Leveraging BI and GIS: Value Proposition

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About Assimil8

Karl Mullins Assimil8

- Principal Consultant
- IBM Business Partner
- Certified IBM Cognos Professional
- IBM Cognos & DW Specialists
- 14 years with IBM Cognos
- European client profile of delivering Cognos products and services.
- 3 yrs ESRI Partner Program (Geospatial Experience)

Agenda

- Reasons we should care about BI
- What Business Intelligence really is
- GIS + BI
- What is the integration
- Geo-Accelerators
- Video Demo
  - Geo Net

Reasons We Should Care About BI?

2009 CIO Technology Priorities

1. **Business intelligence**
2. Enterprise applications (ERP, CRM and others)
3. Servers and storage technologies (virtualization)
4. Legacy application modernization
5. Collaboration technologies
6. Networking, voice and data communications
7. Technical infrastructure
8. Security technologies
9. Service-oriented applications and architecture
10. Document management

Source: Gartner EXP (January 2009)

What is Business Intelligence?

- Business Intelligence (BI) refers to computer-based techniques used in:
  - spotting,
  - digging-out,
  - distributing
  - and analysing business data effectively
- BI technologies provide historical, current, and predictive views of business operations, typically in comparison to plan so we can keep a check on how things are going periodically.
- Evolution of reporting in to sophisticated enterprise applications.

Data transformation process

- Raw **Data** is held by all organisations
- It provides **Information** about customers, partners, etc...
- The application of information gives **Knowledge**.
- Effective analysis of Knowledge leads to a higher level of **Understanding** of why something is the way it is?
- When we truly understand our data we can be more **Intelligent** with it, and use it in news ways to bring value to our customers.

Russell Ackoff

- Circa 80% of business data is geographic in nature, so any analysis that leads to understanding should include Spatial Analysis.

http://www.systems-thinking.org/dikw/dikw.htm

What is the value of integrating BI & GI for You?

BI represents:

- Broadened demand for GIS Resources
- BI can be a Trusted distribution vehicle for GIS assets – maintaining single version of the truth!
- Reduce the burden on key GIS specialists
- Consume and exchange BI & GIS Data between systems
- Executive level recipients
- Strategic application

GIS + *BI*

Geospatial Business Intelligence

Geospatial Business Intelligence (GBI) is the integrated inclusion of the geographic / spatial perspective with an organization's important business information.

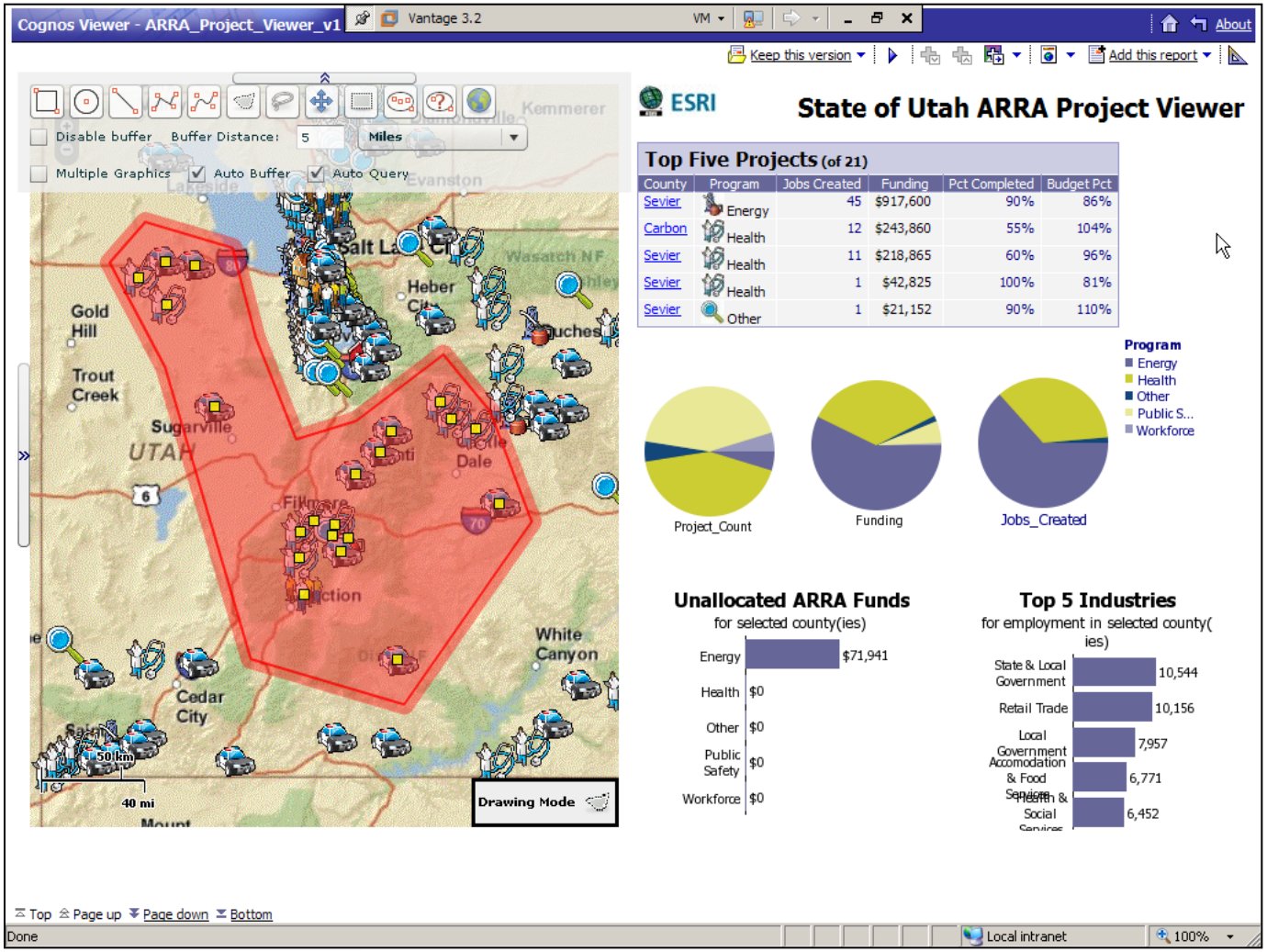
- SpotOn Systems

GBI – The Complete Picture

- GIS brings advanced Spatial Analysis and high impact visuals, Answers WHERE.

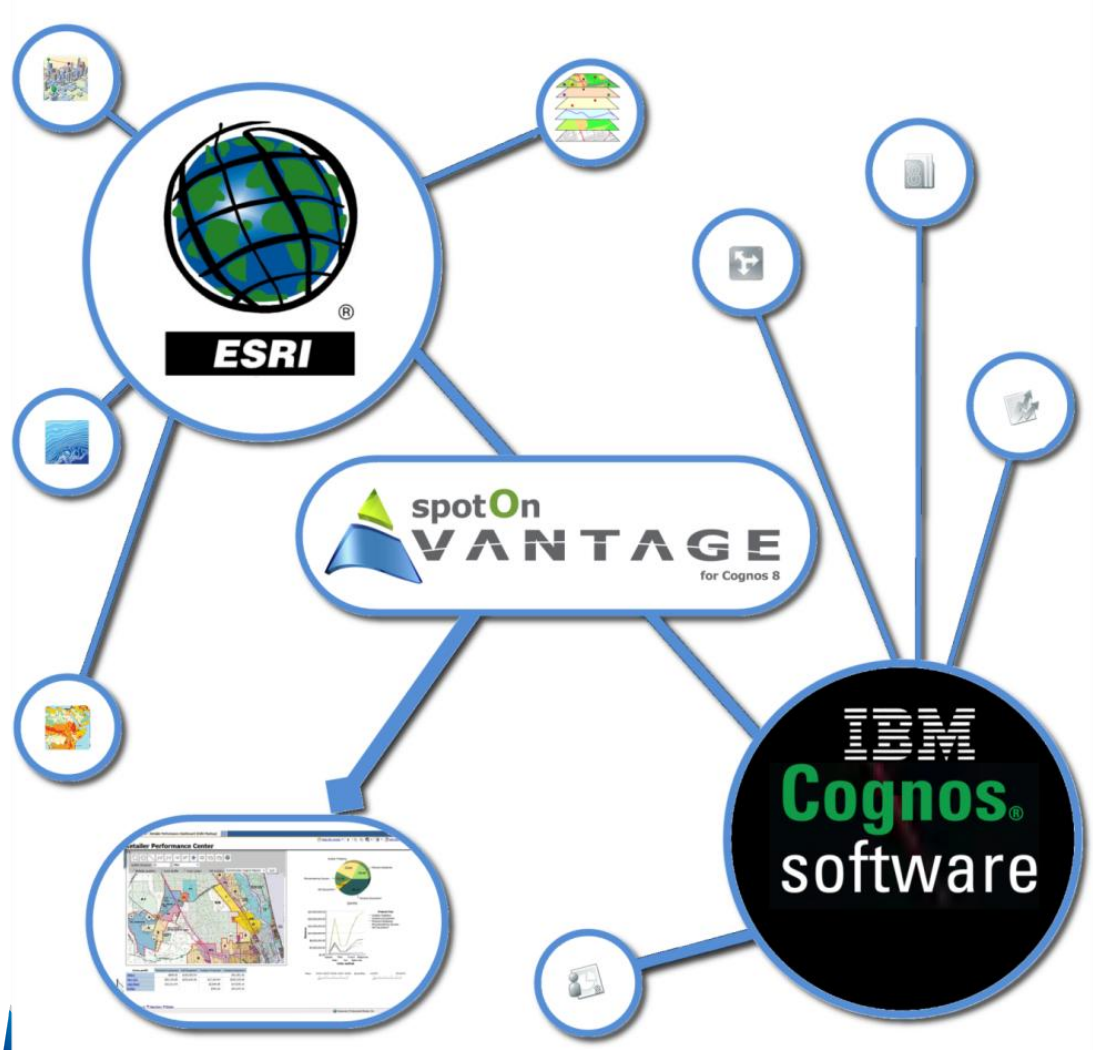
- BI brings trusted and secured distribution of massive data assets to the entire organization.
  Answers WHO, WHAT, & WHEN.

Why BI users care about GIS



What is the integration with IBM Cognos?

SpotOn Vantage™



- ✓ Out-of-the-box integration between IBM Cognos 8/10 and ESRI ArcGIS Server
- ✓ No custom coding required
- ✓ Award winning software solution

Achieve More

esri Partner Network Silver

assimil8 Achieve More

Fresh Approach to a complex world!

Challenges:

1. What If I don't Have IBM Cognos
2. What if I don't have ESRI
3. How can we engage and educate?
4. Our clients need it to be simple to buy and deploy
5. Customers need 1 supplier not 10

7.Need to control & Support from UK

8 Skills we need to start small!

GEO Accelerators

- Assimil8 took the challenges on board and developed:

What do the clients get

Geo-net provides pre-defined, high impact, location based performance dashboard to review all aspects of a service provider's network infrastructure in an integrated and interactive Geographical view of critical performance metrics to manage multi-vendor, multi-technology, multi location networks efficiently.

What do the clients get

Geo-Health provides a pre-defined, high impact, location based performance dashboard to review all aspects of health care insurance providers membership and claims to review operational performance, health trust value, product contribution and delivers Broker and corporate client management information on benefits of health care schemes in terms of cost savings.

What do the clients get

Developed from a business Intelligence solution developed and utilised for Wimbledon in 2008. Geo Events enables pre-, on-going and post event intelligence in which to assist with the meticulous planning and deployment of successful events. Visualise events according to geography overlaying transport infrastructure, demographics , live weather, ticket sales, statistics, traffic conditions with event information.
Valuable insight in to our clients.

What do the clients get

Reporting on claims, underwriting, sales, accidents and incidents coupled with forecast information such as weather and climate conditions gives a typical view of insurance operations, harnessing the power of Geo-insure allows this same reporting to be done with the additional benefit of hazard, terrain, satellite, building and street imagery in the specific area of interest, adding a whole new and intelligent perspective on this same information.

What do the clients get

Created to facilitate exploration planning and field management to facilitate greater gains in ‘Up Stream'petroleum production.

What do the clients get

In an uncertain consumer market place why not bring a whole new dimension to retail tactics and operations. Geo-Spatial Dashboard integrates business performance with Demographics, and Competitor locations so that retail operational performance and planning is honed to give competitive advantages and reduce business risks.

Summary

- Insight into business Intelligence and it's relationship to GIS
- How GIS and BI can give you competitive edge and advantages
- A new way to analyse and gain knowledge from you data
- Mitigate risks
- Understand customers better
- Reduce customer attrition – build loyalty
- Geo-Analytics is your Head Start on ROI of GBI programs