

## BI06

### **Lessons Learned: Building a New Enterprise Foundation for Business Intelligence**

The Timberland Company maintains an IBM Cognos Series 7 environment with hundreds of cubes and a mature user population. But the compartmentalized nature of these applications inhibited analysis across global regions and operational areas. So Timberland created an enterprise data warehouse to consolidate and conform more than 20 source systems, utilizing IBM Cognos 8 as the new standardized platform for BI. This session will discuss the complexities of aligning a global organization to a single standard and the need to balance the efficiency with usability. Learn how the proper methodology helps you recognize ROI earlier, and secure the support of program sponsors. Timberland is a global leader in the design, engineering and marketing of premium-quality footwear, apparel and accessories for consumers.

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