

IBM Cognos Business Intelligence Competency Center Service

Accelerating your success

Overview

Establishing a successful Business Intelligence Competency Center (BICC) depends on the right planning and implementation. Organizations that take a measured, well-managed approach are likely to succeed.

Your BICC endeavors will provide tremendous benefit to your organization. It will influence many people including executives, managers, and technical staff. It will also involve a mix of technology, culture, and business process. IBM Cognos Professional Services will help you connect these many moving parts and help the BICC become a reality, accelerating your success, and adding value at each step of your endeavor. Our ultimate goal is to ensure that you are in a strong position to manage and maintain a solid BICC foundation that you can continue to enhance and develop to provide continual value to your organization.

Implementing a BICC is a Journey

Take small steps, think strategically, systematically accelerate

The journey to analyze, design, build, deploy and operate a BICC requires a pragmatic phasing approach. So, even though a BICC can be quite extensive, we can start simple and take small steps that will add value to your deployment as you look to mature your BI deployment and use of BI throughout the organization.

While a BICC can provide tremendous value, the challenge is how to implement it successfully. With this mind, we offer an implementation roadmap and accompanying services. These provide the flexibility to help your organization design and establish a BICC based on the specific maturity level and unique needs of your organization as well as the intended scope of your BICC.

Utilizing industry and subject matter expertise, coupled with lessons learned through assisting other clients

with successful BICCs, IBM Cognos Professional Services will help you:

- Analyze, rationalize and answer questions to help you formulate your BICC vision and strategy
 - Build awareness and educate your stakeholders
 - Set goals, objectives, and measures of success through a Discovery Workshop
- Design the framework for your BICC
 - Establish a “culture of best practices”
- Build and deploy your BICC
 - Setup, expand and enhance your BICC
- Operate your BICC successfully
 - Become self-sufficient through knowledge transfer

BICC Awareness

The first step for many organizations is an introduction to the BICC concept. We help you gain an understanding of what it is, why it is needed and the benefits. We provide you with presentations and white papers to help you understand the possibilities,

leverage and learn from market trends, and understand what other IBM Cognos customers have done. This will help empower you to make key decisions around the BICC design and your subsequent activities.

BICC Roundtable

Preparing for the BICC Journey

We have gathered best practices from our research and partnering efforts with clients globally. Based on this work, we have prepared a Performance Management Competency

Center (PMCC) based series of exercise to help customers formalize the BICC journey. Our one day workshop helps you prepare for winning conditions by better understanding the possibilities, validating progresses to date, and considering new ideas for improving the operational effectiveness to service the general Performance Management needs of your organization.

BICC Services

Leveraging the findings of the BICC Roundtable session, IBM Cognos Professional Services helps you continue the journey with a mix of discovery sessions using practice aids, methodologies, tools and technology and industry best

practices knowhow. We help guide you through the journey to analyze, design, build, deploy and operate a BICC tailored to your specific needs.

Readiness Assessment Service

The Readiness Assessment Service starts the formal journey by facilitating a series of fact finding exercises to help you plan the initiative by first determining your organization's readiness; including strategic, technical and cultural. Your first steps in developing a BICC must be achievable and manageable to show early success and traction.

We help you plan a charter and program design that matures with each step; adds value to the many numerous consumers and participants in your origination; appreciates both the specifics of your projects and environments today, as well as in the near future; and considers the process and impact of change.

Establishing a Culture of Best Practice Service

Building a tactical, technical knowledge repository of best practice has high yield. We offer prescriptive services that guide you through establishing a culture of best practice.

This ensures that all technical efforts in deploying and using IBM Cognos business intelligence solutions follow a consistent, repeatable set of principles. We supplement the skills and resources available to you internally with the provision of experienced advice and guidance.

- **Assess:** Identify BI technologies and existing and new projects
- **Identify Skills and People:** Identify knowledge experts
- **Alignment:** Identify executive sponsor to communicate and align organization
- **Establish Process:** Record new BI projects and guide them (who/ where to turn for best practices and what solutions to use)
- **Promote Standardization:** Encourage business and IT leaders to reduce duplicate products and infrastructure to optimize costs, improve transparency and timeliness of information, and increase overall performance
- **Deliver Best Practices:** Assemble business and IT knowledge, practice aids, and technical best practices in your BICC to form a central repository and ensure that people know how to use the BICC effectively.

Establish an Operating BICC with Extended Services

So how do you make the transition from departmental BI, with knowledge silos and random projects, to an adaptive BICC shared/central service based organization? The combination of the IBM Cognos Professional Services and IBM Cognos Education programs provide services that are tailored to establish and service an operating BICC to meet your unique needs.

As you deploy and operate your BICC, IBM Cognos Professional Services and IBM Cognos Education help transfer knowledge to your teams. Our goal is to ensure that you are self supported and managed in operating and growing your BICC, from an infrastructure and administration perspective. As your BICC endeavor matures we will continue to be an available guide, mentor and partner in this journey.

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.

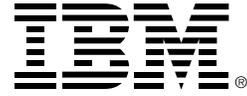
About IBM Cognos BI and Performance Management:

IBM Cognos business intelligence (BI) and performance management solutions deliver world-leading enterprise planning, consolidation and BI software, support and services to help companies plan, understand and manage financial and operational performance. IBM Cognos solutions bring together technology, analytical applications, best practices, and a broad network of partners to give customers an open, adaptive and complete performance solution. Over 23,000 customers in more than 135 countries around the world choose IBM Cognos solutions.

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

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To request a call or to ask a question, go to www.ibm.com/cognos/contactus. An IBM Cognos representative will respond to your enquiry within two business days.



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