

# Putting the Business Back in BI: A Framework for Requirements and Value Management

Learn via: **Classroom / Virtual Classroom / Online**

Duration: **1 Day**

<https://bilginc.com/en/training/putting-the-business-back-in-bi-a-framework-for-requirements-and-value-management-49-training/>

## **Overview**

BI means "business intelligence," yet it sometimes seems that technology interests supersede those of business. When a BI program gives more attention to dashboards, scorecards, OLAP, and data warehouses than to finance, R&D, marketing, operations, etc., it is time to put the business back into BI.

The purpose of BI is to deliver information that makes a difference—real contributions to the mission and goals. The challenge lies in making a strong connection between goals and information. All too often BI delivers obvious and easy metrics, missing opportunities for high-impact information.

The key to effective and valuable intelligence systems lies in requirements. Yet gathering requirements for intelligence systems is complex and difficult. This course teaches processes and techniques for requirements gathering and requirements management that specifically target the complexities inherent in BI. The framework for requirements management helps to be sure that the many aspects of BI—motivation, capabilities, performance, governance, management, compliance, risk, and measurement—are all understood and properly represented in BI systems.

## **Prerequisites**

There are no prerequisites for this course.

## **Who Should Attend**

- Sponsors and business stakeholders in BI programs
- BI program and project managers
- Business analysts
- Requirements analysts
- Designers and developers of analytic systems

## **What You Will Learn**

- A new definition of BI that shifts the focus from data and technology to capabilities and value
- The dimensions of business management and their relationships to BI
- The elements of business governance and their roles in BI
- The principles of business measurement and their roles in BI
- How management, governance, and measurement combine to form a framework to manage BI requirements and BI value
- How to apply the framework for each of requirements analysis, project scoping, and value management

## **Outline**

### **Module One**

- Business Framework for BI
- What is Real Business Intelligence?
  - Common Definitions
  - A Look inside the Terms
  - BI Redefined
- Business-Aligned BI
  - BI for Business Value
  - BI for Business Impact
  - Regulatory Alignment

- Goal Alignment
- Process Alignment
- The Business-Framework
  - Business in BI
  - A Closer Look
  - Drilling In
  - Industry Perspectives

## Module Two

- Business Management and BI
- Scope of Business Management
  - An Overview
- Business Management and the Framework
  - Financial Management
  - Customer Relationship Management (CRM)
  - Operations Management
  - Human Capital Management (HCM)
  - Supply Chain Management (SCM)
  - Business Activity Monitoring (BAM)
  - Business Performance Management (BPM)
- Scope of Business Intelligence
  - An Overview
- Management Intelligence and the Framework
  - Strategic Intelligence
  - Financial Intelligence
  - R & D Intelligence
  - Market Intelligence
  - Sales Force Intelligence
  - Customer Intelligence
  - Operations Intelligence
  - Workforce Intelligence
  - Risk Intelligence
  - Regulatory Intelligence
- Using the Framework
  - An Overview

## Module Three

- Defining Project Scope
- Defining Project Scope
  - An Overview
  - Business Scope of BI Projects
- Using the Framework to Define Scope
  - The “What’s” of Project Scoping
  - A Scope Definition Checklist
- Project Scope Example
  - Scope Definition Checklist
  - Statement of Scope

## Module Four

- Gathering Business Requirements
- Information Systems Requirements
  - An Overview
  - Gathering Business Requirements
  - Business Intelligence and Business Requirements
- Using the Framework for Business Requirements
  - The “What’s” of Business Requirements
  - Index Requirements
  - Performance Indicator Requirements
  - From Indicators to Metrics
  - Delivery and Access Requirements
  - Process Requirements
- Business Requirements Example
  - The Performance Index
  - The Performance Indicators
  - The Metrics
  - Information Delivery – The Metrics
  - Information Delivery – The Performance Dashboard
  - Data and Process Requirements

## Module Five

- Managing Business Value
- Value Management
  - An Overview
- Analytics Inventory
  - Purpose and Description
  - Using the Framework
  - An Example
- Change Management
  - Purpose and Description
  - Using the Framework
  - Extending the Inventory – An Example
- Portfolio Management
  - Purpose and Description
  - Using the Framework

## **Module Six**

- Summary and Conclusion
  - Summary of Key Points
  - References and Resources