

BI on the move

Instant action using smart phone technology

The key to success

How being on top of data kept YO Sushi! in control

In-memory analytics

Speeding up retrieval and analysis

**MEDIA
PLANET**

No. 6 / Dec. '10

BUSINESS INTELLIGENCE



5
STEPS

BRING YOUR BUSINESS UP TO SPEED

Team tactics: How rapid speed data is giving the Virgin F1 team the edge

PHOTO: VIRGIN RACING/LAT



LSA SOLUTIONS
value beyond software



www.lsa-solutions.co.uk

IBM

Business
Partner

Advanced

CHALLENGES

With continuing economic turmoil everyone faces increasing challenges in even the most basic decisions they make. Step forward the White Knight that is Business Intelligence

When everything changes

In a world where old certainties can no longer be relied upon and traditional approaches fail to work, we need all the help we can get to make better decisions.

Business Intelligence (BI) solutions and the promise of new technologies and techniques grow more attractive by the day.

BI developments explored in this supplement are having a huge impact on eternal dilemmas, such as how to increase sales and reduce costs.

For almost two decades general purpose relational databases, which match data using common characters found in the data set, held centre stage. Things have changed.

New tools

1 Hardware developments and software advances have combined to produce a variety of tools that are redefining the very foundations of BI. These include data warehouse appliances to mobile BI, from in-memory databases to BI in the cloud.

While these tools offer varying, and often conflicting, approaches to improving decision making, some

common threads are clear.

First, the volumes and varieties of information available to support decision making is growing rapidly.

More information cannot guarantee better decisions but it does allow decision makers to view the world in a broader context and with more clarity.

Being social and serving yourself

2 Social analytics, for example, takes the pulse of public perception, allowing rapid decisions that mitigate costly PR mistakes or anticipate public demand for particular products.

With increased computing power, queries and analyses that were previously impossible or too costly become commonplace. Decision outcomes can be modelled at levels of detail or probability that provide highly realistic simulations of the real world. It means more advantageous solutions to threatening issues such as climate change could be found.

Self-service approaches, whether on tablet devices or in the cloud, are bringing BI closer to the business. Users can freely explore relevant in-



Dr Barry Devlin
Principal at 9sight Consulting

MY BEST TIPS

Be in the know

1 Get to know the content management strategy and systems in your organisation because they are your next big source of data.

Test and try

2 Play with new database technologies so you know their strengths and limitations because you may save time and money on traditional system.

formation for sales innovation or cost balancing, free from their old dependency on the IT department.

Avoiding the chaos

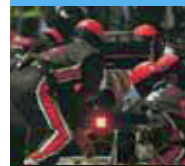
3 With every benefit there is a risk and with the wealth of information and power of analysis comes the insidious threat of data chaos. Is the information correct or timely? Which analysis is the most trustworthy or relevant? There is the classic multi-million dollar example of the NASA probe that crashed on Mars. One engineering team was working in meters and the other in feet, and neither knew that they were at odds until it was too late.

There will be a renewed emphasis on data governance and process quality because these disciplines are far more important than evaluations of whose tool is the biggest or fastest. Major innovations in the softer areas of organisation and governance are required to use this new BI effectively.

As author and spiritual thinker Neale Donald Walsch declares in a broader context: when everything changes, change everything.



WE RECOMMEND



PAGE 9

Team effort

Chief engineer for the Virgin F1 team shares his expertise and the secret to success

"Being able to use live data effectively is the difference between success and failure."

Taken off hold

1. Discover how smart phones changed the face of modern business. **p. 6**

Staying in real time

2. How Yo Sushi! flourished through the difficulties of national expansion. **p. 10**

MEDIA
PLANET

We make our readers succeed!

BUSINESS INTELLIGENCE,
6TH EDITION, DECEMBER 2010

Managing Director: Willem De Geer
Editorial Manager: Katherine Woodley
Sales Manager: Simon Kenneally
Design: Danielle Staggs

Responsible for this issue

Project Manager: Adam Gee
Phone: 020 7665 4404
E-mail: adam.gee@mediaplanet.com

Distributed with: The Sunday
Telegraph, December 2010
Print: The Telegraph

Mediaplanet contact information:
Phone: 020 7665 4400
Fax: 020 7665 4419
E-mail: info.uk@mediaplanet.com

Gartner Business
Intelligence Summit

31 January – 01 February 2011 • London, UK

ReBlrth — Adjust, Evaluate and Organize

HOT TOPICS

- Business Intelligence
- Performance Management
- Advanced Analytics
- Cost Optimization
- Data Quality and Integration
- Frameworks and Metrics

Find out more at europe.gartner.com/bi

kdrec.com

HIRE QUALITY CANDIDATES.

To grow your team call 01565 651 422.

HIGHER QUALITY POSITIONS.

To spread your wings call 01565 651 483.

KDR

HIRE INTELLIGENCE

RECRUITING INFORMATION MANAGEMENT PROFESSIONALS



**CHANGE
YOUR
WORLD**

QlikView version 10

No more waiting, no more guessing. Just fast answers to the most critical business questions.

Download your **FREE** personal edition at qlikview.co.uk

QlikView

NEWS

HOW POOR DATA QUALITY CAN UNDERMINE BI

Question: How can a business keep ahead of its rivals using the mass of data it collects every day?

Answer: By making data governance the cornerstone of its BI strategy

Every organisation creates, collects, processes, manipulates and stores huge amounts of data, but any competitive advantage can vanish without effective data governance.

These are uncertain times for any business which needs to know its intelligence is accurate, current and secure. Every piece of data must be managed effectively so it can be trusted, and people must be accountable should low data quality cause a business problem.

Wasted investment

Poor data governance can render any investment in BI effectively worthless. The efficiency savings, cost reductions and profit growth that robust data helps to generate will fail to materialise.

"Every business function is dependent on the data held in operational systems and this dependency will only increase with more automation, internet ordering and out-

sourcing," says David Evans, chair of the Data Management Association's UK chapter.

Every organisation needs a governance programme which sets goals, measures and metrics for monitoring and reporting on the health of all its data.

SMEs can learn from the mistakes of the big boys. In October TUI Travel finance chief Paul Bowtell had to step down after it was discovered that £117m of reported sales were the result of a data error. Elsewhere, the National Audit Office had headaches with the National Insurance and PAYE system because of inaccurate and unreliable data submitted by employers.

Taking responsibility

The IT department is often aware of a data quality issue first but the problem usually relates to another part of the business, such as sales or marketing. An IT worker may notice post

codes are missing from a prospect list forming part of a direct mail campaign. "Managers must grasp that data does not belong to IT, it belongs to them," says Evans. "IT manages the data but business people have to react to what the data is telling them."

Businesses must also encourage their employees to be vigilant about every piece of data they see and not just the intelligence relating to their department. Members of the sales team may focus on getting a customer's credit card details right but can miss errors in the delivery address.

Keep on top of data

Data governance must be on-going and not seen as a one-off or annual check-up. Colin Rickard, managing director EMEA at data management company Dataflux, says businesses must recognise data as an asset. "You must put money into data governance in the same way you invest in your vehicle fleet or your CRM system," he says. "If you do not take this seriously you may think you have a Ferrari of a business but you can end up in the slow lane because having bad data is like putting sand in the petrol tank."



David Evans
Chair of the
UK Chapter,
Data Management
Association

STEVE HEMSLEY

info.uk@mediaplanet.com

STEP

1

ACQUIRE THE
RIGHT TOOLS



Beam them up, Scotty

Don't klingen to your servers.

If you are still buying in-house servers and managing them yourselves, it's time to see the new way of computing – computing as a service from Rackspace.

Free your business from the hassle of in-house server management, benefit from the flexibility and scalability of pay-per-use hosting solutions.

Choose a better way to manage your computing resources. Choose Rackspace Hosting, choose Fanatical Support®!

Find out more at www.rackspace.co.uk/nomoreservers

Managed Hosting • Cloud Hosting • Email & Apps
www.rackspace.co.uk 0800 988 0100





GOOD BUSINESS SENSE
Managing one's data is a tried and tested way to stay ahead of the pack and to boost productivity
PHOTO: ALEXANDER KIRCH

Data warehousing in a box

The time and costs associated with building a data warehouse make buying bundles of hardware and software an appealing option

EXAMPLE

The data warehouse is the beating heart of a company's BI strategy and as more employees have access to an increasing amount of intelligence, investment in data warehousing appliances will soar.

These bundles include hardware and storage, open source operating systems and databases. Costs are lower because the hardware uses commodity components.

Appliances are ideal for SMEs with data volumes in the terabyte to petabyte range who want to reduce the time and cost burden of administering their data.

Business support

Appliances support specific areas such as operational BI to help front-line workers make daily decisions from a number of data sources. Appliances are also being used for enterprise data warehousing where historical and current data is analysed



Michael Ferguson
Intelligent Business Strategies

to drive sales, reduce risks and ensure the business complies with relevant regulations. Another growth area is data acceleration appliances that analyse specific queries from across the business.

Appliances are also supporting advances in analytics technology, including around predictive analytics so businesses can forecast future customer behaviour.

The number of vendors offering data warehousing in a box is rising as suppliers identify an appetite for plug-in-and-go solutions. They will configure each appliance to match a client's unique data and usage needs.

Buy carefully

Micheal Ferguson, managing director of BI consultancy firm Intelligent Business Strategies, says companies must buy appliances based on clear business need. "You must know why you are buying a data warehouse appliance and base your decision on specific workloads. This is not 'rip out and replace' technology."

He expects the cost of data warehouse appliances to fall further as competition increases and vendors include additional pre-installed functions to add value. This could mean the addition of libraries of pre-built analytical functions that can be used in query processing to enable in-database analytics.

STEVE HEMSLEY

info.uk@mediaplanet.com

4

TIPS ON CONTROLLING DATA



Dean Dickenson
Managing director of Advanced Business Solutions

Invest in the best

1 There must be a strong combination of effective software systems, including data stores and BI technology, and rigorous data handling processes. A data storage system provides a secure and indexed data repository allowing the right people access to the correct information.

Prepare for growth

2 It can be a challenge to manage and retain data long term and still react quickly. Use data stores that are scalable enough to accommodate future storage needs.

Shop around

3 The cost of data storage and analytics systems can add up so ensure the solutions chosen meet your business needs. Having data stores and BI systems delivered via the cloud rather than managed in-house can save money.

Protect yourself

4 Every business, whatever its size, must invest in effective data governance to protect against compliance errors and regulatory breaches.

Data warehouse appliances are going mainstream. Are you ready?

Netezza is providing complimentary access to the following Gartner studies:

- Gartner**
- > *Hype Cycle for Data Management, 2010*
 - > *"Are Data Warehouse Appliances in Your Future? Plan on it!"*
by Donald Feinberg

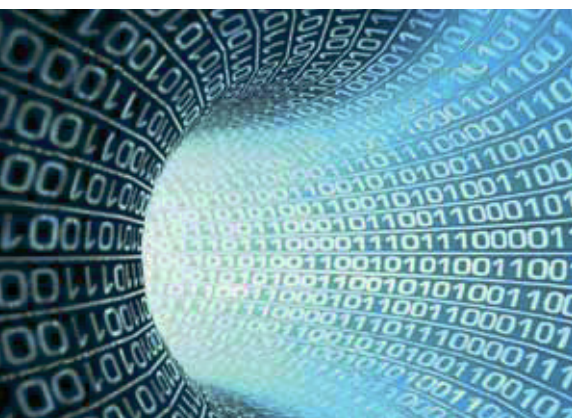
www.netezza.com/areyouready



NEWS

STEP

2

PREPARE TO
ADAPT

ON THE MOVE
Modern business
is now mobile-
fortunately technology
has been created
which compliments
this change
PHOTOS: SHUTTERSTOCK

Smart phones are boosting BI on the move

Question: How can I access company intelligence when I'm out of the office?

Answer: Adopt a mobile BI strategy

SHOWCASE

Imagine being able to access relevant business intelligence from wherever you are in the world.

Mobile BI makes this possible but uptake has been slow because small screens have limited the amount of data that can be viewed and interacted with at a time.

Taking the tablets

Yet mobile is moving into the BI mainstream thanks to touch screen Smart phone technology and tablet devices such as the Apple iPad which have made it easier to access and act on intelligence in real time. Businesses can react within the hour to the challenges posed by the actions of their competitors.

Companies are investing in mobile BI to speed up decision making and improve customer service because managers can respond to problems quicker. Employee productivity is also boosted because managers spend less time looking for data.

Maximising sales

Privately-owned toy manufacturer



"We know where the problems are so we can deal with them immediately"

John Lord
IT Director, Halsall Toys International

Halsall Toys International (HTI) is using Mobile BI to analyse sales data faster and gain a competitive advantage. It was not getting the reports it needed because all its transaction, orders and stock data were handled by an Enterprise Resource Planning (ERP) system producing only standard reports. If the directors wanted more specific analysis the IT staff had to create them indi-

vidually and this took time.

HTI is a £66m business supplying and manufacturing toys for brand names such as Disney's Toy Story. IT director John Lord selected the IBM Cognos software to get the real time data the business craved. The system can email mobile-friendly reports tracking sales, stock and margins directly to directors and managers via

their BlackBerry phones.

"Mobile BI keeps directors on top of how brands are performing," says Lord. "This real time analysis also identifies staff training needs."

Mobile reports are received daily. "We know where the problems are so we can deal with them immediately."

Overcoming problems

Lord admits there have been teething troubles because of the small BlackBerry screens and the company is considering switching to a tablet device.

Anthony Deighton, senior vice president of products at BI software company QlikTech, says the adoption of tablets by business users will be crucial to mobile BI's growth. "Tablets are opening the minds of business managers to what is possible," he says. "A bigger screen is essential to interact with the data effectively. We are seeing mobile solutions being adopted by professionals for whom the use of BI has been limited, such as in field sales."

Security concerns remain but a password-protected system can control mobile access to certain data. This market is also being held back because many applications are still very consumer- rather than business-to-business focused.

STEVE HEMSLEY

info.uk@mediaplanet.com

NEWS

BI in the crowd

Businesses need data on what people are saying about them online to respond quickly and effectively.

Three quarters of companies have no idea where their most valuable customers are talking about them.

A recent survey of 2,100 firms by Harvard Business Review Analytic Services also found that 31 per cent do not measure the effectiveness of social media and only 23 per cent are using social analytic tools. In fact, only half of those questioned had even heard of the term.

In a world where consumers are talking positively and negatively about products and services on sites such as Facebook and Twitter, being able to harness such unstructured data is critical.

Hype or hero

The jury is still out on whether social analytics is the next big thing in BI but it is providing businesses with valuable insight to inform decision making.

Businesses can aggregate content from many internet sources, track how many times a brand is mentioned and whether the sentiments being expressed are positive or negative.

For SMEs there are affordable social analytic tools available from companies such as Viralheat that delivers real-time data, and Google Alerts which monitors new social content that matches a set of search terms.

"Consumers are having conversations without you and your competitors without having a touchpoint or seeing an advert so what is being said online must be monitored and analysed," says Jim Sterne, a social media consultant at Target Marketing.

Integration a must

Olivier Jouve, business unit executive, predictive analytics at IBM, says this area is following the wider trend in BI of making information more accessible. "Social media is another source of knowledge that must be gathered because consumers trust other consumers," he says. "Social analytics must be integrated into the BI strategy though and not treated as a bolt-on."

This is not an app.



The Pulse of Your Business, In The Palm of Your Hand.™

Roambi is the premier mobile enterprise application that transforms your existing business intelligence reports and data into secure, interactive mobile analytics and visualisations – keeping you connected to the heart of your business anytime, anywhere.

Visit Our Booth at the Gartner BI Summit To Learn More. 31 January – 1 February 2011 London

INSPIRATION

Question: In the crazy world of Formula One what can a new team do to gain a competitive advantage?

Answer: Invest in BI and squeeze out every last ounce of real-time intelligence which the drivers and crew can feed on

STEP

3

APPRECIATE
THE POWER
OF NOW

Speed kings seek rapid data response

LEADER TO LEADER

As a child in Leeds Dave Greenwood dreamt of travelling the world as part of the global circus that is Formula One.

This self-confessed petrol-head has just been promoted to chief engineer of the new F1 team Virgin Racing which takes the use of BI to another level.

Now in his thirties Greenwood thrives on data. He began his career with British American Racing working in vehicle dynamics, before moving to Renault as a performance engineer studying data daily.

Industry first

Virgin's VR-01 race car is the first to be designed, built and tested entirely digitally using Computational Fluid Dynamics (CFD). Yet it is trackside, from the practice and qualifying rounds to the race itself, where the critical importance of BI becomes obvious.

There is no resource-heavy scale-model wind tunnel testing for Greenwood and technical director Nick Wirth. They prefer computer simulation technology

because of the data it provides. It means when race drivers Timo Glock and Lucas di Grassi tested the VR-01 on the track it felt exactly like the car they drove in the simulator.

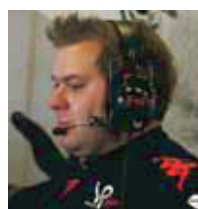
In 2010 the team generated 1.1 terabytes of CFD data a day and the VR-01 project has collated 500 terabytes, or half a petabyte of data in total.

Real-time pit data

At every Grand Prix the team works closely with IT company CSC to ensure the pit crew have data in real-time to improve the car's performance. Intelligence tells them how to set up the car for wet and dry weather conditions, for example.

"Data helps us to set the targets to improve. These can relate to the downforce effect on the car on corners or the drag experienced on long straights," says Greenwood. "BI will be crucial in 2011 as we try to make up two seconds a lap on the mid-group of teams. This is where intelligence relating to aerodynamics and the analysis of GPS data from other teams is crucial."

During practice, information streams



"Being able to use live data effectively is the difference between success and failure"

Dave Greenwood
Chief Engineer
Virgin Racing F1 team

back from the car to the pits. Sensors on the car measure its load, suspension, breaking elements, fuel consumption, tyre performance and even the driver's fitness. This information is used to make improvements to the mechanics before the qualifying session.

"We analyse it live and know where we are slowest and quickest on the track and can decide what to change. All the data is double-checked to ensure the decisions we took were correct."

The value of GPS

GPS offers a number of ways to analyse and validate data in Formula One, and the FIA provides each team with GPS data on all its rivals. Virgin Racing can assess the speed and distance between each car and programme this into its simulator.

GPS comes into its own during qualifying because mechanical changes are banned. "We take decisions based on the GPS analysis first, then the weather. We have live weather radar tracking from Meteo-France to forecast rain which influences which tyres we use."

Linking with the drivers

By the race itself Greenwood and his engineers are armed with incredible amounts of data, each piece essential in a sport where a hundredth of second can make all the difference.

"Once the race begins everything really is live and again we analyse GPS data to measure the position of the cars so we know when to call our drivers into the pits so we lose the least amount of time."

Greenwood is the only person with a direct audio link to the drivers. "I use our data analysis to tell them the size of the gap to the car in front and the distance between them and the car behind. We discuss what adjustments we can make, such as altering the tyre pressure."

He adds: "Being able to use live data effectively is the difference between success and failure. If you have the fastest car there is some margin for error but if you don't, the margin for error is zero."

STEVE HEMSLEY

info.uk@mediaplanet.com

TRY IT.
YOU'LL LIKE IT.

FREE
QLIKVIEW
PERSONAL
EDITION

AT [QLIKVIEW.CO.UK](http://qlikview.co.uk)

QlikView



Keep agile to react quickly

Taking an agile approach to building a data warehouse engages employees with the business benefits of BI

BI is all about exploiting business insight so it is sensible users are more hands-on.

Many BI deployments rely on agile development techniques which enable on-going changes to software to boost a business's competitive advantage.

The agile route absorbs the user's feedback from the start.

It can take months to design a data warehouse, for instance, only to discover the end result does not actually meet the needs of the business. The design, modelling and information visualisation steps are often completed by different people and not integrated.

Being agile means a data warehouse can be built within days and improved while it is being used.

"Data warehouses take too long to build and amend. They must react to changes in the business, user requirements and data," says Steve Hitchman, operations director at WhereScape.



MOVING FORWARD
Live and rapid data is vital for businesses in a modern world, especially those who thrive being ahead of the competition
PHOTO: VIRGIN RACING/LAT

IT MIGHT JUST

CHANGE
YOUR
WORLD

PROGRESS

PRETTY MUCH
THE SAME

INSPIRATION



KEEP AN EYE ON THE PRIZE
Staying on top of your company's data is key to success in any venture
PHOTO: PAUL MATTHEW PHOTOGRAPHY

Where raw data and raw fish collide

Question: If your business is expanding nationally how do you keep your fixed and variable costs under control?
Answer: By ensuring you can react quickly to what your business intelligence is telling you

HOW WE MADE IT

Let's face it; sushi is not everyone's kettle of raw fish.

Nevertheless, franchised restaurant chain YO! Sushi is a UK success story thanks in no small part to its robust BI strategy.

The intelligent use of data means it can serve more than 3.5m customers a year with 80 Japanese-inspired dishes, including some hot classics too like tasty Pumpkin Korroke.

The need for consistency

The company is opening 10 new restaurants every year and is now a 55-strong chain so its customer service and menu must be the same across the country. To achieve this, the business has a host of IT systems from EPOS, email and database servers linked within a modern BI system.

"In our business there are three main costs; rent, raw materials and labour. Data is vital to help us save money and to be



"Data is vital to help us save money and to be more efficient in each of these areas"

Billy Waters
IT Manager, YO! Sushi

more efficient in each of these areas," says IT manager Billy Waters. "We have to react immediately to what the data is telling us. Not just to help with marketing but also to ensure we are ordering the right quantities of the right food, and have the correct number of people working the correct number of hours in our restaurants."

Data is taken from a SQL Server data warehouse, populated from

a Clarity EPOS system refreshed overnight. Sales cubes are used for straightforward year-on-year and performance versus budget reporting.

Daily analysis for bosses

"Our general managers get reports every morning displaying sales figures for the last few days and comparing these to last week, last year and setting targets. The managers

share this data with their team so everyone knows where improvements could be made," adds Waters.

Heads of finance, operations and compliance also receive reports outlining transaction data and providing valuable information on waste and staff costs. The transaction data helps to monitor potential employee fraud and theft.

Surviving the downturn

Waters believes YO! Sushi has emerged from the recession healthier than many restaurant chains because of its investment in BI. "We could analyse where consumers were cutting back and on which days of the week and times of day we needed to do more promotion," he says. "The data told us that while weekends were holding up people were not eating out so much in midweek or at lunchtime when at work."

The company is developing a promotional coding system to track which offers are the most effective and whether customers visit different YO! Sushi outlets or always use the same restaurant.

The business has now set its sites on the US with the first YO! Sushi franchises planned for Chicago.

STEVE HEMSLEY
info.uk@mediaplanet.com



QUESTION AND ANSWER



Calum Miller
Director of Millersoft,
open source BI
consultancy

Why should a business adopt open source BI?

Any company can deploy affordable dashboards, analytics and reporting solutions using open source software to give them a 360 degree perspective across all their business processes in real time. It delivers views of the operation to specific managers, customers and suppliers who can go from data to dashboards in minutes. Open source BI is a cheaper option for SMEs looking to meet the challenge of growing data volumes.

How do open source projects support broader BI initiatives?

Companies that have made strategic investments in proprietary BI will benefit from tactical deployment of open source BI. There are fewer licensing hurdles to overcome and disposable BI becomes affordable for short-lived projects. Companies can use open source as a bargaining chip against the big box vendors when negotiating licence renewals.

What are the downsides of open source BI for businesses?

Many open source projects and suppliers are immature so companies must do due diligence and check industry references. Immature open source projects lack quality documentation and skilled suppliers.

Some mature open source BI providers supply specialised components under different licences, so beware of 'open core' offerings.

Doesn't proprietary BI score higher over open source tools in a number of areas, such as the cost of maintenance and support?

The opposite is true. Many commercial open source companies survive on support and maintenance contracts rather than licence revenue, so they must be first class.

So what is stopping organisations from choosing open source solutions for BI?

A number of things including inertia, retraining costs, an organisation's culture and the massive amount of money the big vendors pour into marketing.

FACTS

Founded in 1997, YO! Sushi is based on the concept of a Japanese 'kaiten' sushi bar. Customers help themselves to colour-coded dishes from a conveyor belt travelling at 8cm a second.

YO! Sushi must keep on top of the quantity and the quality of the ingredients it orders. All the fish it serves is

delivered within 72 hours of harvesting and the BI system ensures waste is minimised.

Researcher Gartner's forecast for the worldwide solution services market says investment in BI in 2011 will be \$30.6bn, up from \$28.4bn in 2010. This compares to \$35.2bn (\$33.1bn) for Customer Relationship Management.



LSA SOLUTIONS
value beyond software

Freedom !



IBM Cognos 10
Intelligence Unleashed
Smarter Decisions. Better Results.



IBM Cognos 10 has arrived, and it promises to change the way organisations make decisions, allocate resources, predict and plan the future - and ultimately enhance competitive advantage.

Simply, LSA Solutions will guide you and provide in depth knowledge and support to quickly make your IBM Cognos 10 application a rapid success.



Freedom to THINK: Users can explore their business with a limitless BI workspace that supports the way people think and work.



Freedom to CONNECT : Collaboration and social networking capabilities let you build and share insights to gain alignment.



Freedom to DO: Mobile and real-time analytics bring insight to the point of maximum impact



LSA SOLUTIONS
value beyond software

www.lsa-solutions.co.uk

LSA Solutions are an IBM Advanced Business Partner,
specialising in Business Analytics and Performance
management solutions.



Advanced

NEWS

Unforgettable benefits from in-memory



Question: When query response times must be quicker and real-time decision making encouraged, what's the solution?

Answer: Make the most of falling memory prices and allow managers to analyse the mass of data stored on their server

The days when only a handful of so-called power users took weeks or even months to complete data-based projects that ultimately drove business strategy are over.

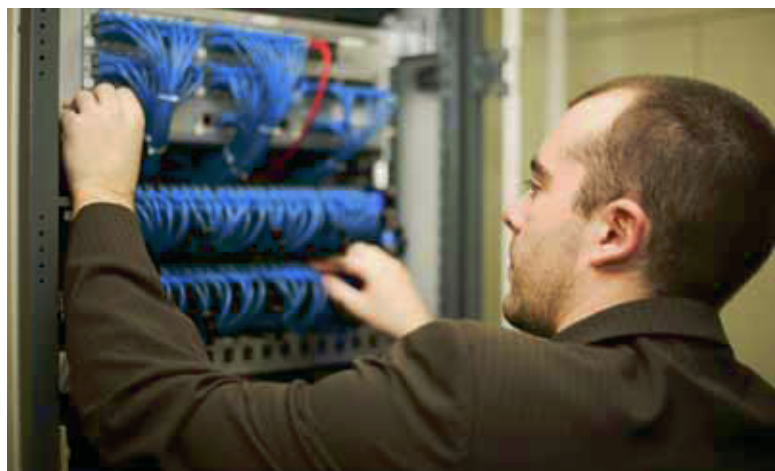
Today it is all about real time intelligence and making data as easy to access and understand as possible.

Widening responsibility

Companies want shorter query response times from their BI applications so they can broaden responsibility for decision making across their organisation. In-memory analytics lets them do this because massive quantities of data stored in the main memory of the server can be accessed and analysed in real time. It reduces the need for aggregate data structures which are an important part of most BI deployments.

A cheaper option

As the cost of memory drops like a stone this approach to data analysis and reporting is becoming a more popular way of ensuring an organisation's BI applications actually do



CAREFUL PLANNING. Clever memory management can boost the productivity of a company and its data

PHOTO: JULIEN BASTIDE

support much faster decision making and problem solving. In-memory establishes a real-time link between insight, foresight and action.

It can be a cost-effective alternative to building a data warehouse

and reduces the need for data indexing. This self-service approach also means managers can discover new consumer and market insights without relying too heavily on the IT department's support. In fiercely com-

petitive markets this can be a valuable and under-rated benefit.

For IT, in-memory means less time spent on query analysis, cube building and aggregate table design.

Easy access

"Organisations need to know that if data is entered by one department, such as payroll, other functions such as HR and finance can access it in real time," says Jake Klein, vice-president of product management for SAP HANA. "This used to be simple but with the volume of data nowadays it has become much more complex."

In-memory technology lets users access, model and analyse data in real time from their computer without having an impact on existing BI applications. There are plans within the industry to replicate enterprise resource planning (ERP) within the software to help organisations speed up their sales forecasting.

Ultimately in-memory analytics puts meaningful analysis in the hands of the users who actually need the information - when they need it. These tools are designed for executives as well as the IT team, and engage the user by giving them the power to ask and answer questions themselves.

STEVE HEMSLEY

info.uk@mediaplanet.com

FACTS

■ **By 2012**, 70% of global organisations will consider loading detailed data into memory as the best way to improve the performance of their BI application, says Gartner.

■ **It is the adoption** of 64-bit computing which has fuelled memory price cuts and made it possible to analyse larger data sets in a computer's memory.

■ **The speed** of query response from

in-memory is increased by a factor of 1,000, say analysts, because it cuts the disk link. It means users can start reporting while issues that are uncovered are fresh in managers' minds.

■ **One organisation** to see business benefits from in-memory analytics is Southern Water. A customer billing report which used to take 15 days and £20,000 per report is now completed in an hour.

Power to the people

Encouraging personal responsibility and the sharing of data has to be the way forward

The ultimate aim of any BI strategy is to break the reliance on the IT department and empower people to make decisions based on their own experience and analysis.

Self-service BI allows managers to react to business developments immediately by arming them with the tools to analyse and re-use data contained within the larger BI system.

Keeping it simple

A business must first assess which functions access information from the current BI system and then choose software which all managers and not just the early adopters can embrace. Even those with limited BI skills can then create reports and dashboards, reducing IT support costs.

Have checks in place

Michael Ferguson, managing director of consultancy Intelligent Business Strategies, supports self-service but says controls must be in place. "BI components must be marked to say they are reliable and can be trusted. People must have the confidence to re-use it," he says.

Self-service is linked to collaborative BI where employees share structured data, such as KPIs, and unstructured data including emails to boost a company's competitiveness. Collaborative BI seeks out weak data and makes it stronger.





One-click analysis

One big headache

**CHANGE
YOUR
WORLD**

QlikView version 10

Unlocks your enterprise data

Download your **FREE** personal edition at qlikview.co.uk



QlikView

PANEL OF EXPERTS



Alex Whittles
Managing Director, Purple
Frog Systems



Anthony Deighton
Senior vice president of
products at QlikTech



Dai Clegg
Director of marketing EMEA at
Netezza Corporation, an IBM
company



Question 1:

How do you calm fears about security and loss of data control around BI in the cloud?

With the cloud you are handing control to a third party so there will be fears. BI systems bring information from the whole organisation into a single place but this can increase the risks when data security is compromised. You need confidence that your SaaS provider can implement adequate technical security systems and processes including identity and access management and back-up systems, restricting internal staff access and managing the upgrade cycle.

The fears being expressed are real. It is hard enough to secure data in your own data centre but even harder when you lose control. Businesses must trade the benefits of BI in the cloud, such as cost efficiencies and more reliability, with the perceived risks. Some cloud-based providers have gone bust which is another potential problem. BI is perhaps not always suited to the cloud but there is a tendency in Silicon Valley to put everything in the cloud.

Everyone worries about the security of the technology they use because we have all heard the horror stories. Businesses must be vigilant and ensure providers adhere to the highest standards. What level of Common Criteria certification does the IT security in place have? Also, what is the provider's competency when it comes to security? The database may be secure at the back end but what about your network? You have to trust the chain of people involved.

Ask the experts!

Question 2:

What are the benefits and disadvantages of data warehousing versus taking a data warehouse appliances approach?

Data warehousing infrastructure is moving in three ways; virtualisation, the cloud and data warehousing appliances. All offer better scalability and lower costs. A custom-built option is best if flexibility is the goal. Appliances and the cloud offer a faster deployment route, so less need for a skilled resource to design, build and test the infrastructure. The advantage appliances have over the cloud is a company keeps control of the physical media.

The appliances approach has advantages, such as the link between software and hardware which makes it easier to implement. Bundling software and hardware together means you are locked in and cannot upgrade just the hardware, so there is a trade-off. Data warehousing is a difficult technical area to get right and a business can struggle to find the most cost-effective solution. Do the benefits of the linkage outweigh the downside of being locked in?

A data warehouse appliance is like a washing machine. You plug it in and it does what it is says it will do. Businesses want to remove the complexities and the costs around data warehousing. From day one they can integrate an appliance into their BI systems. They can also start uploading data immediately and run queries within days. The appliance solution feeds the appetite for data. The disadvantage is the upfront investment to start the process.

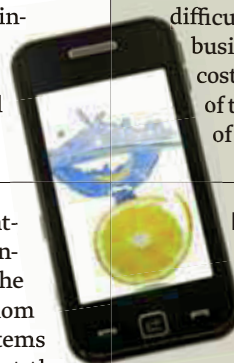
Question 3:

Is Social Analytics the next big thing or is it totally unworkable for most businesses?

The more data you have the greater chance you have of maximising insight, so don't ignore social media. The problem is how to harness the 'wisdom of the crowd'. The aggregators' systems that automate the work and extract the required information are vital here. Social Analytics is not the whole picture. The wider semantic web provides a playground of web-based datasets and the analytical ability of BI systems will be enhanced as this web grows.

It is the next big thing because you are talking about user engagement. People make decisions as a group and anything a business can do to lubricate the decision making process is valuable. Organisations can lack creative thinking here and try and take consumer software and apply it to BI systems. This is how it can all go wrong because it is not about befriending co-workers. Employees need to know how to use this insight to shape online strategies.

Sentiment analysis is in its infancy but companies cannot afford to ignore what is being said on web forums and blogs. Ideally you need software that can pick up the tone of what is being said or the irony. Another question with social analytics is are you stealing someone's privacy or giving them extra value by ensuring they only receive content they are interested in? You ultimately have to trawl through so many pieces of smart, analytical data.



Efficiency. Visibility. Control.

Advanced
Business Solutions

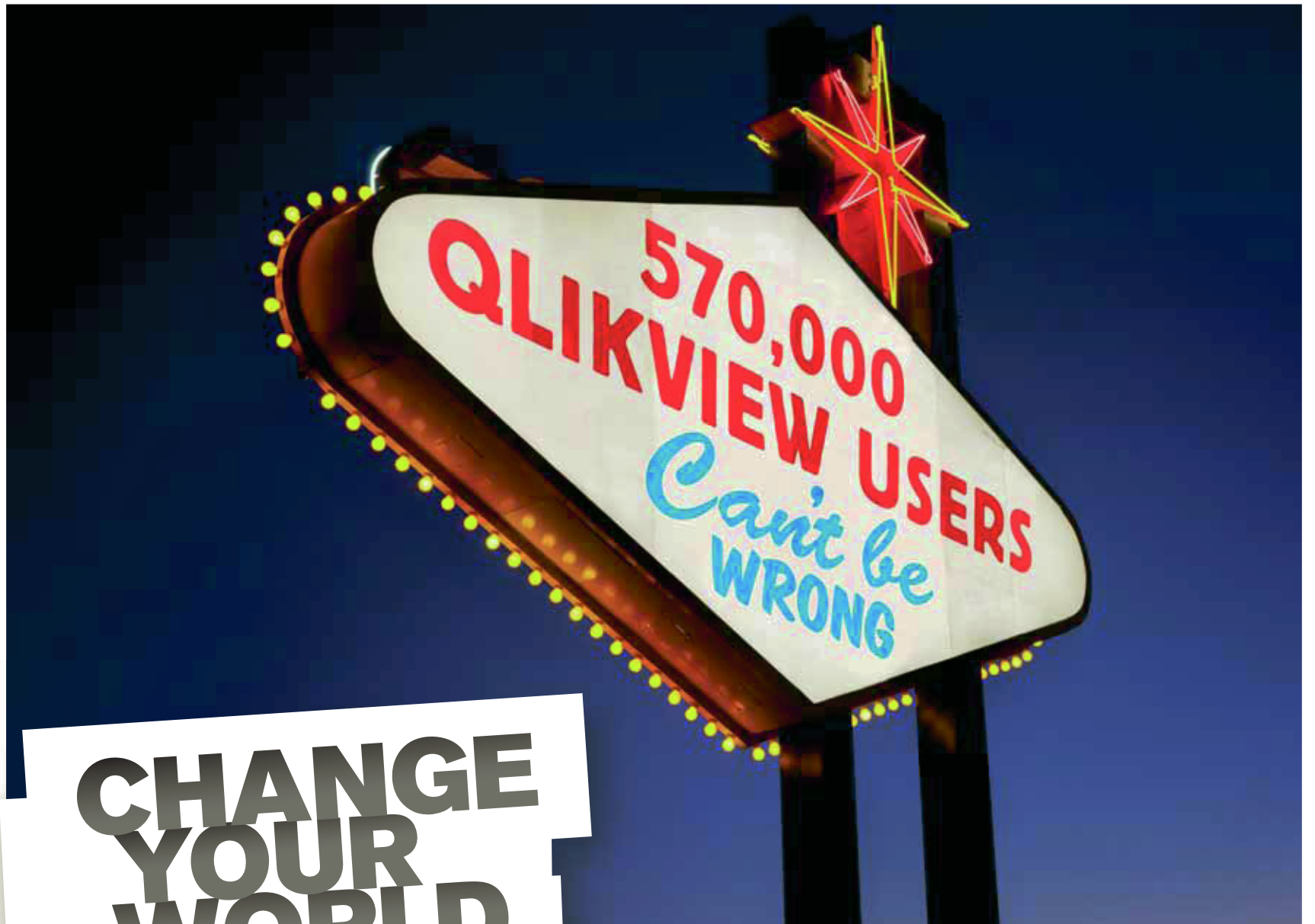
dashboards
data warehousing
budgeting & forecasting
master data management
analysis

Advanced Business Solutions
has delivered over 500 successful
Business Intelligence projects,
both in and out of the cloud.

Talk to us today to find out how we
can help you make practical use of BI.

08451 606 162

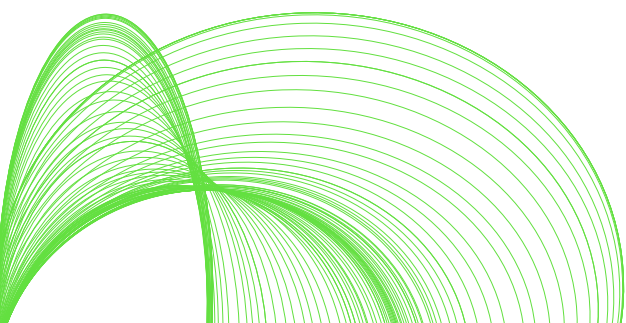
www.advancedcomputersoftware.com/bi



**CHANGE
YOUR
WORLD**

**SEEING IS
BELIEVING**

Download your **FREE** personal edition at qlikview.co.uk



QlikView

YOU CAN WISH
FOR A PROSPEROUS
NEW YEAR

(but hope is not a strategy)

OR YOU COULD MAKE 2011
THE YEAR THAT YOU

DO MORE
WITH YOUR
DATA

Teradata Corporation thanks all of our partners, suppliers and employees for another great year. Our special thanks to the close to 1,000 customers whose loyalty and achievement is our best advertisement; we look forward to working with you in 2011 – and beyond.



Our technology speaks for itself and so we let our customers do the talking at Teradata Universe, Europe's leading Business Intelligence and Analytics conference. If you want to do more with your data than just capture them and keep them prisoner in your data centre, join more than 800 of your peers in **Barcelona, April 10th - 13th, 2011** and hear for yourself how some of the world's leading organizations do more with Teradata.

www.teradataemea.com

TERADATA®