

IBM Cognos Business Intelligence Competency Center (BICC) Planning Workshop

Organizing for Success



Highlights

- Engages cross functional teams to achieve alignment on business intelligence and analytics
 - Considers technology, culture, people, and process
 - Formalizes the BICC Journey with immediate stakeholder “buy-in”
 - Defines BICC goals, structure, governance, roles and responsibilities
 - Provides a pragmatic **BICC Charter Blueprint** with executive sponsorship and support
 - Facilitation, findings & recommendations with clear go-forward plan
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Overview

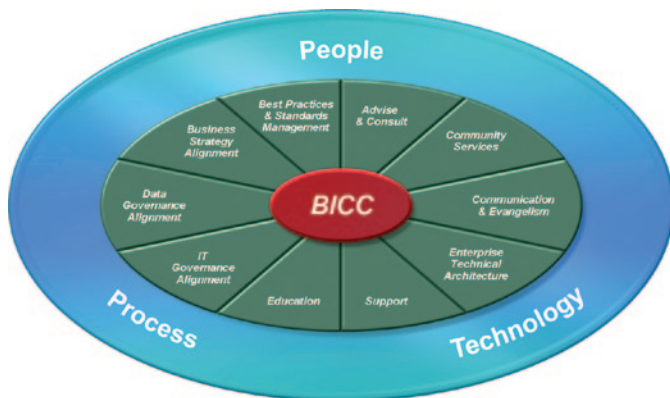
As Business Intelligence (BI) solutions are implemented across the enterprise, many organizations have discovered that deploying BI technology alone is not sufficient to ensure broad adoption or garner recognized success. People, process, and culture are critical to driving the effective use of BI and demonstrate the need for a more comprehensive BI organizational strategy.

Some common challenges to BI adoption and success include:

- Difficulty breaking down silos of data, knowledge, and expertise across the enterprise
- Barriers to sharing and re-using best practices, creating inefficiencies
- Misaligned BI initiatives with business strategy and priorities
- Desire for more self-service and agility in the business
- IT bottlenecks, without sufficient resources to meet growing demand for BI
- A lack of trust or confidence in the data being used for decision making

Understanding and addressing these challenges often culminates in the creation of a BICC, a real or virtual community represented by many business functions and encompassing a community of users who share the need for skills, methods, and standards when using BI. The BICC can build BI skills, foster a BI or analytics vision, gain alignment on priorities, and leverage knowledge and experience. A well established BICC program becomes the lynchpin driving a more effective partnership between IT centers of excellence and the BI community in the business, growing BI user adoption, and increasing the probability of ongoing success.





The IBM Cognos BICC Planning Workshop provides an innovative and collaborative approach to start you on a successful BICC journey, keeping you in front of the organizational learning curve and helping you transform the way your business thinks about BI, business analytics, and performance management. Our approach uses a series of facilitated roundtable sessions, with both Business and IT participation, to ensure alignment, initiate executive sponsorship, and to simplify the BICC planning process.

By the end of the workshop, organizations are armed with a shared business analytics vision, a high-level **BICC Roadmap**, and a **BICC Charter Blueprint** as a starting point to establish their BI organizational strategy.

Key Workshop Benefits

- Formalizes the BICC journey with immediate stakeholder “buy-in”
- Business and IT alignment on BICC Objectives, Scope, Design, and Success Criteria
- Defined BICC goals, structure, governance, roles and responsibilities
- Pragmatic **BICC Charter Blueprint** and priorities with executive sponsorship and support
- Senior leadership armed with a clear BICC go-forward plan

Audience

Because the workshop is focused on the need for a BI organizational strategy, the effectiveness rests on the participation of key business executives or managers who either already have some Cognos BI in their own functional area or have a recognized, near-term need for business intelligence or analytics. They are often looking for more self-service capabilities but are unclear on how to achieve that. Often these business stakeholders share similar needs with other groups in the business and may be looking for alignment across functions.

In addition to business participation, representation from IT management is equally valuable - particularly for those with current ownership of a business intelligence, business analytics, or performance management agenda. Workshop discussions also focus on their interests to see more user adoption by the business, freeing IT resources to support the BI community rather than acting as the only focal point for BI development. They are also looking to foster a better business and IT partnership with a governance structure defining clear roles and responsibilities.

Interest in the workshop is often driven by one or more “BI champions”, either from the business or IT (or both), who are evangelizing the value of business intelligence and 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 workshop is structured as a 2 day on-site event with time allotted beforehand for suitable preparation and time after the workshop for final reports and reviews.

Workshop Preparation

Prior to the on-site workshop activities, the workshop leader will conduct brief discovery sessions, by phone conference, with the champion team or BI managers, to understand the current use of BI in the organization, and the interests that various participants may have. This helps to ensure that the workshop will deliver tangible value for the workshop attendees. Final workshop logistics will also be confirmed.

On-site Workshop

With a well-prepared team of facilitators as guides, the on-site workshop is conducted with a series of team discussions and simple exercises. The structure of the on-site workshop is shown in Table 1 below.

Final Report Presentation

After the on-site activities have been completed, the facilitation team will devote additional time to prepare the final *BICC Roadmap*, go-forward plan and *BICC Charter Blueprint*.

The *BICC Charter Blueprint* which will cover Executive Support, BICC Scope, Goals, Measurements of Success, Model and Structure, Governance, Resources, Measurements of Success, immediate and long term priorities, and Success Criteria.

A final telephone conference call with the champion team includes provision and review of the deliverables.

Engage Today

The IBM Cognos BICC Planning Workshop is ideally suited to organizations that have gained a solid, departmental foothold with business analytics, business intelligence, or performance management but are looking establish a more effective BI organizational strategy with a BICC.

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

Strengthen your understanding of the value of a BICC by reading the IBM [Building a BICC White Paper](#).

For more information on the IBM Cognos BICC Planning Workshop, or to schedule a workshop for your organization, contact your IBM sales or services representative.

Table 1: On-site activities (sample agenda for a typical workshop)

Day 1 – BICC Alignment	Day 2 – BICC Proven Practices
<ul style="list-style-type: none"> • Introductions, current state, & executive sponsorship • IBM Cognos BICC “Playbook” • Participatory presentation focusing on: <ul style="list-style-type: none"> - BICC symptoms - BICC benefits - Five best practices to follow - Organizational models - Group discovery exercises • BICC functional components • BICC scope & initial focal areas • BICC mission 	<ul style="list-style-type: none"> • Component gaps & priorities • Engagement with business & approach • Organization & governance model • Structure, Roles & Responsibilities • Roadmap with quick wins & phased implementation plan • Steering Committee • Measurements of success • Success criteria

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