

BI Standardization in the Public Sector

Realizing the value of standardization

Government agencies across the board—military and civilian—are moving toward standardization. This is partially in response to directives on standardizing security and accounting practices, records management, information sharing, and even identity credentials (HSPD-12). Fortunately, standardization is bringing much-needed cohesiveness and consistency to government.

Many agencies today have multiple data sources. These stovepipes of data contain a wide range of information types from medical, financial, and personnel data to military resources.

Some agencies have implemented a business intelligence (BI) solution to help provide critical inter- and intra-agency performance management capabilities. With a BI solution in place, these agencies leverage, analyze, and associate different types of information across different parts of the organization. This way they get a true, integrated picture of agency performance.

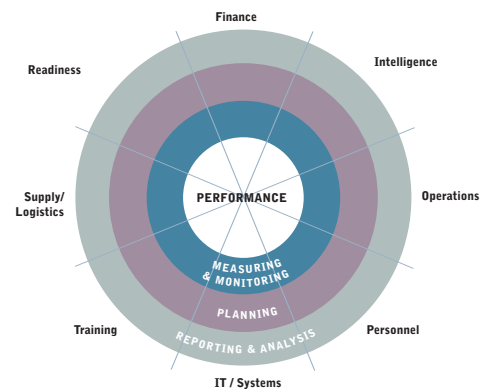
Even within multiple BI solutions, your information is still in silos. Implementing a single, agency-wide BI solution that can access multiple data sources will let you unlock the data in these silos. It will help you share best practices throughout the agency.

Standardization benefits

The most operationally successful agencies today understand the value of BI standardization. BI standardization brings agility. BI standardization brings economies of scale via operational efficiency. BI standardization brings a single version of the truth.

Standardizing on a single enterprise-wide BI solution provides:

- **Reduced administrative, development, and IT costs.** A standard BI solution will eliminate the multiple upgrades and fixes, training time, and IT maintenance that accompany multiple BI solutions.
- **Increased agility and responsiveness, through a simplified IT model.** Single sign-on, a single metadata model, and a single user interface will help eliminate the difficulties of working with overlapping products.



Improve mission and program effectiveness with a single agency-wide performance management system.

- **Greater mission effectiveness and increased performance.** Fewer products to learn means staff is more effective. Delivering a single version of the truth provides the foundation for consistent and on-target decision-making. A single platform provides the means to communicate more effectively agency wide.
- **A foundation for managing performance across the agency.** A standard BI solution provides integrated business intelligence and performance metrics so you can define a level of mission success across the organization.

Cognos, an IBM company, provides an integrated, best-practices platform for government performance management. It integrates and leverages critical data. It delivers the tools you need to manage and optimize performance. With Cognos as your agency-wide BI standard, you can realize all the above benefits, from reduced administration and increased agility to enhanced performance and greater mission success.

Cognos will ensure you can access stovepiped data in various data sources. Standardizing on Cognos will let you define consistency across data sources, saving you the difficult task of building another database. It will also let you create standard nomenclature and access technical information on the back-end through the familiar Cognos front-end.

With integrated plans, business intelligence, and performance metrics, you can dramatically improve your understanding of the current state of your agency. You can improve your ability to make timely, informed decisions in all areas.

Customer success: U.S. Air Force

The Air Education and Training Command (AETC), the recruitment, training, and education organization within the U.S. Air Force, has standardized on Cognos Business Intelligence to enable integrated online reporting, stronger data analysis, and more efficient program planning.

Headquartered at Randolph Air Force Base near San Antonio, Texas, the AETC's mission is to replenish the combat capability of America's Air Force with high quality, professional airmen. Each year, the AETC delivers military, technical, and flying training to up to 75,000 Air Force enlisted students from across the U.S. and abroad.

Using Cognos online analytical processing (OLAP) software, training managers and instructors at each of the AETC bases can easily drill into student and course program data, analyzing historical trends and other factors to better plan course curricula and staffing requirements. Senior AETC officers benefit from a global view of student and course data across all military training bases. This lets them make more informed decisions on program funding and accurately forecast short- and long-term recruitment requirements.

"Our challenge was getting critical data out of the main administration systems and into the field where a lot of the analysis and day-to-day management take place," said Captain Jeff Owen, program manager of the Technical Training Management System (TTMS) integration and sustainment initiative. "Cognos provided a solution that empowers staff at all levels with the information they need to do their jobs."

"The AETC is the first organization to impact the lives and careers of United States Air Force members. This is a responsibility we take very seriously. To that end, we are committed to regularly evaluating the way we deliver and manage our training and education programs, in the spirit of producing qualified, professional airmen," added Colonel Greg Neubeck, of the Air Education and Training Command. "Cognos Business Intelligence helps us better mobilize student training, align budget resources and adhere to Air Force recruitment strategies."

About Cognos, an IBM company

Cognos, an IBM Company, is the world leader in business intelligence and performance management solutions. It provides world-class enterprise planning and BI software and services to help companies plan, understand and manage financial and operational performance. Cognos was acquired by IBM in February 2008. For more information, visit <http://www.cognos.com>.

Over 75,000 U.S. federal government employees rely on Cognos to run more efficient, effective, and transparent programs. Cognos also helps state agencies in 40 U.S. states improve their performance.

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