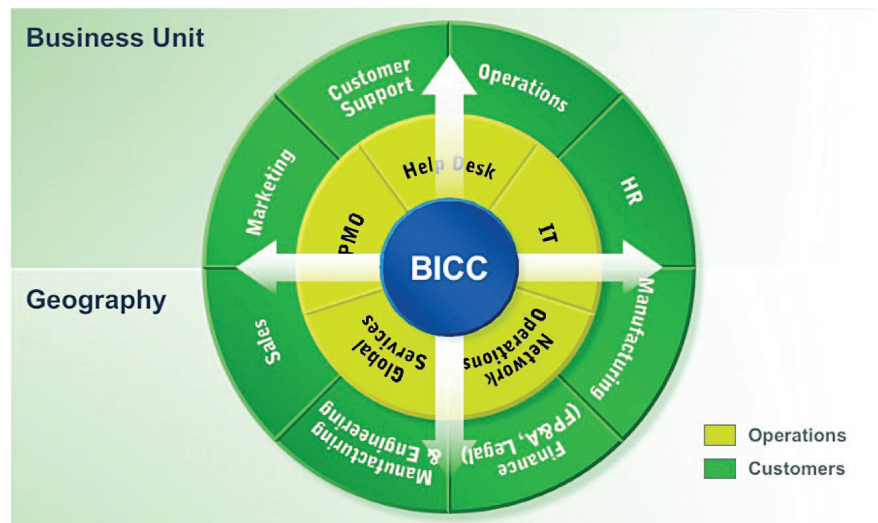


IBM Cognos Business Intelligence Competency Center

Driving repeatable, sustainable, manageable deployment of IBM Cognos BI solutions

Overview

Organizations are looking for ways to manage and support business intelligence (BI) deployments through the standardization of technology. A BICC can provide the centralized knowledge and best practices to make this broader use of BI possible.



What is a BICC?

A BICC is an organizational structure that groups people with interrelated disciplines, domains of knowledge, experiences and skills, for the purpose of promoting expertise throughout an organization (see diagram below).

The BICC comes under many names (Center of Excellence (COE), Competency Center, Center of Knowledge), but at its core it:

1. Promotes and provides delivery enablement through a consistent set of BI skills, standards, and best practices

2. Enables repeatable successful BI deployment through the development and focus of people, technology and process – in ways that makes sense to an entire organization or division, rather than just a 'single project'

Why the interest in BICC?

- It is an essential ingredient in the strategic deployment of BI.
- It maximizes the efficiency, use and quality of your BI across all lines of business to drive standardization.
- BI deployment initiatives need to have higher success and deliver more value, at less cost, in less time.

- Simply providing BI to an increasing number of information consumers doesn't guarantee more people will use it. A BICC drives adoption to ensure its success.
- It eliminates gaps that exist between business and IT that are natural to connecting people and technology.
- A balance of agility and management of technology is needed to drive business efficiency.

What are some customer objectives of a BICC?

- Deliver performance management/ decision support capabilities
- Leverage more critical/advanced IBM Cognos skill sets
- Eliminate IT bottlenecks from backlogged projects
- Maintain cost-efficient application and data staging support
- Maintain and enhance BI standards, leading practices, methodologies and practice aids
- Manage the IBM Cognos technical infrastructure
- Accelerate BI knowledge and familiarity across the organization
- Promote standardized platform
- Provide a single point of contact for IBM Cognos relationship

What are the benefits of implementing a BICC?

- Lower TCO and implementation risk by providing best practice centralized functions and services
- Leveraging and enhancing deep IBM Cognos skills and business init knowledge/experience
- Improved user satisfaction and business self service
- Enforcement of the BI standard through registration and guidance
- Identify new opportunities to leverage BI to improve business performance
- Through strategic BI deployment planning – accelerated rollout success
- Higher and faster adoption of the complete BI lifecycle across the entire enterprise
- Predictable, repeatable, consistent and dependable deployment and use of BI
- Maximized use of technology resources and assets (competency and operational efficiency)
- Management of healthy tension of project prioritization
- Alignment of technology to strategic goals (competitive differentiation/ regulatory requirements)

What are some of the challenges of developing a BICC?

- Balancing resource capacity with demand as you recruit the right mix of business and technology skills
- Being lured into a larger delivery role (in decentralized model)
- Continuing to spend the more time delivering new BI capabilities while “keeping the lights on”
- Working with a decentralized model is more challenging to maintain due to turnover/attrition

For More Information

For more information about how IBM Cognos Professional Services can assist you, contact your local Service Manager or Account Manager. To have a local Service Manager contact you, fill out the Services Request form on our Web site here:
<http://www.ibm.com/cognos/services>
or e-mail us at
Cognos.Professional.Services@ca.ibm.com.

**About IBM Cognos BI
and Performance Management:**

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For further information or to reach a representative: www.ibm.com/cognos

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