editors' Choice Awards

Sponsor: Intelligent Enterprise
Teradata - "Dozen" Most Influential BI Companies
Teradata - Customer Analytics category



Technology Leadership Award

Sponsor: Frost & Sullivan
Teradata selected for Leadership Award – CRM Analytics



Teradata Consulting & Support Services



Teradata Expertise

- Enterprise Data Management
 - > Enterprise Architecture
 - > Data Integration
 - > Logical Data Models
 - > Industry Expertise
 - > Business Analytics
- Operational Excellence
 - > System Performance
 - > Mission-critical Availability
 - > Business Continuity
 - > Upgrades and Migrations
- Superior Consulting Capabilities
 - > Industry-leading expertise & skills
 - > Partners with IT & Business
 - > Best practices and deliverables
 - > Accelerate DW planning & implementation
 - > Scalable services



Industry Solutions

Horizontal Solutions

Advanced Analytics

Data Management

Middleware

Teradata Warehouse

Services

- Teradata Professionals
 - > 4400 Teradata associates
 - > 8200+ external experts
- Teradata University Program
- SIs & VARs Partnerships

Evolving to the Enterprise Data Warehouse



EDW Maturity Model

- Comprehensive model for assessing processes within organization
- Applicable to multiple disciplines
- Maturity Models are highly effective evaluative techniques
- Valuable tool for organization to improve their management processes and technical development
- Leverages a patent-pending, proven Maturity Model framework to improve management processes and technical development

“Teradata provides a scalable service which offers a technology-neutral methodology that promotes team contribution from our business units.”

“The Maturity Assessment findings provided the strategic roadmap for senior management – now considered the document of record for the company’s data warehousing.”

Maturity Assessment Leverages Your DW



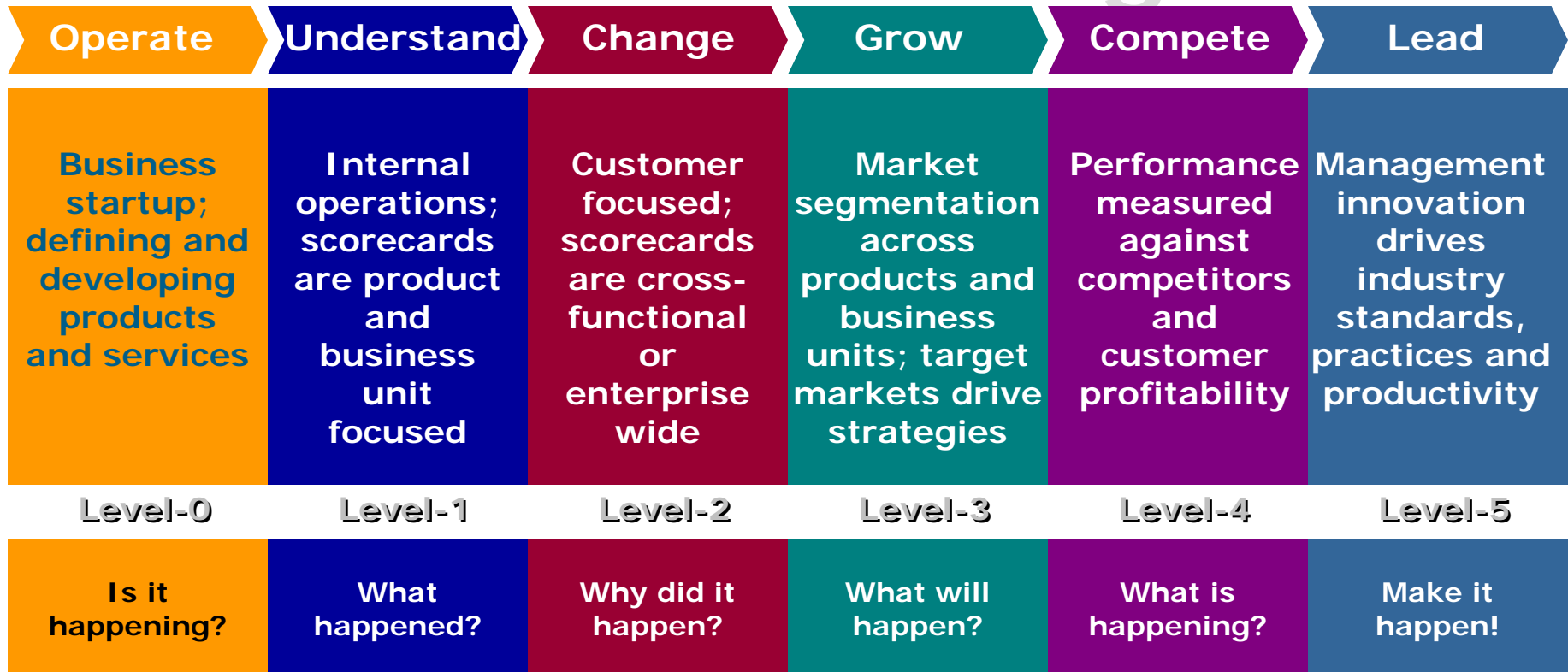
- **Align** Your EDW and BI practices to support business objectives and strategic initiatives
- **Compare** EDW and BI Management and Technical capabilities against best practices in the industry
- **Benchmark** your practices and processes against other companies in multiple dimensions of performance
- **Identify** areas that are opportunities for alignment
- **Prioritize** improvements to Governance, Information Management and technical practices
- **Recommend & Act** upon prioritized list
- **Quantify** value over time
- **Eliminate** barriers to achieve maximum return on your investment
- **Grow** your business & decision making capabilities

The overall purpose of maturity models is to establish a process improvement roadmap so a route can be drawn from “where we are today” to “where we want to be.”



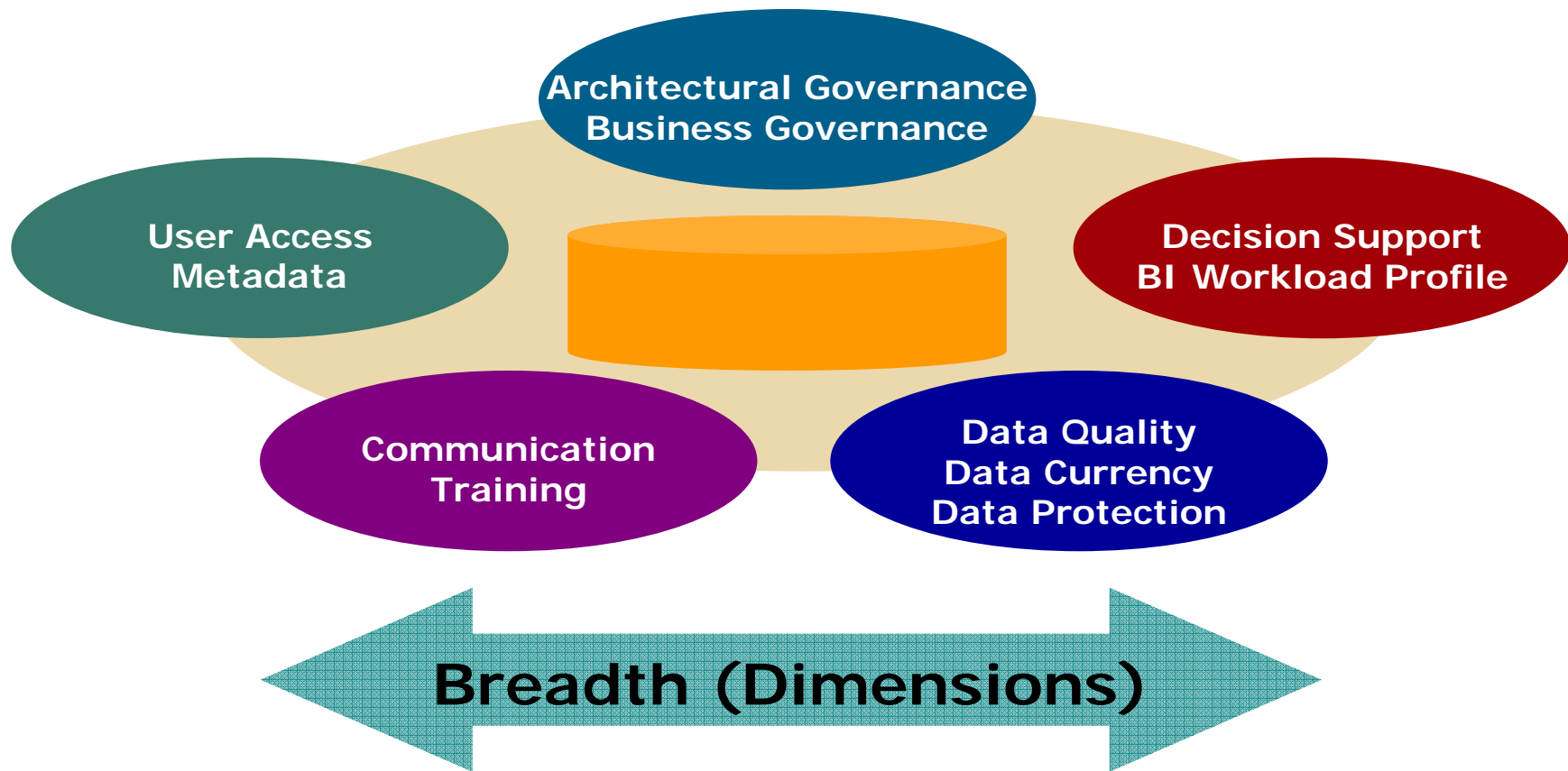
Data Warehouse Maturity Phases

Business Stage



DW/BI Maturity

Dimensions of Data Warehouse Maturity



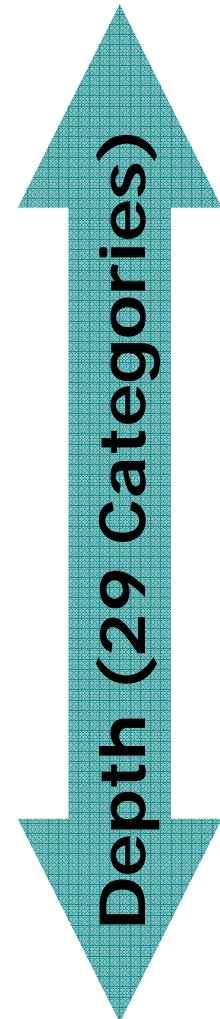
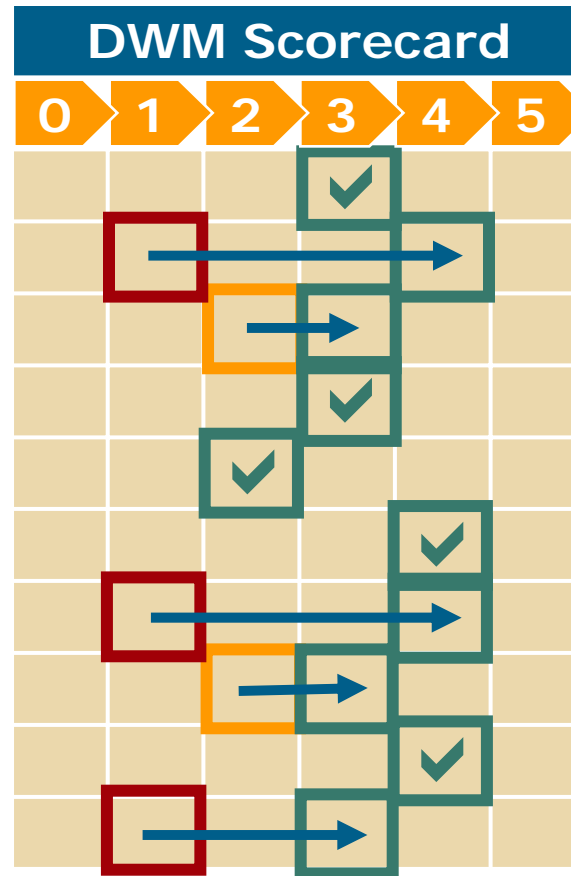
*These dimensions can
SUPPORT or **PREVENT**
the evolution of the EDW*

Business Alignment Approach



Business Requirements

- BI Workload Profile
- User Access
- Decision Support
- Data Quality
- Data Currency
- Metadata
- Architectural Governance
- Business Governance
- Data Protection
- Communications and Training



□ DW Is Not Aligned With Business Goals

□ DW Is Somewhat Aligned With Business Goals

✓ DW Meets Business Goals

Summary

- Teradata, Global Leader in DW & BI
- Award-winning Customers
- Professional Services for DW
- DW/BI Maturity Framework
- Dimensions of DW/BI Maturity
- Alignment & Scorecards
- Thank-you

Questions

