



# IBM COGNOS PERFORMANCE

Smarter Decisions. Better Results.



# Effective Dashboard Implementation A case study

Matilda Leung  
November 3, 2010

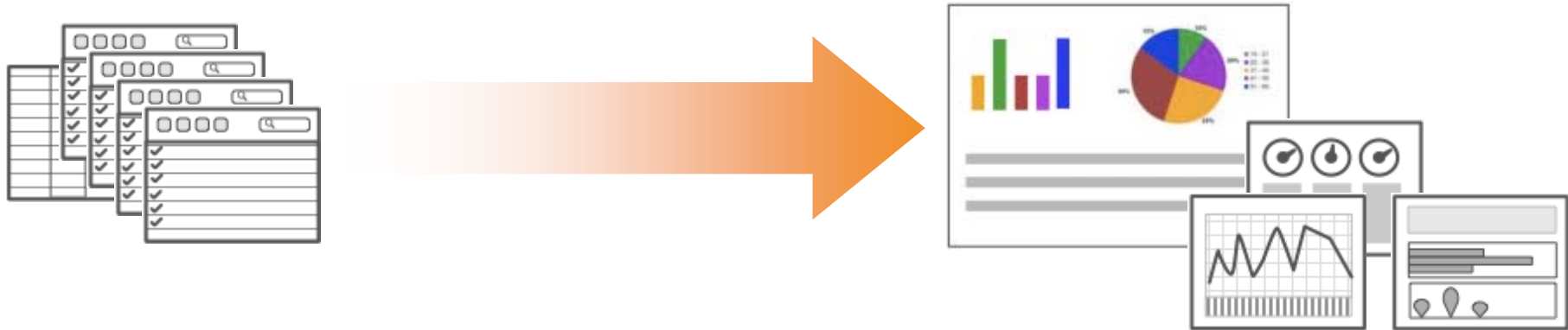


# Agenda

- Introduction
- Project background
- Implementation approaches
- The Agile challenge



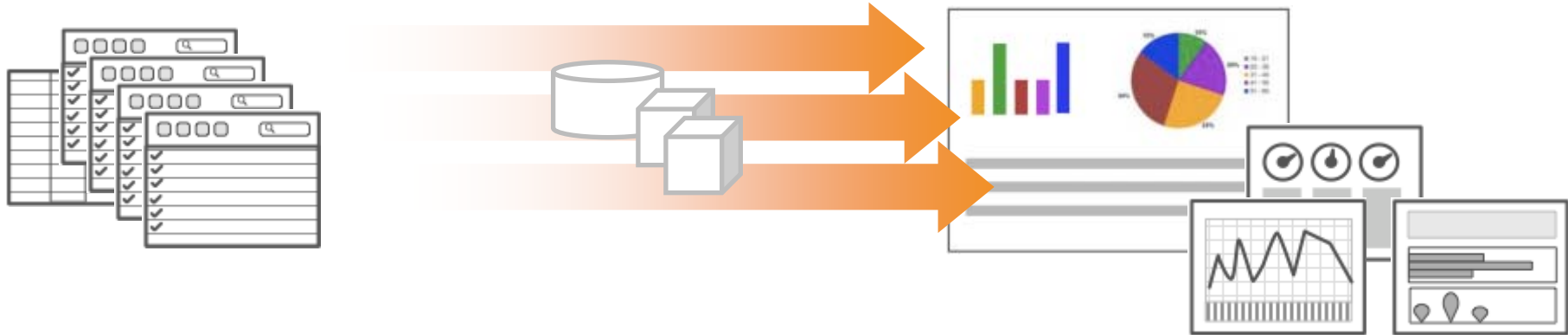
# Background



- Project challenges

- Delivery timeline is extremely ambitious
  - Originally planned 1<sup>st</sup> go-live in 6 months
- Scope and requirement definition process highly intensive
  - Originally planned sign-off in 4 months
  - Over common 20 metrics across multiple countries

## It's a good idea, but...



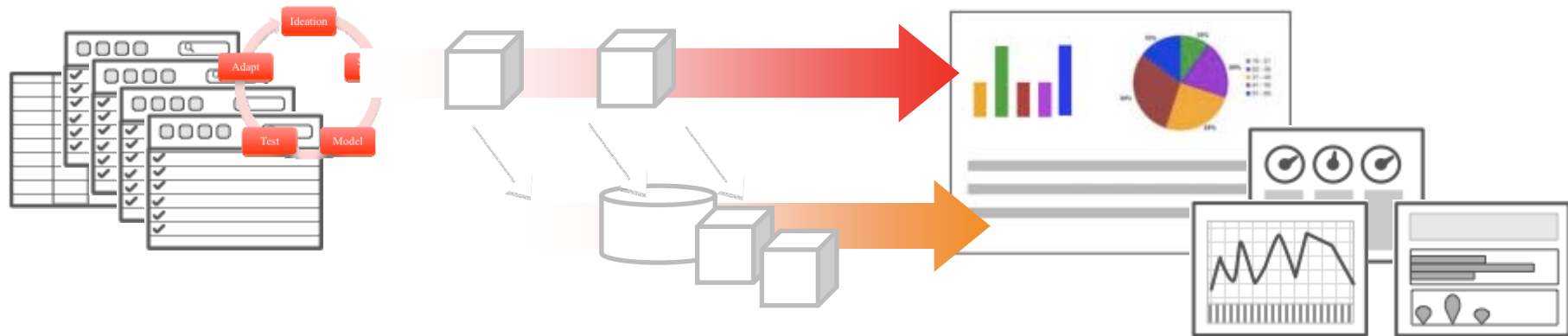
- Industry best practice: iterative and/or phased approaches
  - What should be in each iteration? (KPI, functionality, front-end)
  - How soon can each iteration start?
  - How many iterations can/should there be?
  - How do we ensure the same rigor as in more traditional development life-cycles?

# The Agile Mindset

- Agile is highly iterative and highly adaptive
  - Individuals and interactions over processes and tools
  - Working software over comprehensive documentation
  - Customer collaboration over contract negotiation
  - Responding to change over following a plan



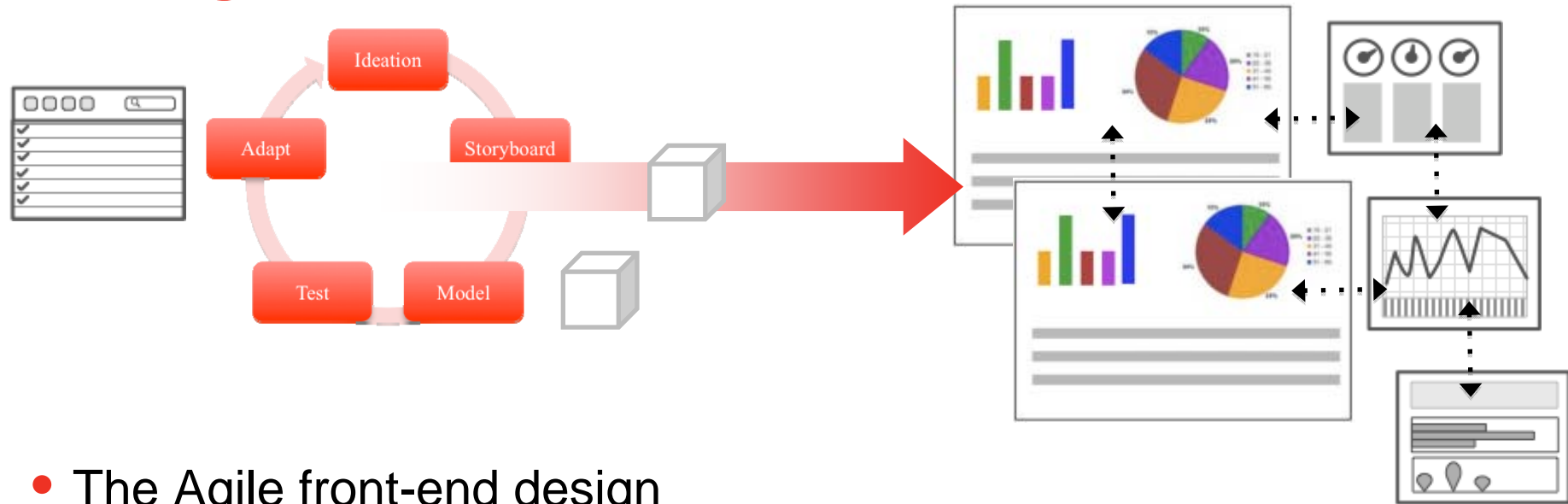
# Best of Both Worlds



- Hybrid approach

- Iterative re-usable prototyping (Agile for front-end)
  - In parallel with scoping and KPI definition
  - Includes fully functional models, dashboards and reports
- Traditional development life-cycle (Phased Waterfall for back-end)
  - Phases loosely coupled with each prototype 'sprint'
  - Leverages functional prototype as specification

# The Agile Front-end



- The Agile front-end design
  - Start with screen maps and process flows through storyboarding
  - Leverage UI design patterns through mental models
  - Create ‘quickie’ modeling layer with extracts or sample data
  - Always test design against usability metrics
    - Consistency, depth, visual hot zones, magic number 7, etc.



# The Agile Challenge

- Assess project Agile BI readiness, and implement incrementally
  - Full Agile BI approach requires many other considerations (architectural, technical, team and process impact, etc.)
- Ensure full engagement between business with IT
  - Daily sessions are required for Agile
- Welcome changes to requirements
  - Though beware of scope creeps



While iterative approaches to BI is nothing new, today's BI technology has matured to the point where Agile BI can become a true contender as a standard approach.



# Demo Screens

\* Please note demo screens will be shown on additional slides.