

d60

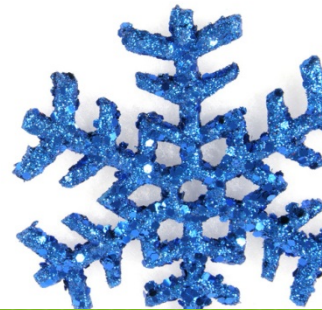
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Program

- **Welcome**
- About d60 a/s
- Business Intelligence - Definition and purpose
- Practical BI
- Life as a consultant
- Personal experiences – education/background

History

- Founded in 2007
- Mid 2008 the ownership structure is in place with four partners
- Clear focus on Business Applications and Business Intelligence solutions
- In 2009 the first two consultants are hired. One senior consultant, the other newly educated
- In Q3 and Q4 2010, 5 new employees are hired
- September 2010 > Office in Aarhus
- 34 employees per December 2011



Philosophy

- Customers first, always
- Jutland temper
 - Great ambitions, small gestures
 - Organic growth
 - Diligence and moderation



Business



Projects

- Business Intelligence development
- Business Applications to support customer business processes
- Solutions that merge the above
- Advice
- Project Management



Services

- IDA, Intelligent Detail Analysis
- Raptor Smart Advisor. Intelligent Recommendation



Products

- Prophix, Financial Consolidation and Planning
- T.Rex, Timeregistration-software, d60
- Targit, Business Intelligence front-end

Competences Business Intelligence

- Platform
 - Dedicated Microsoft (Gold Partner Status)
 - Partnership with third level vendors
 - Targit
 - Prophix
- Business Intelligence solutions.
 - Reporting
 - OLAP
 - Planning
 - Financial consolidation
 - Performance Management
- Niche expertise in Data Mining:
 - Behavioral targeting
 - Recommendation
 - Cross/up selling
 - Fraud detection
 - Forecasting
 - Churn Prediction.
- Cooperation
 - With Aarhus study environment, including the Alexandra Institute and Aarhus University

Udvalgte referencer



Kirk Larsen & Ascanius

PLESNER

Mågasin



BECH-BRUUN

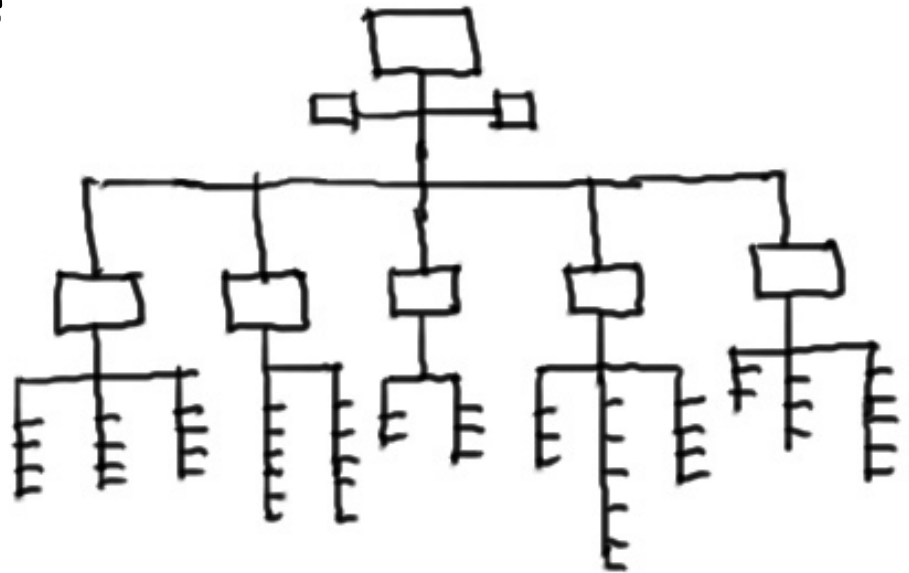


Bolia.com

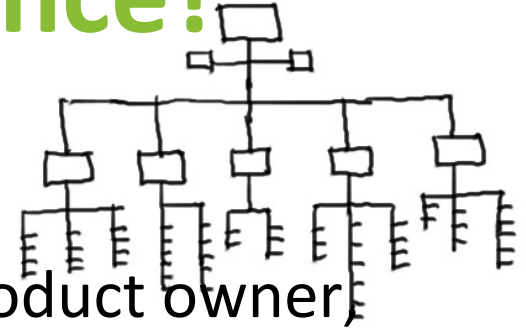


What is Business Intelligence?

- **Business Intelligence is about:**
 - give the right people
 - the right knowledge
 - on the right time
 - in the right way



What is Business Intelligence?



- **give the right people**

- Board, directors, product manager, product owner, head of development, salesmen etc.

- **the right knowledge**

- Income, revenue, sales, number of sales, number of development hours, etc.

- **on the right time**

- Daily, weekly, yearly

- **in the right way**

- Predefined report, spreadsheets, emails etc.

BI in the organisation

At least 4 different levels of users

Organization Level	Overview/detail	Ad hoc analysis	Typical channel
Management	Overview	Low	KPI's, Scorecards, standard reports
Controlling/Analyst	Both	High	Pivottables, reports for "sanity check" (data mining predictions)
Middle management	Local overview (own department or area)	Low/Medium	Standard pivottables and scorecards
"Man on the floor"	Detail	None/Low	Standard reports and warnings, operational BI

So where is the value?

- The company implement a tool that gives them the opportunity to analyze, activate and visualize the knowledge in their data
- A huge drop in "Ad hoc"-reports
 - Availability for the organization!
- On set of numbers
 - Data quality, one defined standard, central definitions!
- One point of view on the performance of the organization
- Away from single spreadsheets to one central reporting platform

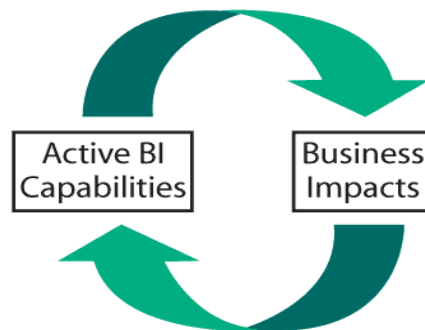
Business Intelligence

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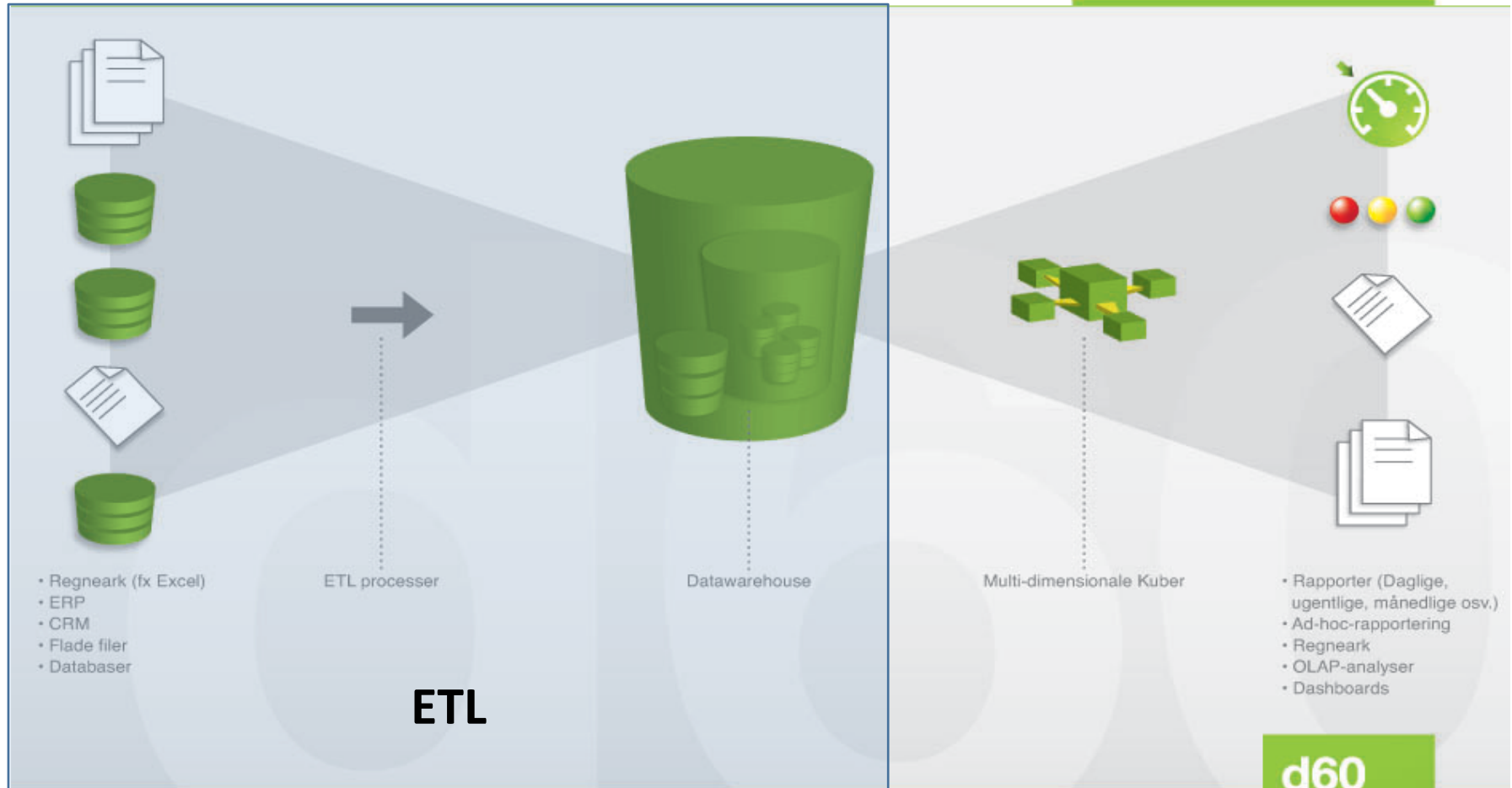
Phases in a BI project

- Feature Requirement Specification (end users)
- Data and source systems
- Data transformation
- Reporting (current and future)
- Security (roles)



Data process in BI (ETL)

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ETL - Extract

Data extraction from source systems

- Import data to a Staging DB
- Full extract or incremental extract*
- Often data is extracted during the night to minimize load on the source systems.

* Requires an identifier or an changed/created date

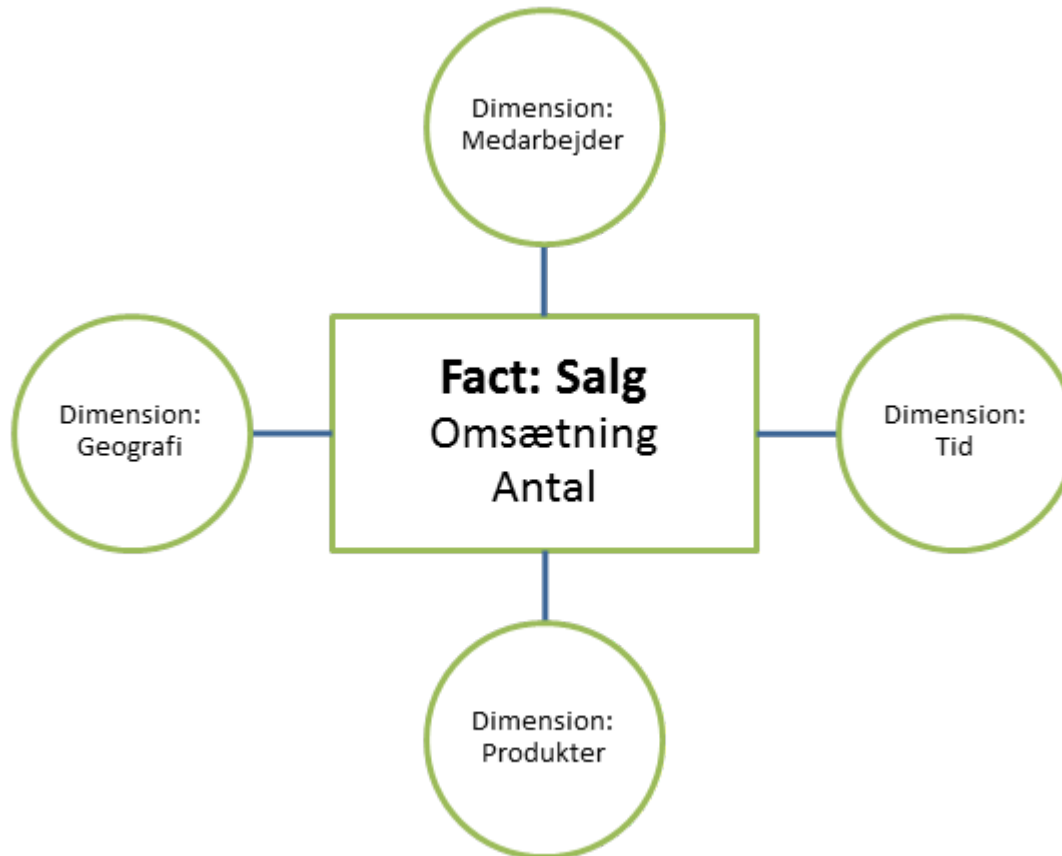
ETL – Transform & Load

Transforms raw data from Staging DB and loads it to EDW (Enterprise Data Warehouse)

Transformations

- Business logic
- Calculations
- Add value (ex. Manual segmentation)
- Align data between the different systems
- Aggregations
- Normalizing

Star schema



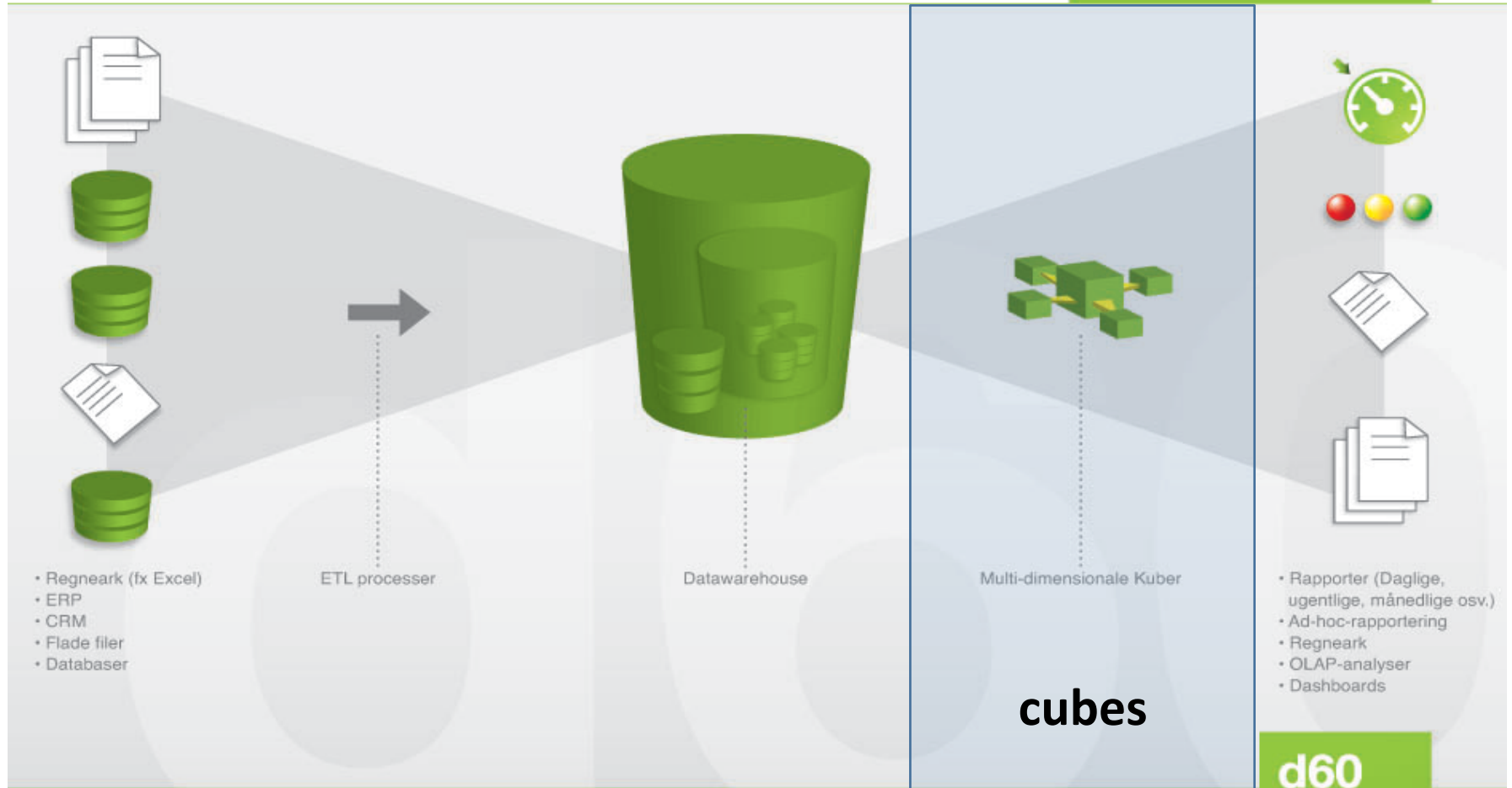
Why extract?

Why not do the reporting directly in the source systems?

- Only data from a single system
- Load on source systems
- Need for change history – ex. Employes changing departments
- Performance
- Calculation of key figures that isnt in source system
- Reporting on alternative hierarchies

Data process in BI (ETL)

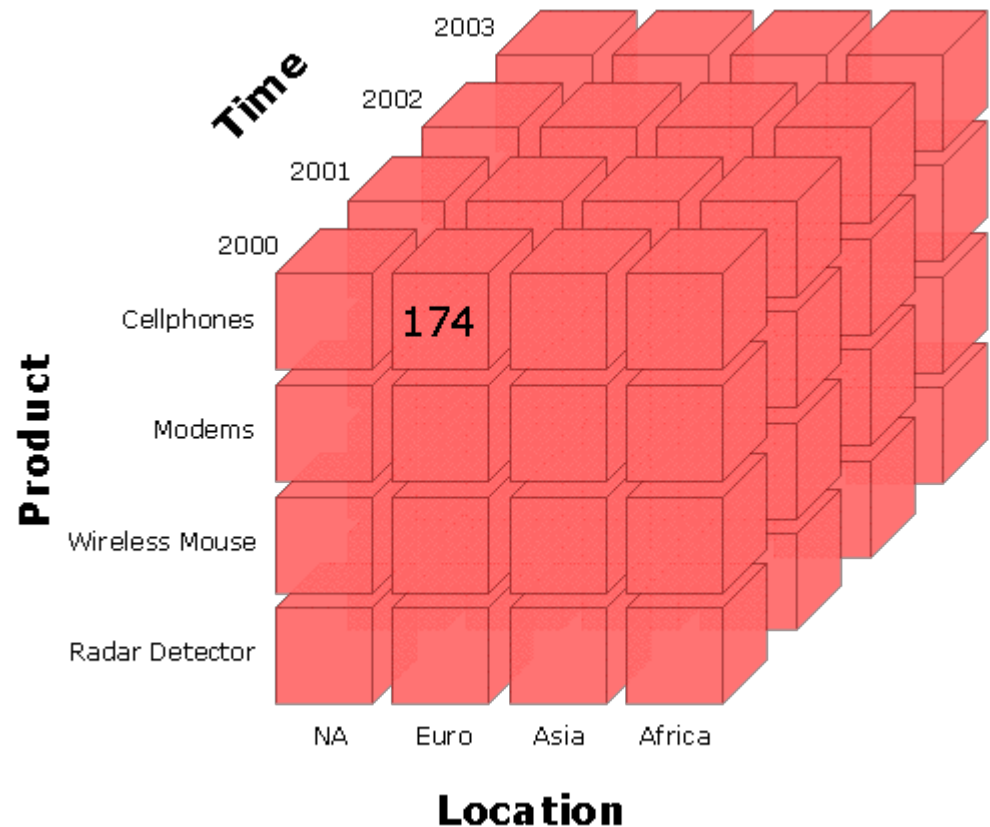
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Cubes

What is a cube?

- Aggregated data with precalculated values.
- Ex.:
 - 10 different "Cellphones"
 - 12 different countries in "Europe"
 - 365 days in year "2000"
 - 43.800 numbers summarized.
- When the cube is processed the numbers are calculated
- In this case 43.800 numbers can be precalculated to 1.



Kilde: <http://gabrielgb.wordpress.com>

Why this extra layer?

Cubes:

- Fast reporting and calculations
- Key figure calculations (ex. percentages, indexes etc.)
- Security (can be dynamic)
- Hierarchies with drilldown/drillup

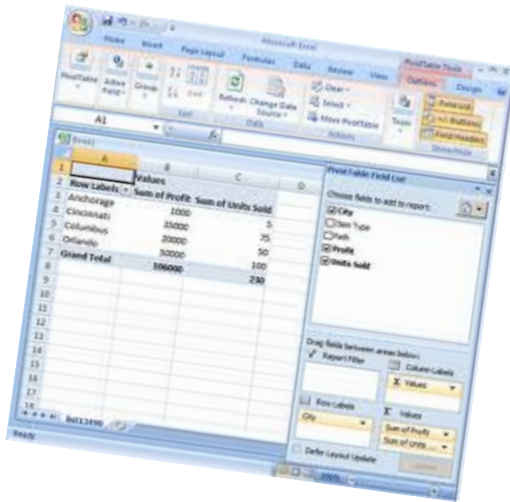
Data process in BI (ETL)

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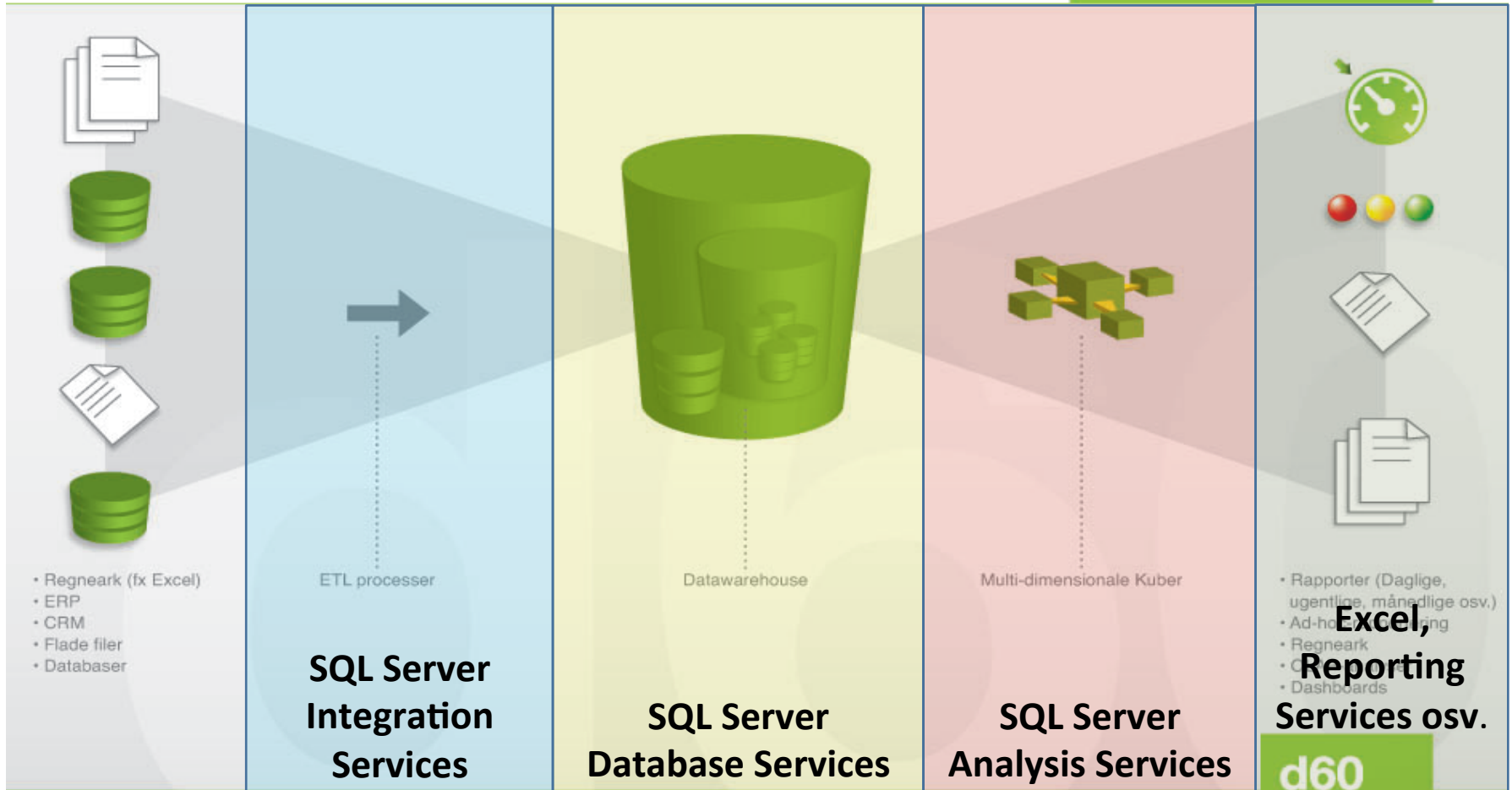
Reports, Analysis, Dashboards

Same data but different formats for different purposes.



Teknikken

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BI example/demo

Setup:

Small company with Navision as financial system,
Lessor as payroll system and a hosted system for hour
registration.

Example

Current reporting:

- Basic revenue reports from Navision.
- Basic payroll reports from Lessor (module for Navision)
- Simple time reports from the time registrations system.
- Reporting across systems are done manually by copying data to Excel spreadsheets.

Example

Problems and limitations with current setup:

- Time consuming manual updates
- All reporting comes from one key employee.
 - Limited resource
 - All know-how is with one employee
 - Risk of human mistakes



Example

Requirements:

- Automatic updates
- Dynamic and self serviced reporting
- Cross system key figures:
 - Revenue per work hour
 - Hours per sales
 - Revenue/Pay index
 - Sickness (absence) index

Demo

- Short demo based on the example
- MS SQL Server BI platform + Excel and Targit

Life as a consultant

- How's the life as a consultant
 - Everyday business
 - A working year
- Business insights compared with a technical and economical insight
- The customer
 - Get to know the customers business
 - Get to know the people
 - Working together with people with different backgrounds
- Internal vs. External consultant
 - A part of the customers organization
 - A part of d60 organization
 - Long time projects vs. short time projects

Personal experiences – education/ background

- How do we use our education in our everyday life?
 - Jeppe: Cand.merc.(dat) (2004)
 - Niels: Cand.it, Informationsvidenskab (2009)
- What competency do you need for having a job like ours:
 - Focus on the customers value– not the technical issues of the solution
 - A deep technical knowledge
 - A good understanding of the business

So what's the job in d60 a/s

- 2009: 5 employees – 2011: 35 employees
- Be a part of projects which have huge strategic importance for the customer
- A job that focus on building innovative solutions
- A job that never are the same

