Business Analytics Live 2012

Smarter decisions for better business outcomes

WELCOME

Mark Fieldhouse

Business Unit Executive, IBM Business Analytics

Agenda

TIME	DESCRIPTION		
10.00	**Welcome** Mark Fieldhouse, Business Unit Executive - IBM Business Analytics		
10.15	**Smarter decisions for better business outcomes** Colin Shearer, Global Executive, Advanced Analytic Solutions, SPSS		
10.50	**Leicester Tigers Sports Science - Injury and Performance Prediction and Influence** Andy Shelton, Head of Sports Science, Leicester Tigers		
11.30	**BREAK**		
11.45	**Better BI builds better Businesses** Rob Roberts, Head of BI Product Management Practice, DHL Supply Chain, EMEA		
12.25	**Panel Discussion and Q&A**		
12.45	**LUNCH**		
13.45	**Business Analytics Live - Software in Action** Integrated demo and presentation of end to end solution		
15.15	**Wrap up** Mark Fieldhouse, Business Unit Executive - IBM Business Analytics		
15.30	**BREAK**		
16.00 - 16.40	**Managing Sales Compensation** Kevin Pilcher, Senior Manager, Corporate and Information Management Systems Infrastructure Services Unit, Colt Telecommunications	**Using Analytics for Social Benefit** Gary Seaman, Head of Business Analytics, Medway Youth Trust	**Customer Analytics to win customers and grow your business** Paul Ravenscroft, Senior Loyalty Insights Manager, Boots & Rachel Pillsbury - CRM Data Mining Manager, Boots
16.50 - 17.30	**Managing Sales Compensation** Kevin Pilcher, Senior Manager, Corporate and Information Management Systems Infrastructure Services Unit, Colt Telecommunications	**Using Analytics for Social Benefit** Gary Seaman, Head of Business Analytics, Medway Youth Trust	**Customer Analytics to win customers and grow your business** Paul Ravenscroft, Senior Loyalty Insights Manager, Boots & Rachel Pillsbury - CRM Data Mining Manager, Boots
17.30	**NETWORKING RECEPTION**		

Today's organizations are facing many **DISRUPTIVE FORCES** fueling the need for analytics

1 The emergence of a new data era

Creating new opportunities to capture meaningful information from new varieties of data and content coming at organizations in huge volumes and at accelerated velocity

2 The shift of power to the consumer

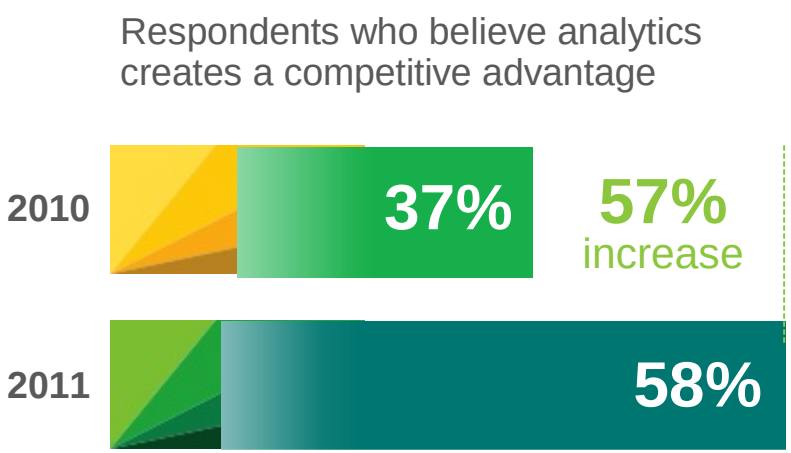
Creating the need for organizations to understand and anticipate customer behavior and needs based on customer insights across all channels

3 Accelerating pressure to do more with less

Creating the need for all parts of the organization to optimize all of their processes to create new opportunities, to mitigate risk, and to increase efficiency

Organisational pressures are at a point where analytics has evolved from business initiatives to **BUSINESS IMPERATIVES**

More organization are using analytics to create a competitive advantage



Source: The New Intelligent Enterprise, a joint *MIT Sloan Management Review* and IBM Institute of Business Value analytics research partnership. Copyright © Massachusetts Institute of Technology 2011

And leaders are outperforming their competitors in key financial measures

1.6x Revenue Growth

2.0x EBITDA Growth

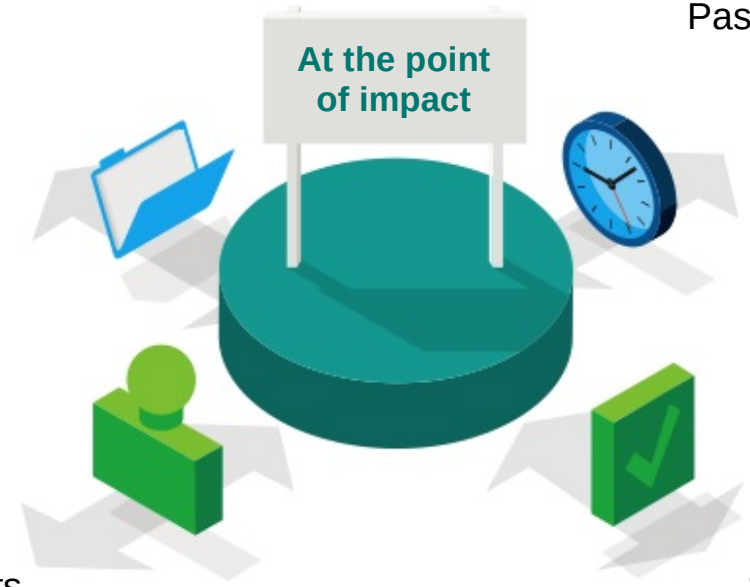
2.5x Stock Price Appreciation

Source: *Outperforming in a data-rich, hyper-connected world*, IBM Center for Applied Insights study conducted in cooperation with the Economist Intelligence Unit and the IBM Institute of Business Value. 2012

ANALYTIC-DRIVEN ORGANIZATIONS are distinguished by their ability to leverage …

All information
All information
Transaction data
Application data
Machine data
Social data
Enterprise content

All perspectives
Past (historical, aggregated)
Present (real-time)
Future (predictive)



All people
All departments
Experts and non-experts
Executives and employees
Partners and customers

All decisions
Major and minor
Strategic and tactical
Routine and exceptions
Manual and automated

…focusing on high-value initiatives in core **BUSINESS AREAS**

Examples:

1 Customers

- Advanced client segmentation
- Leveraging customer sentiment analysis
- Reducing customer churn

2 Finance

- Enabling rolling plan, forecasting and budgeting
- Automating the financial close process
- Delivering real-time dashboards

3 Risk

- Making risk-aware decisions
- Managing financial and operational risks
- Reducing the cost of compliance

4 Operations

- Optimizing the supply chain
- Deploying predictive maintenance capabilities
- Transform threat & fraud identification processes

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Business Analytics Live 2012

Smarter decisions for better business outcomes

Smarter Decisions for Better Business Outcomes

Colin Shearer

Global Executive, Advanced Analytic Solutions

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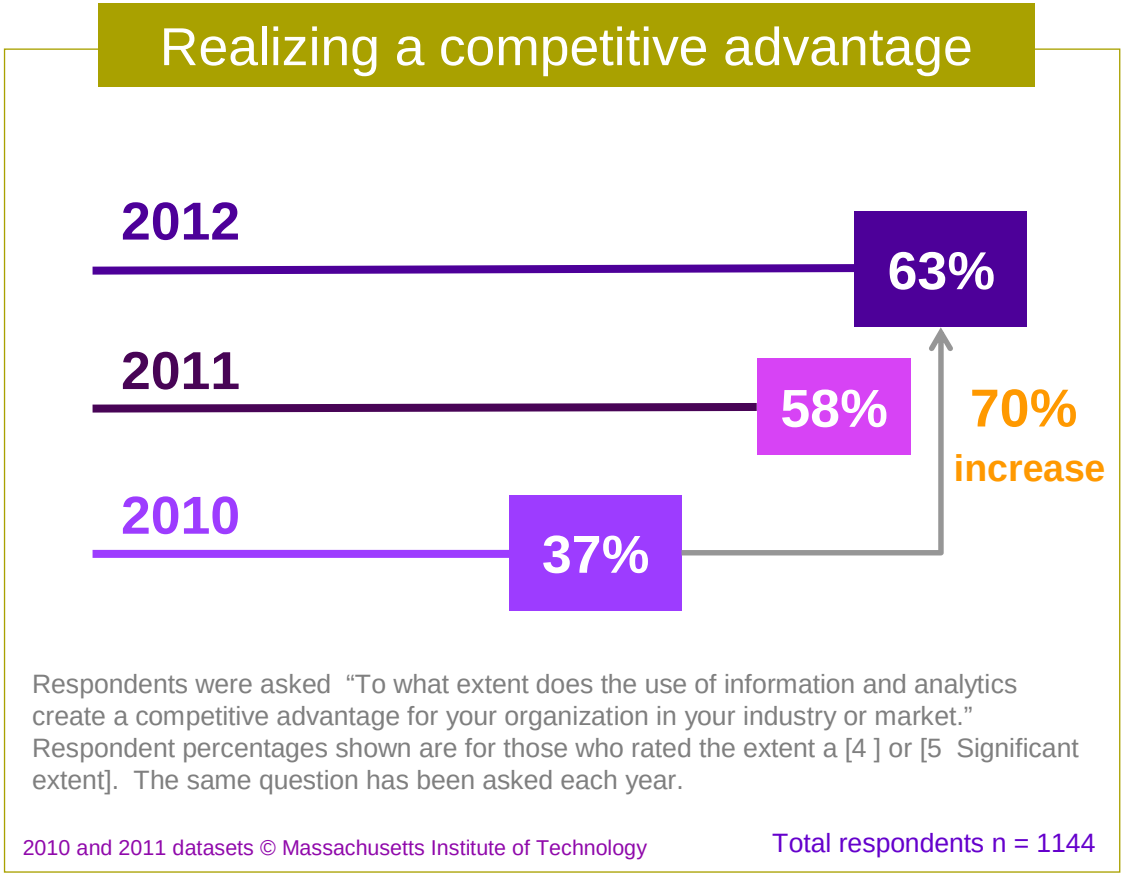
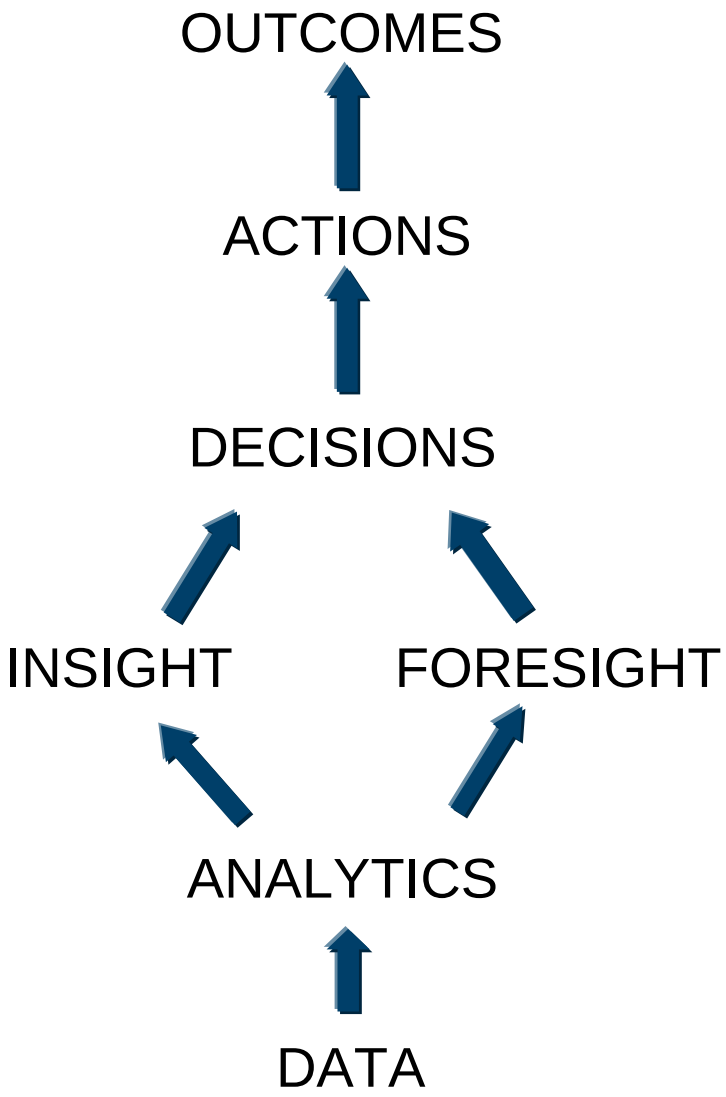
Nearly two out of three realizing a competitive advantage from information and analytics



Respondents were asked "To what extent does the use of information and analytics create a competitive advantage for your organization in your industry or market." Respondent percentages shown are for those who rated the extent a [4] or [5 Significant extent]. The same question has been asked each year.

Total respondents n = 1144

It’s all about outcomes



Organizations drive transformation by starting with one of these four high-value initiatives

	Examples:
Grow, retain and satisfy customers	• Churn management • Social media sentiment analysis • Propensity to buy/Next best action
Increase operational efficiency	• Predictive maintenance • Supply chain optimization • Claims optimization
Transform financial processes	• Rolling plan, forecast and budget • Financial close process automation • Real-time dashboards
Manage risk, fraud & regulatory compliance	• Operational and financial risk visibility • Policy and compliance simplification • Real-time Fraud identification

And organizations are gaining value from working with IBM

Grow, retain and satisfy customers	XO™	**60%** Improvement in billed revenue retention rate
Increase operational efficiency	BECKER UNDERWOOD	**50%** Increase in inventory turns
Transform financial processes	The Great Seal of the Chickasaw Nation	**50%** Reduction in planning cycle times
Manage risk, fraud & regulatory compliance	Scotiabank™	**70%** Trading decisions improved with 70% of counterparties

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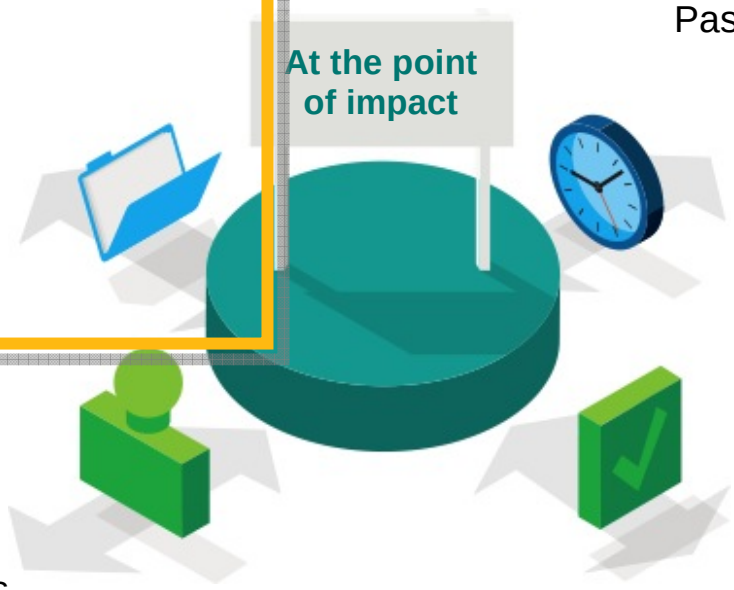

All perspectives
Past (historical, aggregated)
Present (real-time)
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Sources of Customer Information

Interaction data

- E-Mail / chat transcripts
- Call center notes
- Web Click-streams

How?

Attitudinal data

- Opinions
- Preferences
- Needs & Desires

Why?

Descriptive data

- Attributes
- Characteristics
- Self-declared info

Who?

Behavioral data

- Transactions
- Payment history
- Usage history

What?

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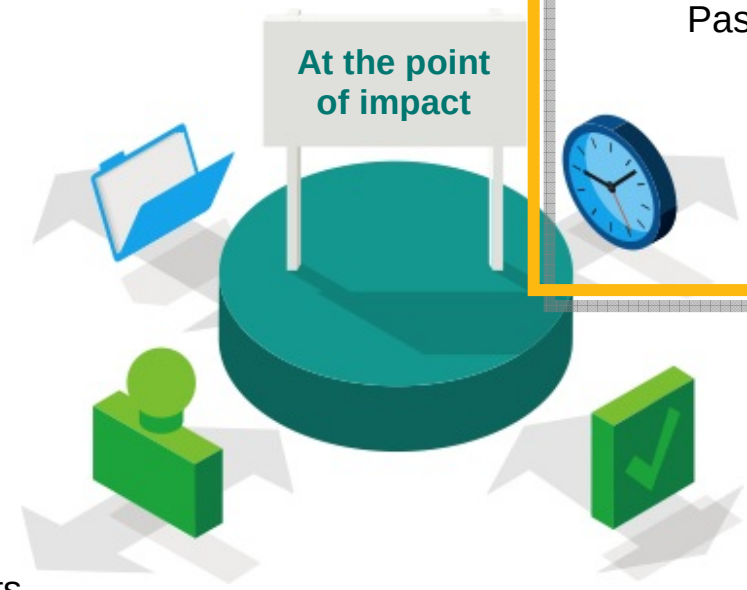

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Extracting intelligence: Full-spectrum analytics

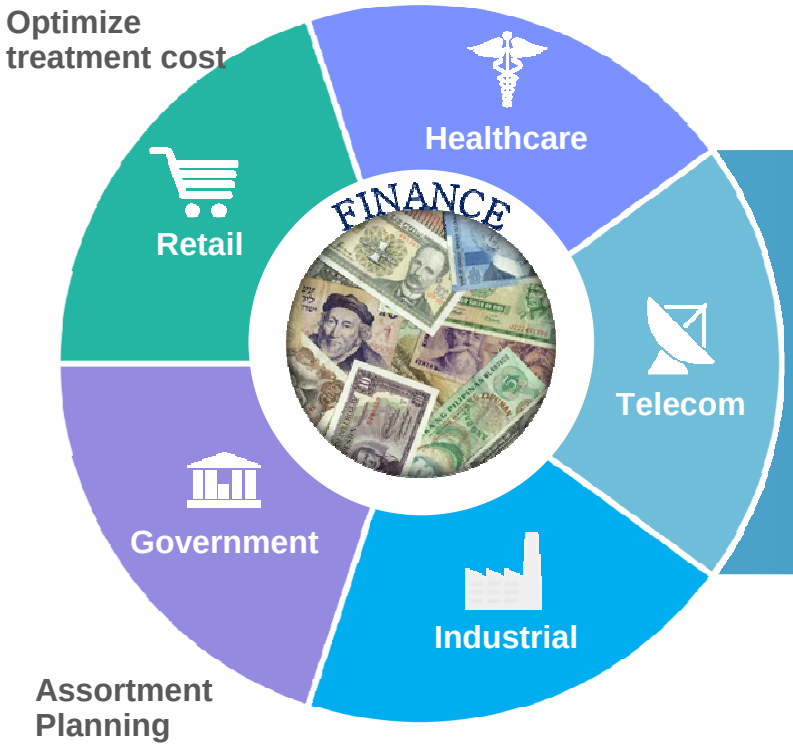
Improve campaign response

ufone

Improved response by

100%

with better models, and campaigns targeted to customers unique tastes



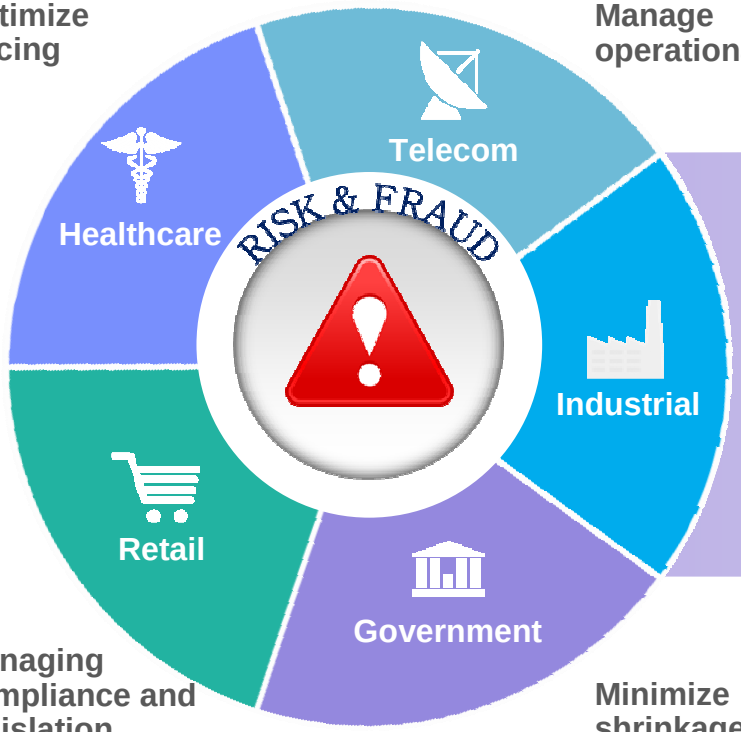
Optimize profitability and pricing strategies

McCORMICK

Optimizing profitability for

30K+ SKUs

Analyzing cost and profit contribution of individual ingredients



Reduce fraudulent claims

Identified

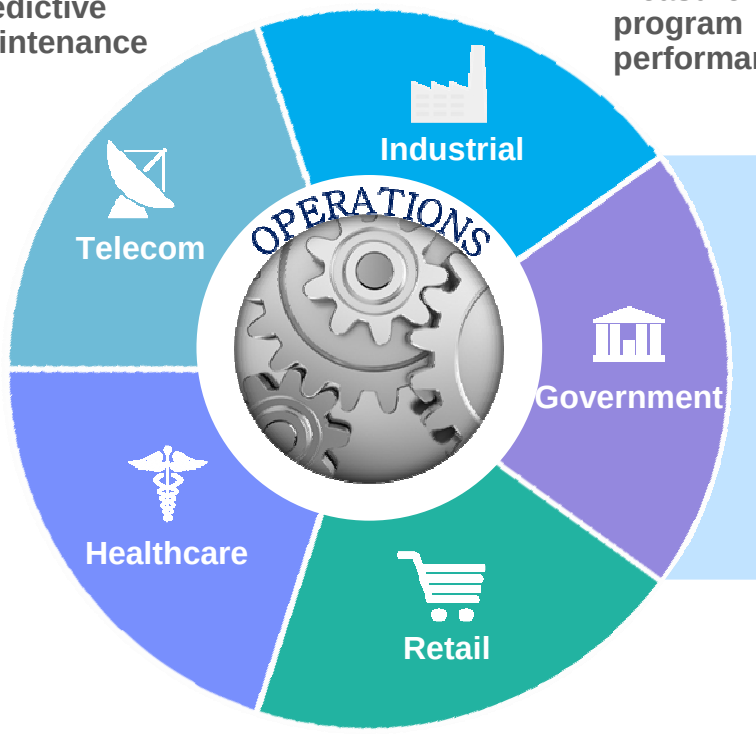
$200M

in suspicious Medicaid claims

Review and prioritize tens of thousands of providers and hundreds of millions of claims in minutes

Predictive Maintenance

Measure program performance



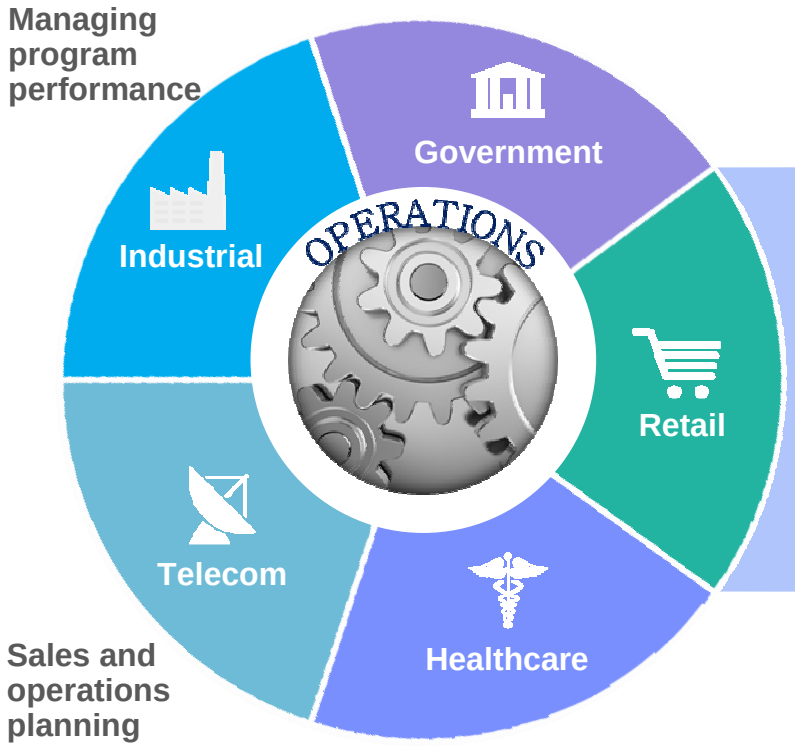
ELIE TAHARI

Build smarter supply chains

97%

Accuracy in predicting demand

Leveraging analytics to predict customer orders four months in advance



Deliver more efficient and effective care

CRI CENTERSTONE RESEARCH INSTITUTE

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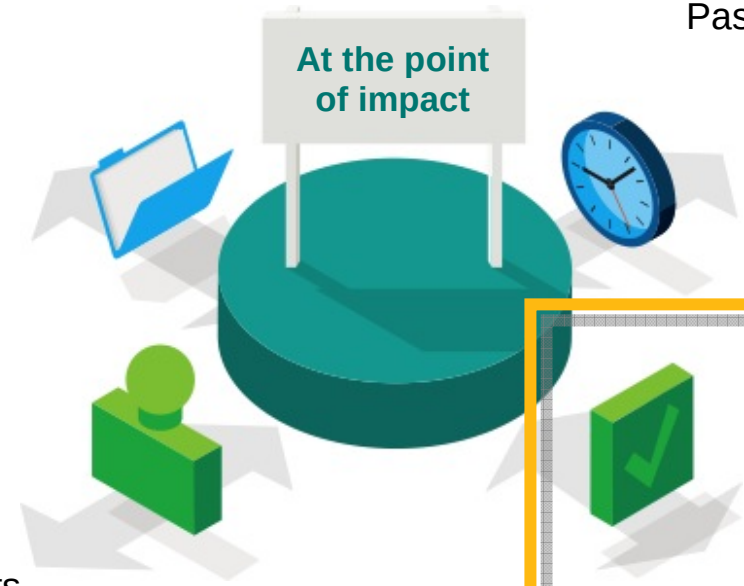

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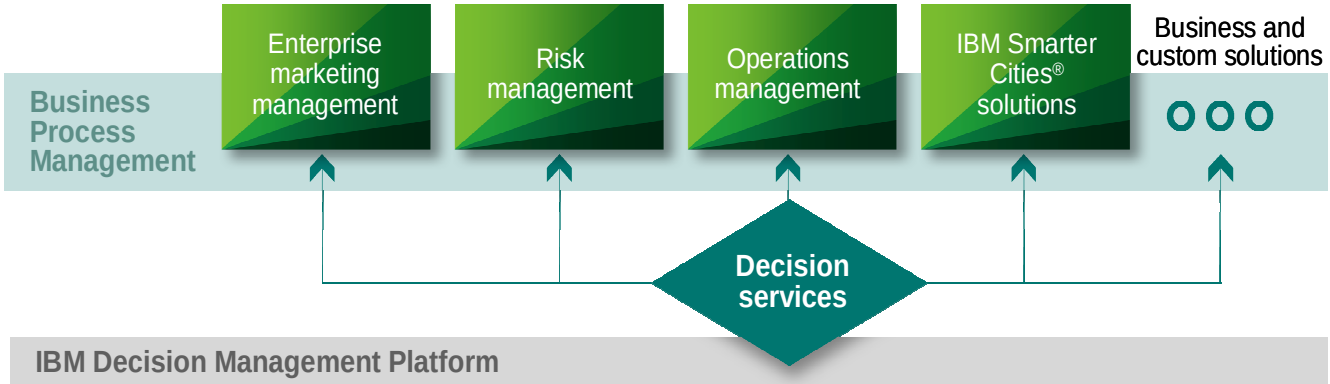
Automating and optimizing decisions



Bringing together…

- Rules
- Predictive Analytics
- Optimization

Demographic (DB, surveys)	Interactions (Call center, web)	Behavioral (Orders, payments)	Attitudinal (Surveys, social)

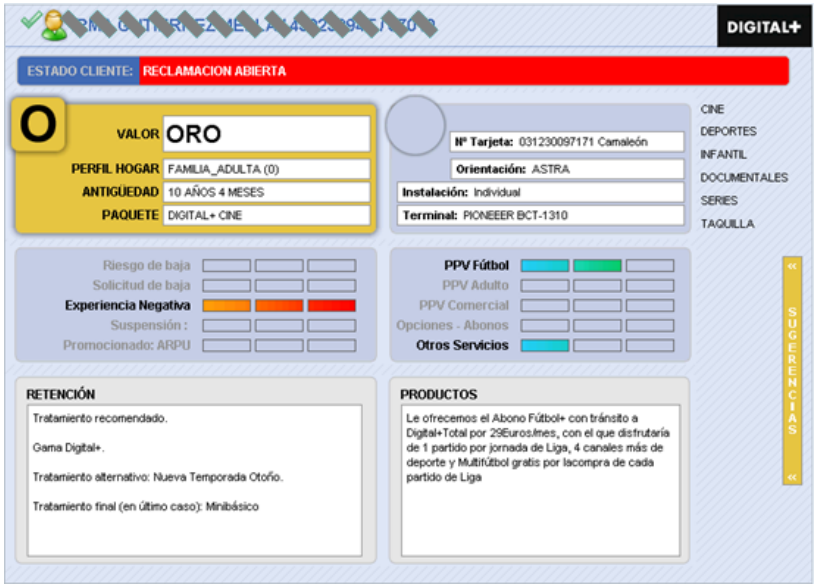
INFINITY
PROPERTY & CASUALTY CORPORATION

- Smarter fraud detection
- 95% reduction in time to refer for investigation
- Up to 88% increase in pursing fraudulent claims

DIGITAL+

Used Real-time Predictive Analytics to leverage in-bound customer interactions to drive loyalty and life time value

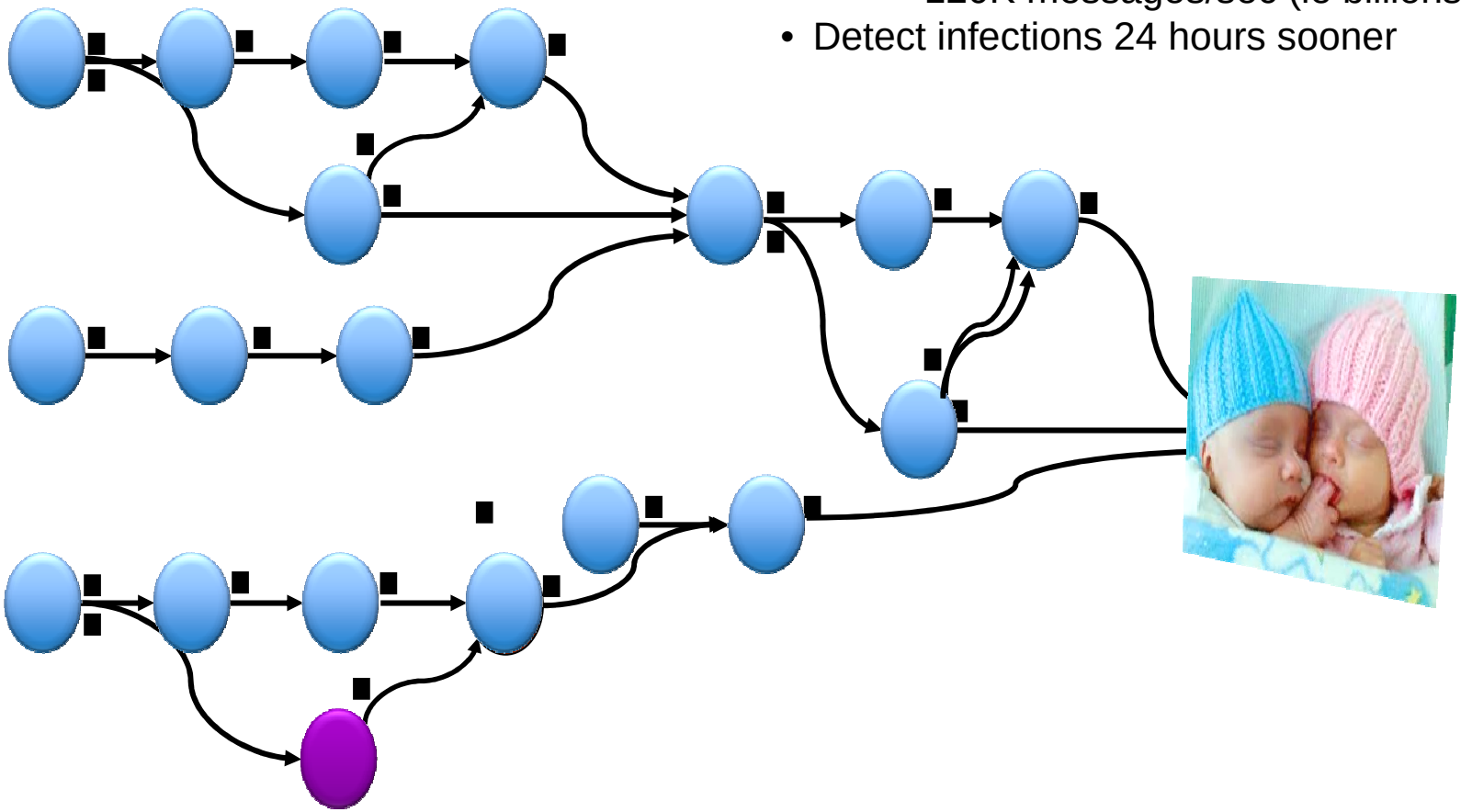
- *Shorter, more relevant calls led to increased satisfaction for customers and agents*
- *Substantial cross-selling through the inbound service channel*
- *20% higher retention in first 2 months*



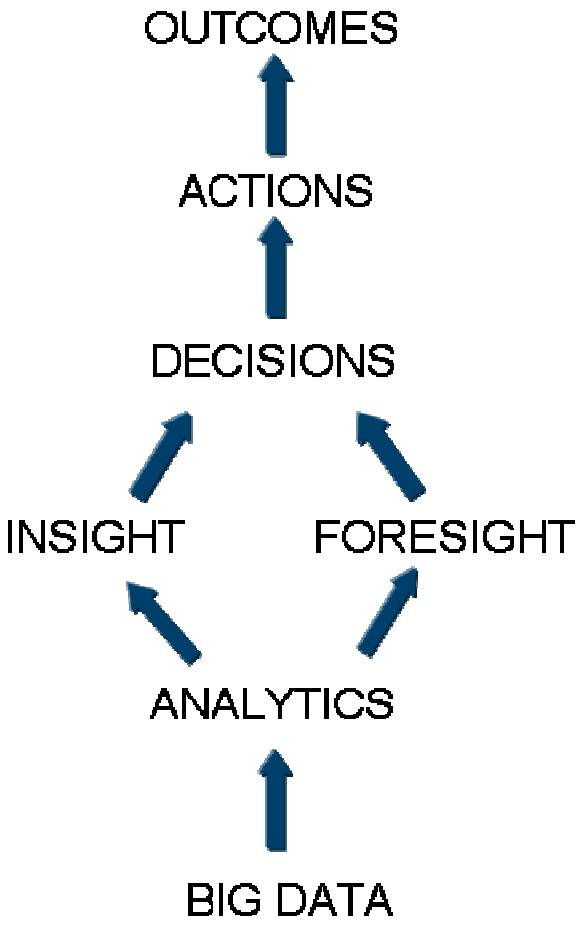
Decisions on Streaming Data

UNIVERSITY OF ONTARIO INSTITUTE OF TECHNOLOGY

- Neonatal monitoring
  - 120 children monitored
  - 120K messages/sec (ie billions/day)
- Detect infections 24 hours sooner



IBM: A holistic and integrated approach to analytics and big data



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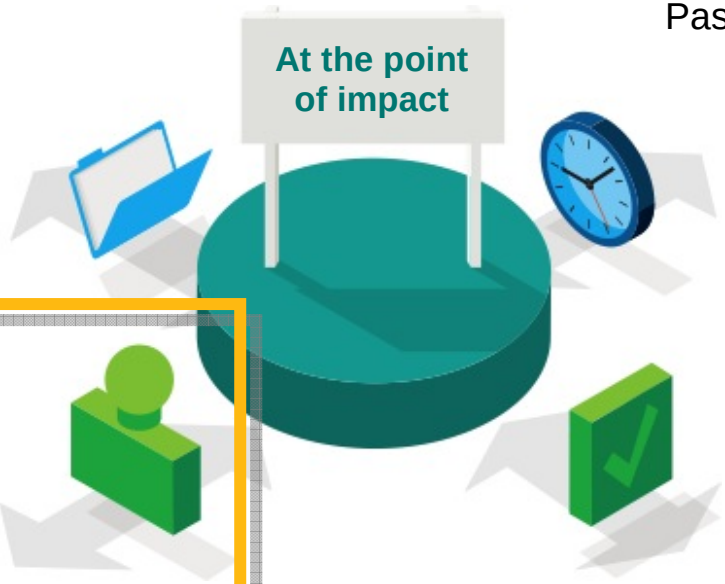

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IBM Analytic Answers

*A portfolio of **cloud-hosted solutions** that deliver directly-actionable predictive/prescriptive information to the line of business*

- Removes barriers to adoption of advanced analytics :

 **Up-front costs**

 **Expertise**

 **Dependence on IT**

 **Start-up time**

- Leverages IBM’s deep analytics expertise but tailored to each client's business, using their data
- Built on IBM’s analytic platform for unsurpassed scalability, analytical power, and performance
- No technical/analytical skills required
- Subscription based
- **Brings the power of advanced analytics to new users**

Initial areas: IBM Analytic Answers for…

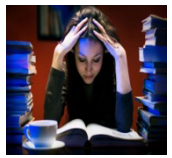
Insurance Renewals

Which of my insurance policy holders are unlikely to renew next month? How could I persuade each one to stay loyal?

Purchase Analysis & Offer Targeting

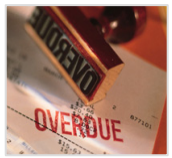
Which products do my customers tend to buy together? Can I leverage that knowledge to create combination offers and promotions that increase basket size and revenue per customer visit?

Student Retention



Which of our students are performing below their predicted potential? How should we intervene to get them back on track and avoid the possibility of their dropping out?

Prioritized Collections



Which of my overdue debtors are likely to pay? How much can I recover from them, and which treatment will be most effective for each?

Providing information that is actionable at the level of individual cases

References to potential future products are subject to the Important Disclaimer provided earlier in this presentation

Summarising

For business success, you need to be able to:

Leverage your data assets…

…and unlock their value with smarter analytics….

…to drive better decisions and more timely and appropriate actions

…to generate improved outcomes and higher returns

- Aspire to a holistic, enterprise-scale vision
- But identify key areas where you can make initial quick wins
  - *Never let "data excitement" distract you from a focus on business goals!*

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Leicester Tigers
Sports Science

Injury and Performance Prediction and Influence

Andy Shelton – Head of Sports Science

Introduction

Background	• What is rugby union? • Why do we need to monitor our players? • What do we need to measure?
What are we doing?	• What data do we collect? • How do we manage our data? • How do we analyze our data? • What do we report?
What does the future hold?	• How do we move forwards? • What else could we monitor?

Background

What is rugby union?

- 2 teams of 15 players (with 8 substitutes)
- Aim is to score points via putting the ball over the 'try line' or kicking the ball over the posts
- Run with the ball, pass backwards or kick in attack
- Tackle in defence
- Running and collisions


Try


Maul


Scrum


Ruck

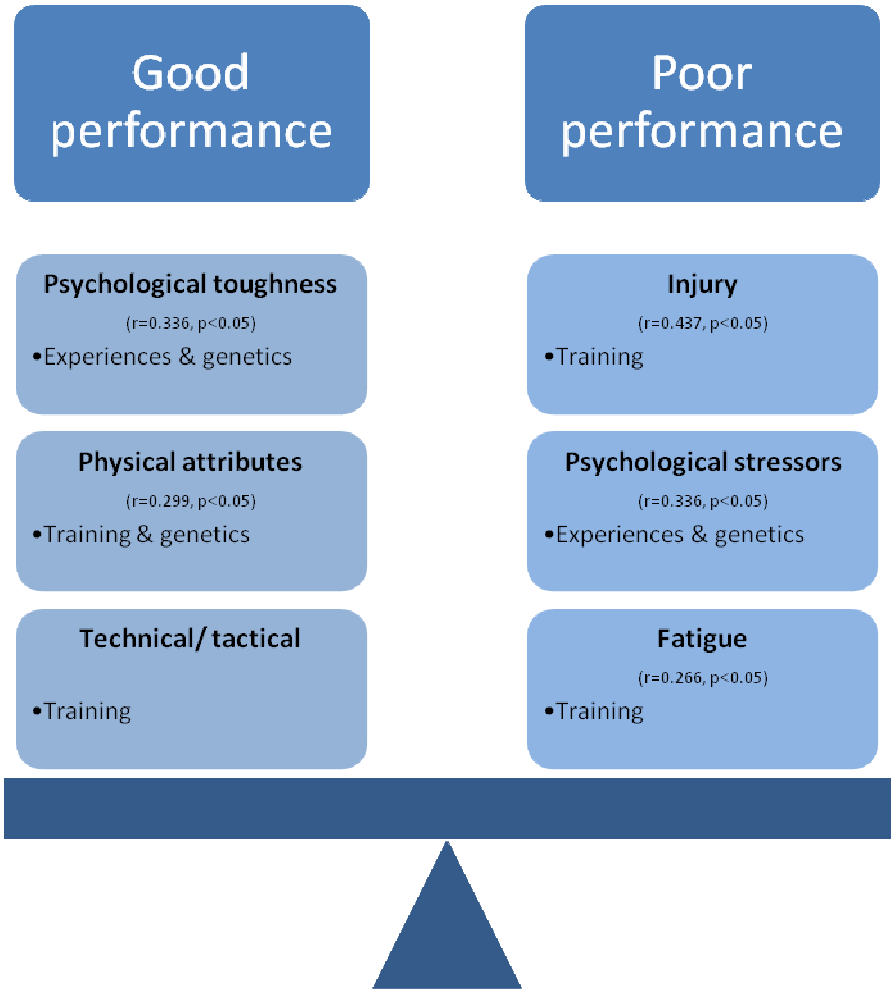

Tackle


Line out

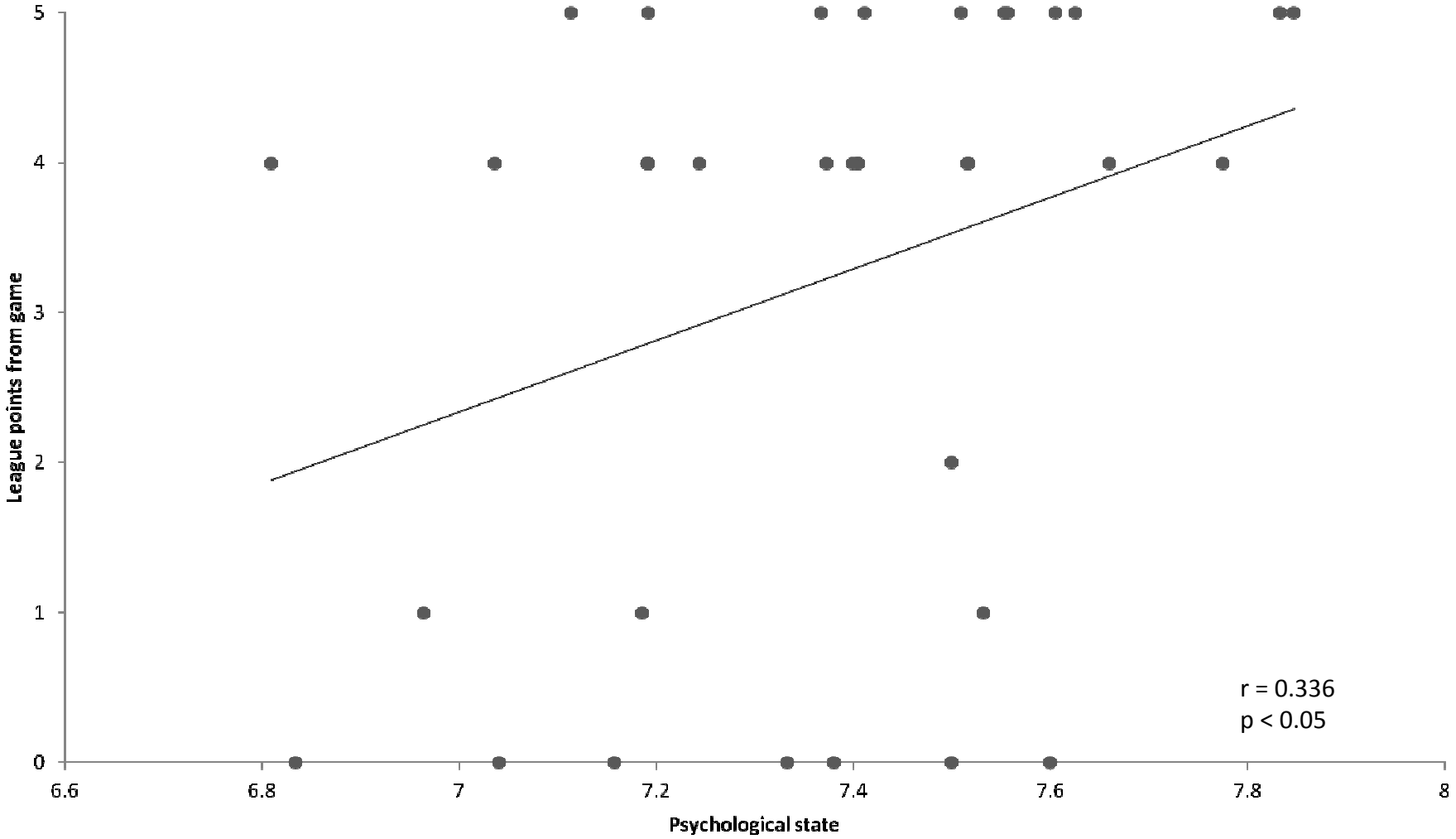
What is rugby union?

Position	Collisions									Running													Combined					Decelerations			
	Working scrums	Working tackles	Working carries	Working rucks/ mauls	Line out landings	Total working collision elements	Total working collision elements per minute	Total working collision elements W:R	Frequency of total working collision elements (s)	Total distance (m)	Distance < 3.6 m.s-1 (m)	Distance 3.6-5 m.s-1 (m)	Distance 5-6.7 m.s-1 (m)	Distance > 6.7 m.s-1 (m)	Total distance >3.6 m.s-1 (m)	Time spent > 3.6 m.s-1 (min)	Maximum 10 min running intensity (m.min-1)	Total running elements > 5.6 m.s-1	Total running elements > 5.6 m.s-1 per minute	Total running elements > 5.6 m.s-1 W:R	Frequency of total running elements > 5.6 m.s-1 (s)	Total working collision and running elements > 5.6 m.s-1	Total working collision and running elements > 5.6 m.s-1 per minute	Total working collision and running elements > 5.6 m.s-1 W:R	Frequency of total working collision and running elements > 5.6 m.s-1 (s)	Mean recovery speed (m.s-1)	Decelerations from 3.6 m.s-1	Decelerations from 5 m.s-1	Decelerations from >5 m.s-1	Total Decelerations
1	28	12	8	45	1	93	1.2	12	52	6257	5456	587	210	5	802	3	80	9	0.1	132	533	102	1.3	11	47	2.3	413	76	24	513
2	29	15	6	60	0	110	1.4	10	44	6843	5029	1412	401	1	1814	7	93	12	0.2	99	400	122	1.5	9	39	3.2	384	132	30	546
3	29	8	10	46	0	93	1.2	12	52	6257	5456	587	210	5	802	3	80	9	0.1	132	533	102	1.3	11	47	2.3	413	76	24	513
4	32	21	15	51	7	119	1.5	9	40	6924	5370	1314	222	18	1554	6	90	7	0.1	170	686	126	1.6	9	38	2.9	280	70	18	368
5	28	19	15	66	7	128	1.6	8	38	6924	5370	1314	222	18	1554	6	90	7	0.1	170	686	135	1.7	8	36	2.9	280	70	18	368
6	32	21	9	43	11	105	1.3	10	46	7229	5826	976	361	66	1403	5	100	12	0.2	99	400	117	1.5	9	41	2.7	417	132	84	633
7	28	26	18	57	2	129	1.6	8	37	7229	5826	976	361	66	1403	5	100	12	0.2	99	400	141	1.8	8	34	2.7	417	132	84	633
8	32	32	25	47	3	136	1.7	8	35	7229	5826	976	361	66	1403	5	100	12	0	99	400	141	2	8	34	3	417	132	84	633
9	0	15	7	15	0	37	0.5	31	130	8324	5948	1746	605	25	2376	9	102	12	0.2	99	400	42	0.5	28	114	3.8	466	184	82	732
10	0	16	9	11	0	36	0.5	32	133	7077	5482	1060	500	35	1594	6	95	13	0.2	91	369	40	0.5	29	120	2.9	282	95	56	433
11	0	10	11	23	0	44	0.6	26	109	8262	6519	873	617	253	1743	6	105	30	0.4	39	160	63	0.8	18	76	2.9	162	67	90	319
12	0	23	13	26	0	62	0.8	18	77	8572	5940	1677	755	199	2632	9	103	32	0.4	37	150	81	1.0	14	59	4.0	600	253	149	1002
13	0	19	15	30	0	64	0.8	18	75	9512	7669	1118	647	79	1843	6	114	22	0.3	54	218	71	0.9	16	68	3.1	682	229	118	1029
14	0	10	10	21	0	41	0.5	28	117	8262	6519	873	617	253	1743	6	105	30	0.4	39	160	61	0.8	19	79	2.9	162	67	90	319
15	0	12	10	31	0	53	0.7	22	91	7809	6555	745	374	134	1254	4	95	20	0.3	59	240	63	0.8	18	76	2.6	205	63	103	371

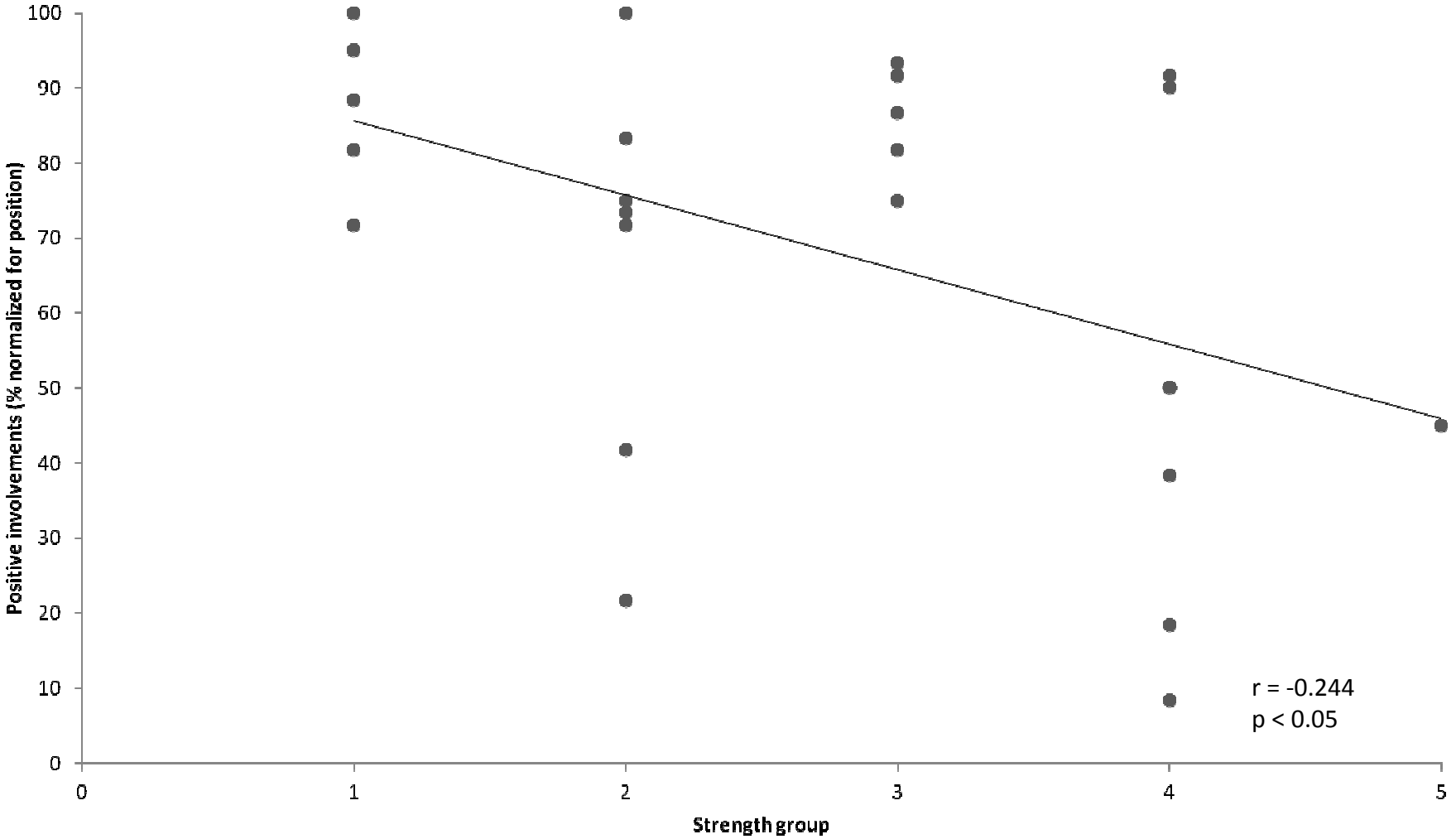
Why do we need to collect data on players?



Team performance and psychological state



Individual performance and athletic ability



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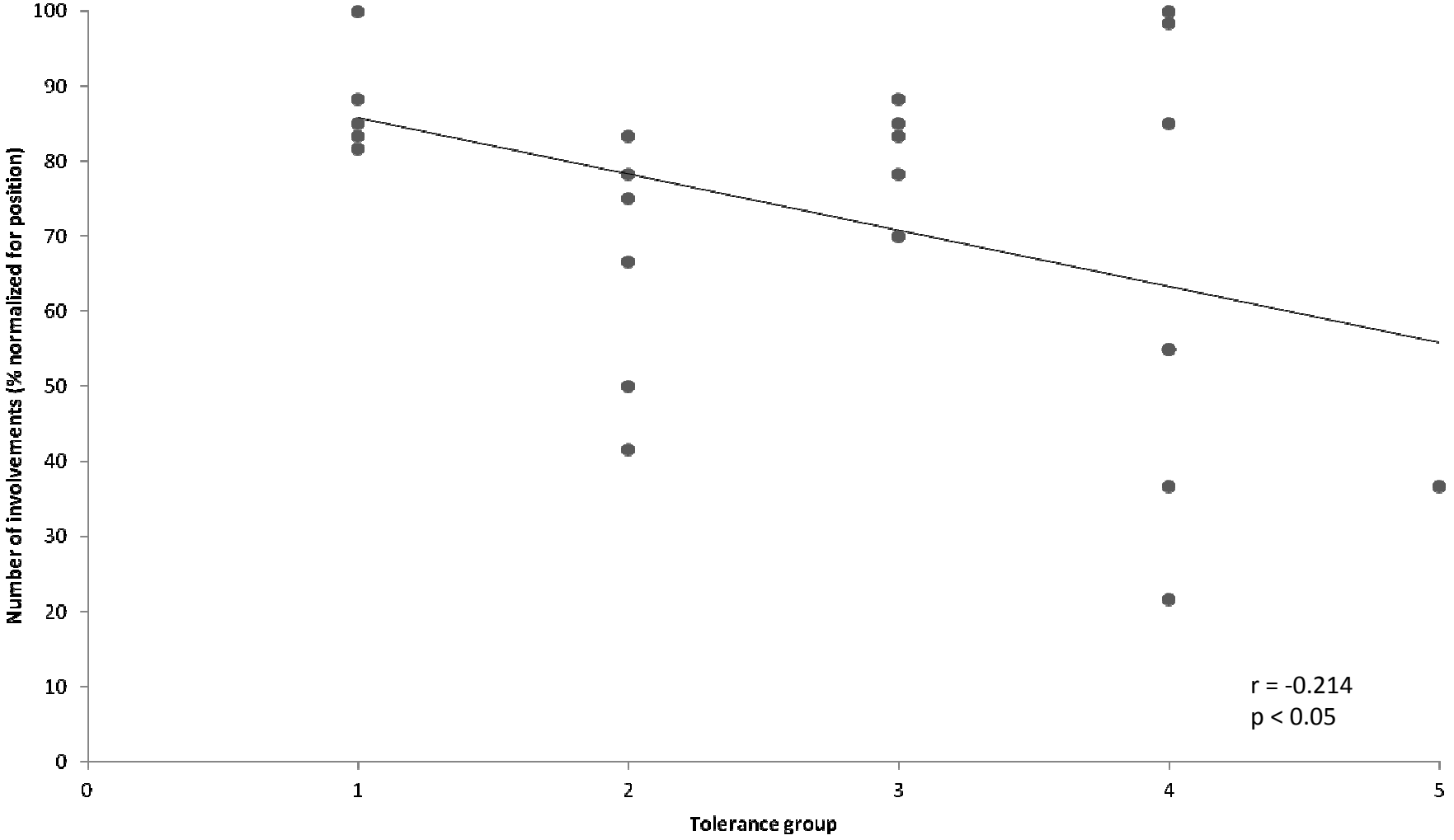
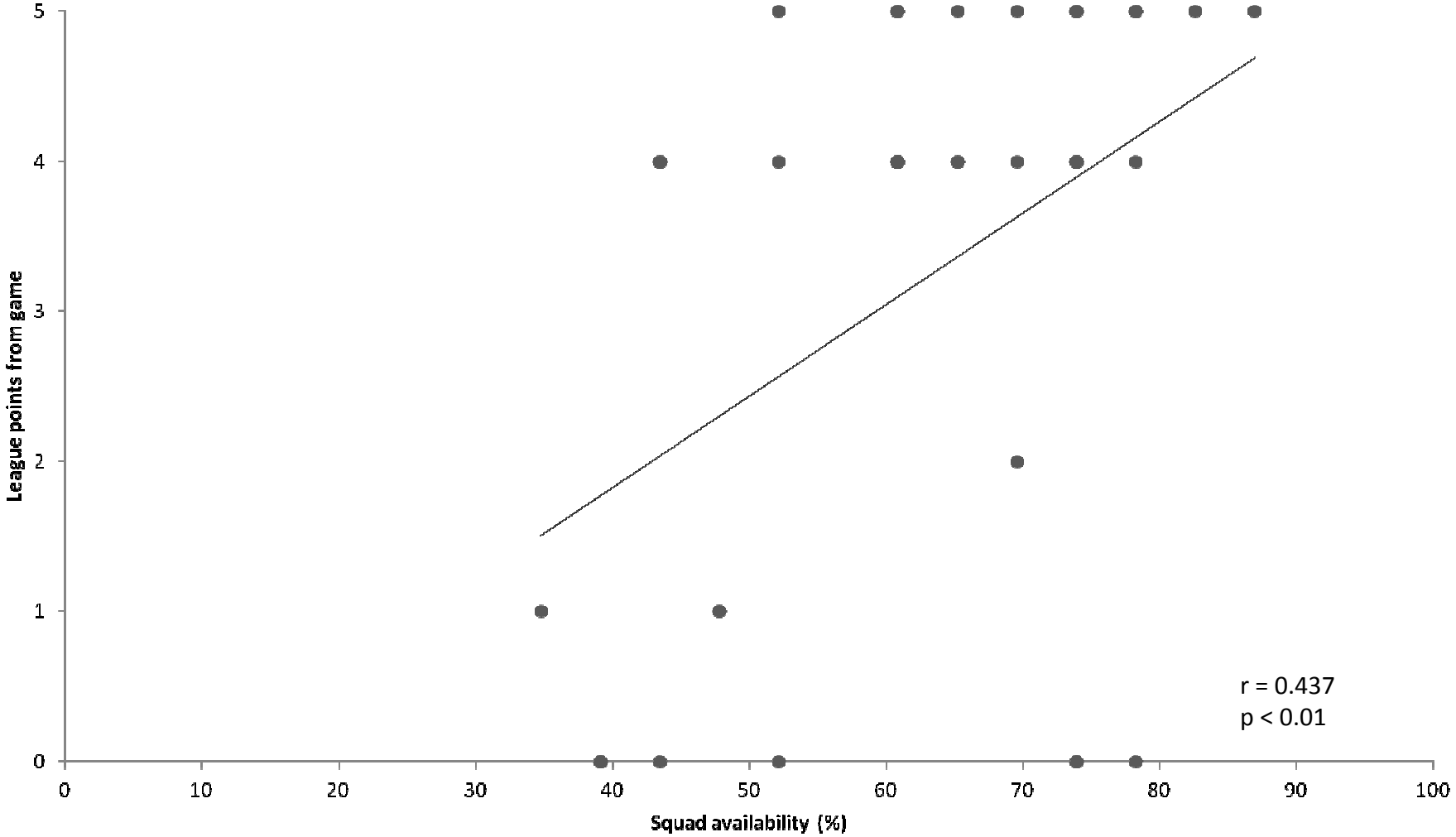


Team performance and key player availability



Matt Hampson Foundation

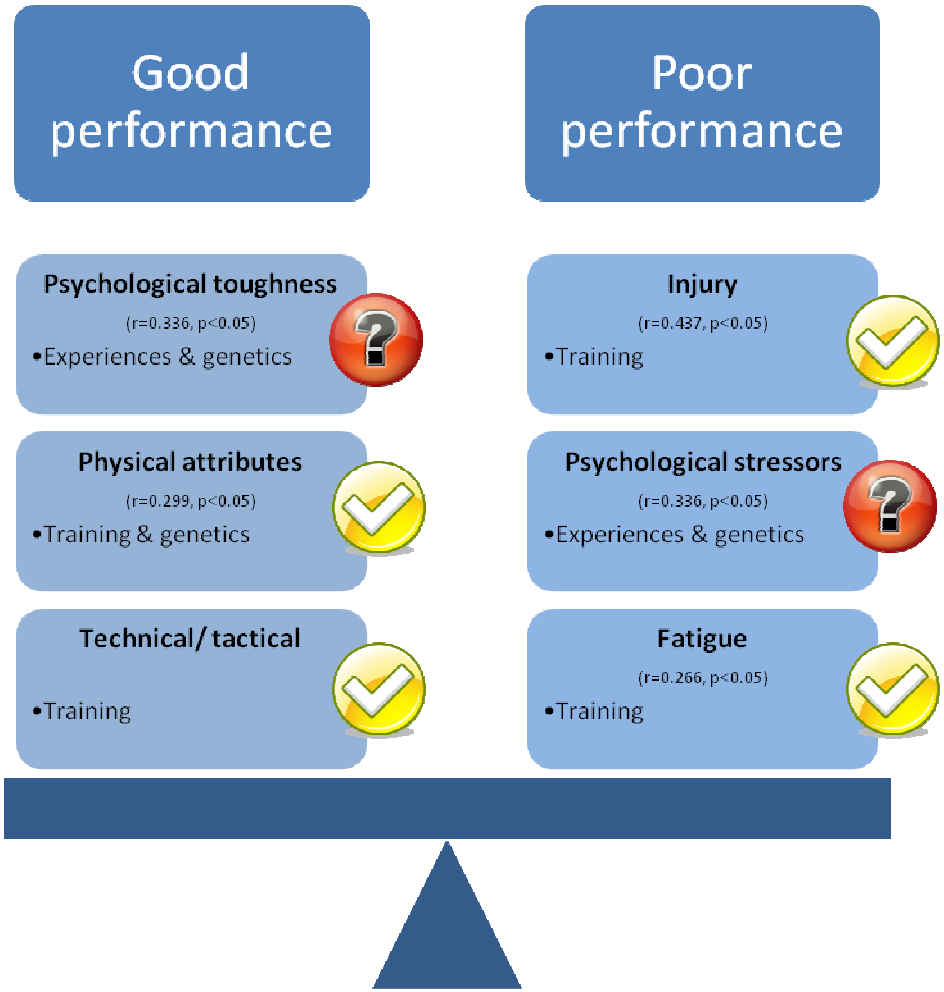
Matt Hampson is a former English rugby union prop who became paralysed from the neck down after a scrummaging practice accident for England under 21 on 15 March 2005.

He founded the Matt Hampson Foundation in 2011 with the aim of providing advice, support, relief and/or treatment for anyone suffering serious injury or disability which has arisen from any cause, but in particular from participation in or training for any sport, sporting activity or other form of physical education or recreation.

MATT HAMPSON FOUNDATION

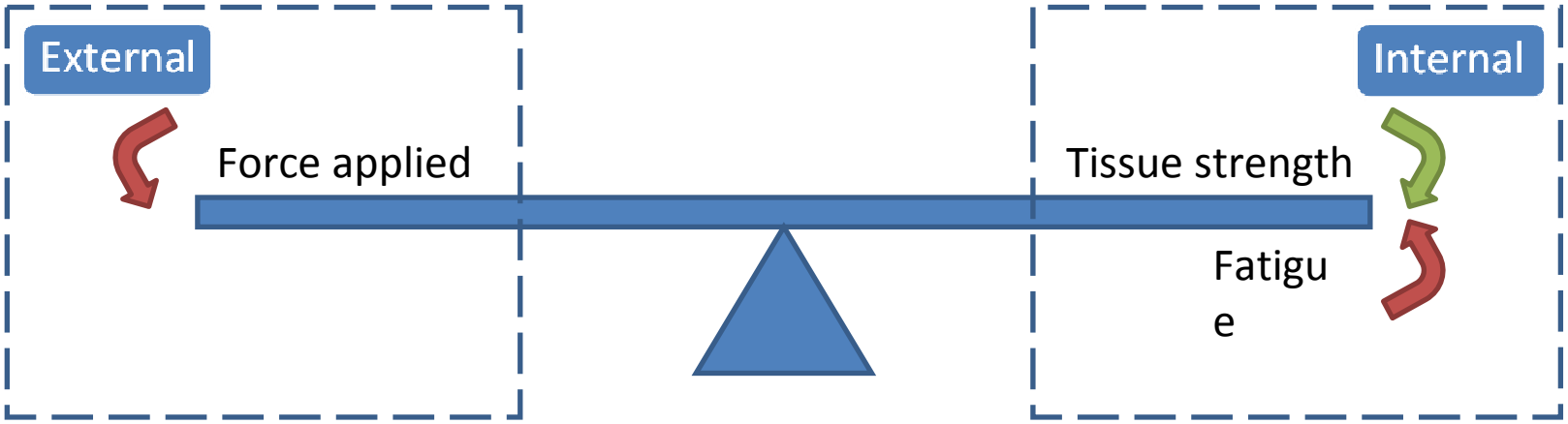
Inspiring and supporting young people seriously injured through sport.

What can we affect?



When does an injury occur?

When force exerted on a tissue is greater than that which it can withstand.



How can we affect strength and fatigue?

The purpose of any training program is to provide a stimulus for sports-specific adaptation resulting in improved skill and/ or athletic performance.

How do we adapt to the stimulus?

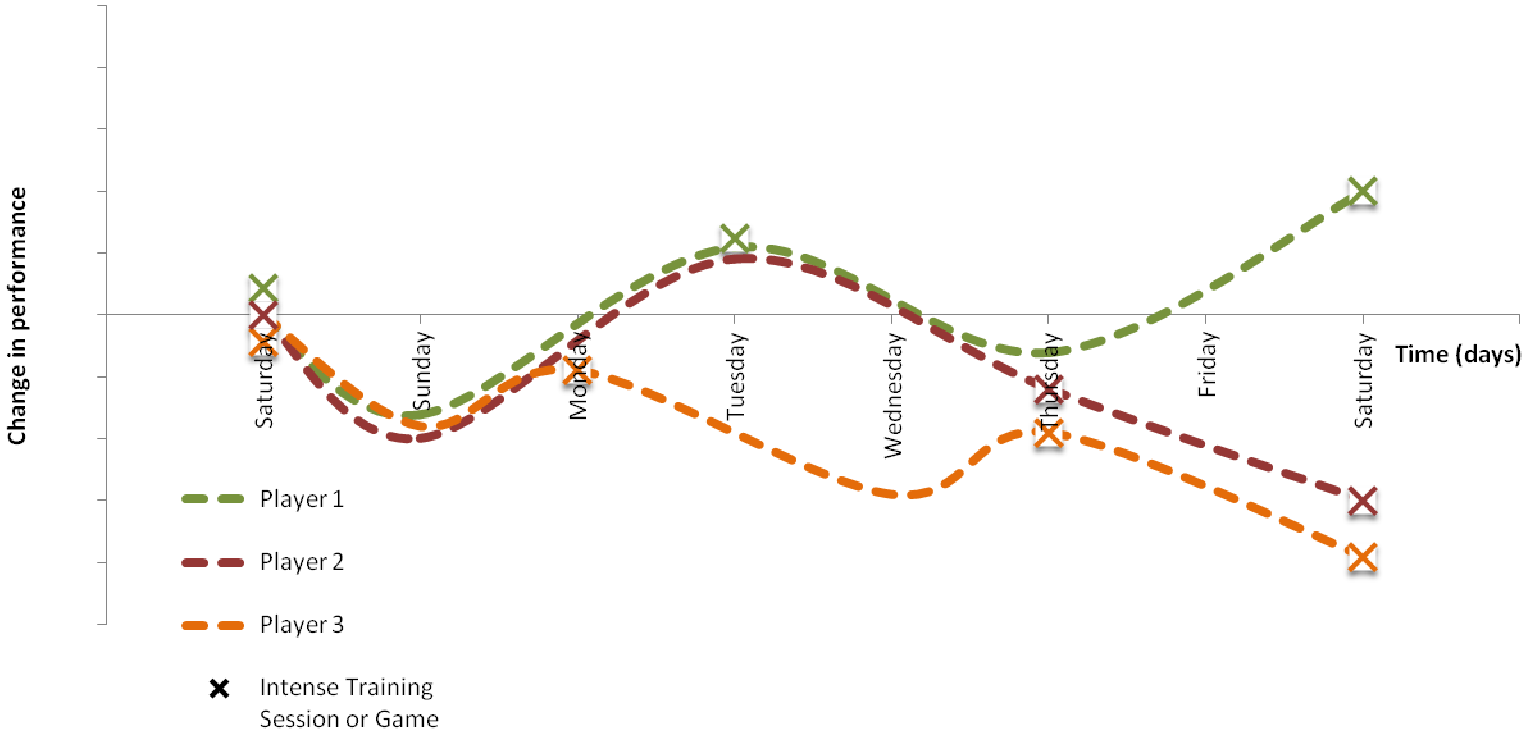


Figure 1 Schematic demonstrating player 1 (green) who trains at the right time, resulting in increased performance; and players 2 (red) and 3 (orange) who leave too long, and not enough time between training sessions respectively, both resulting in decreased performance.

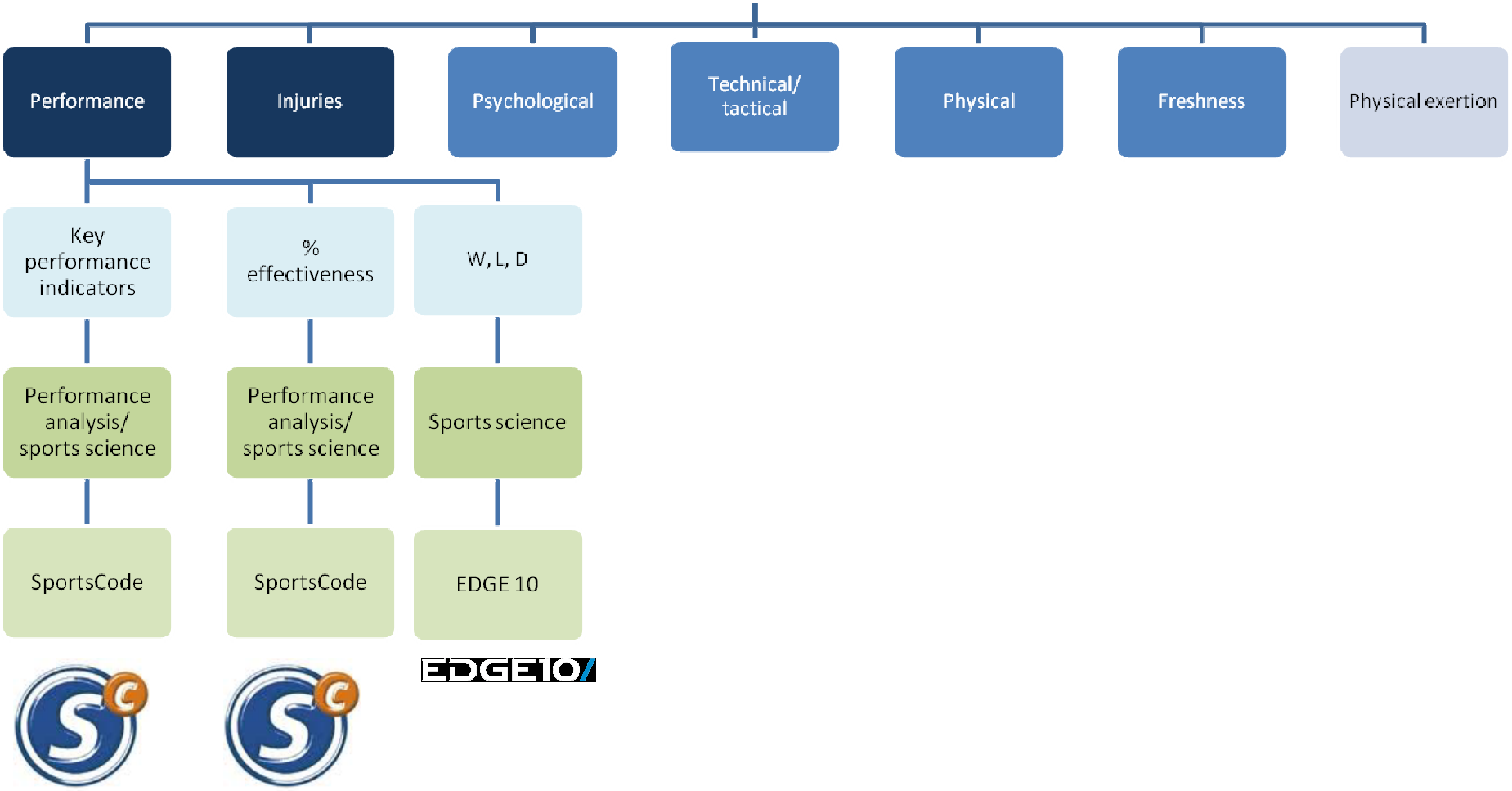
Present

What data are we collecting now?

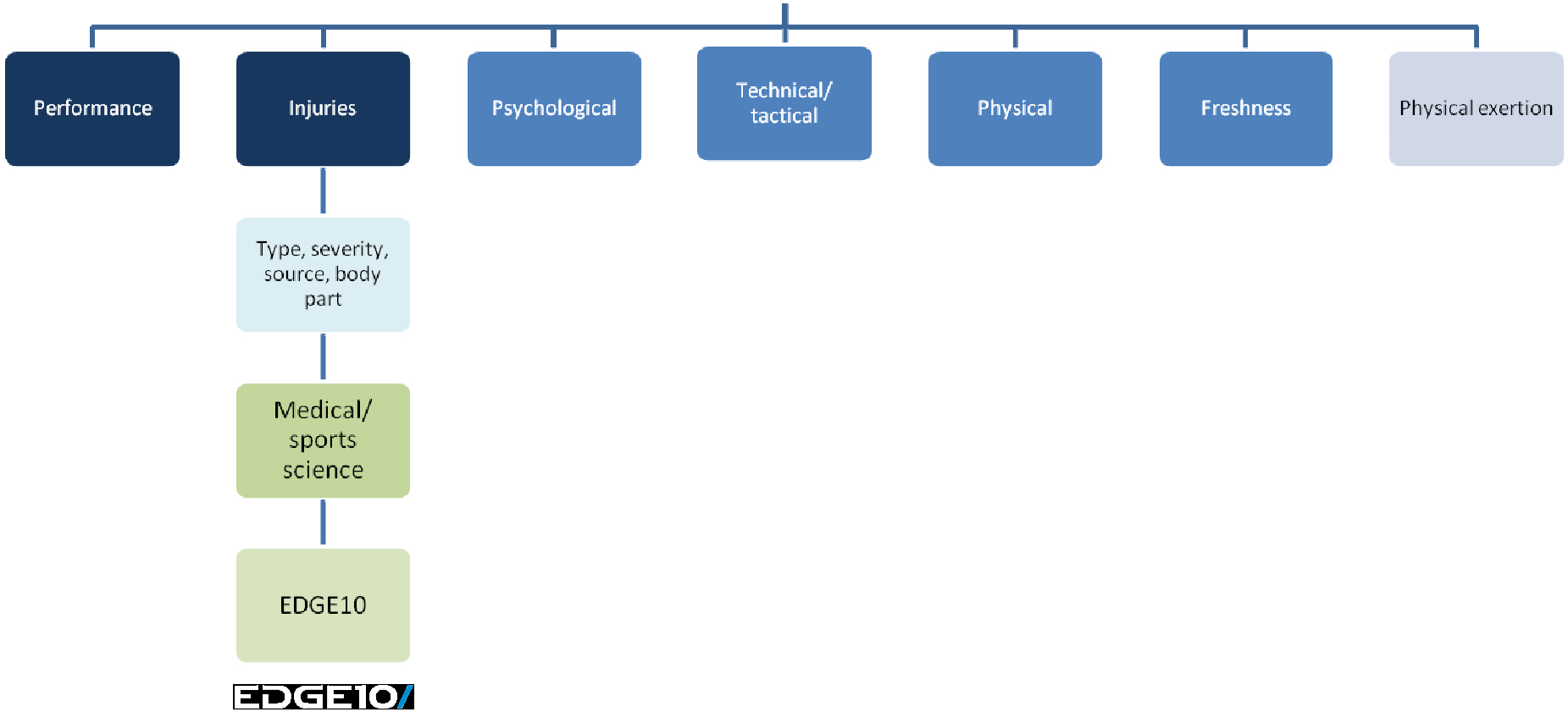
Information use

- Acquisition
  - From a host of different sources
- Management
  - Data collated in EDGE10
  - All physical exertion and monitoring information in one place
- Analysis
  - IBM's SPSS Modeller
- Reporting
  - Graphical representations of physical exertion and monitoring data

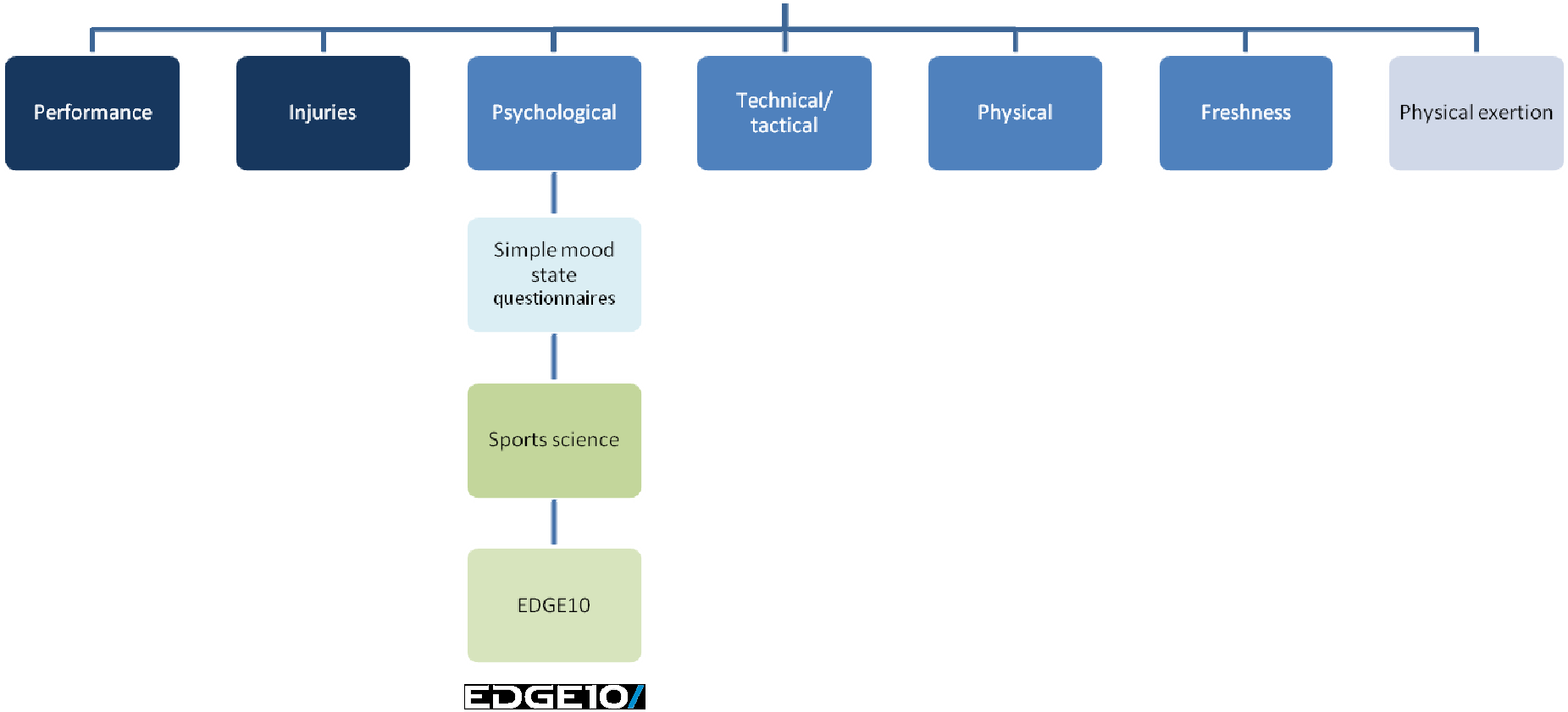
Information use – Data acquisition



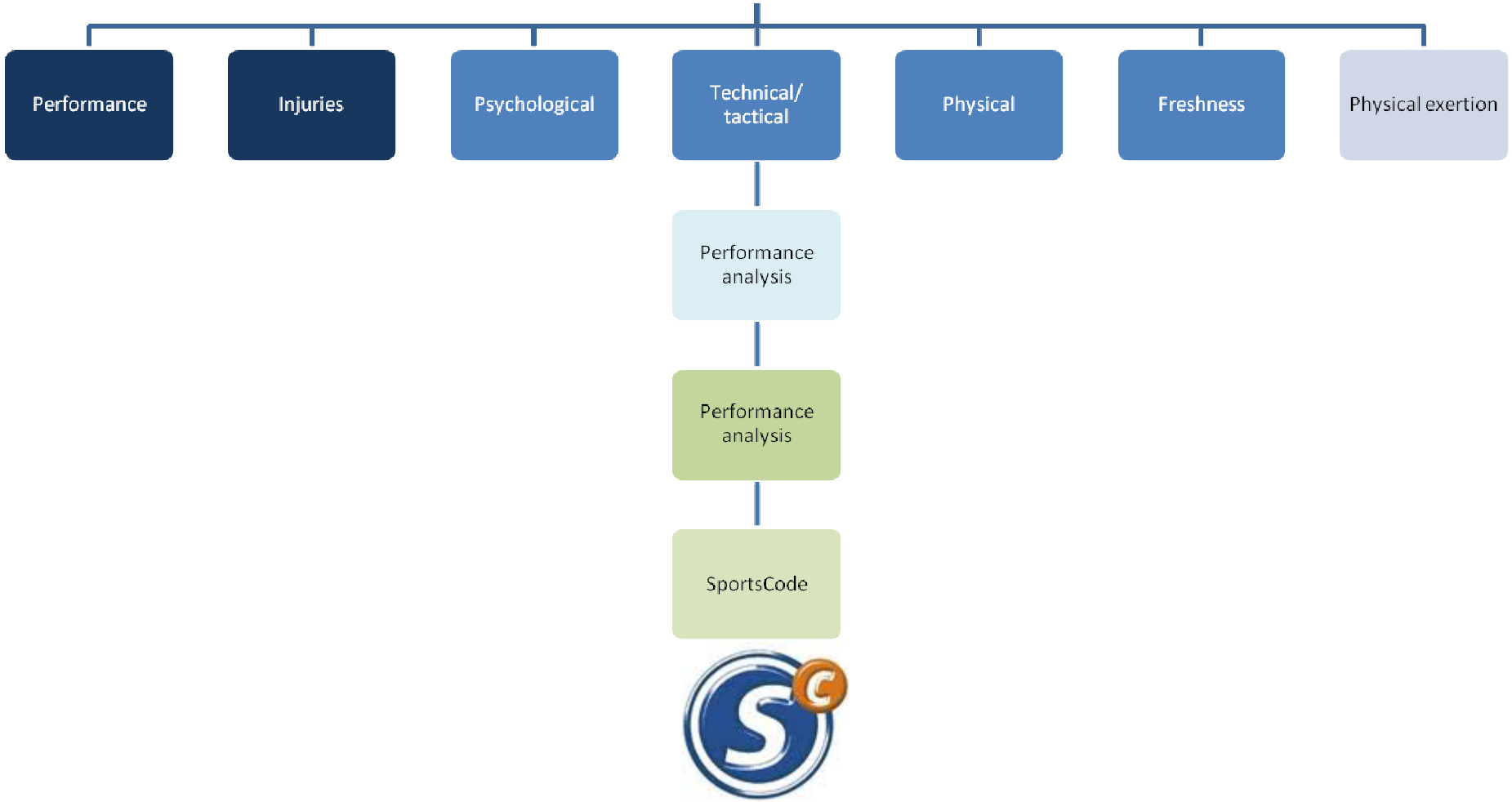
Information use – Data acquisition



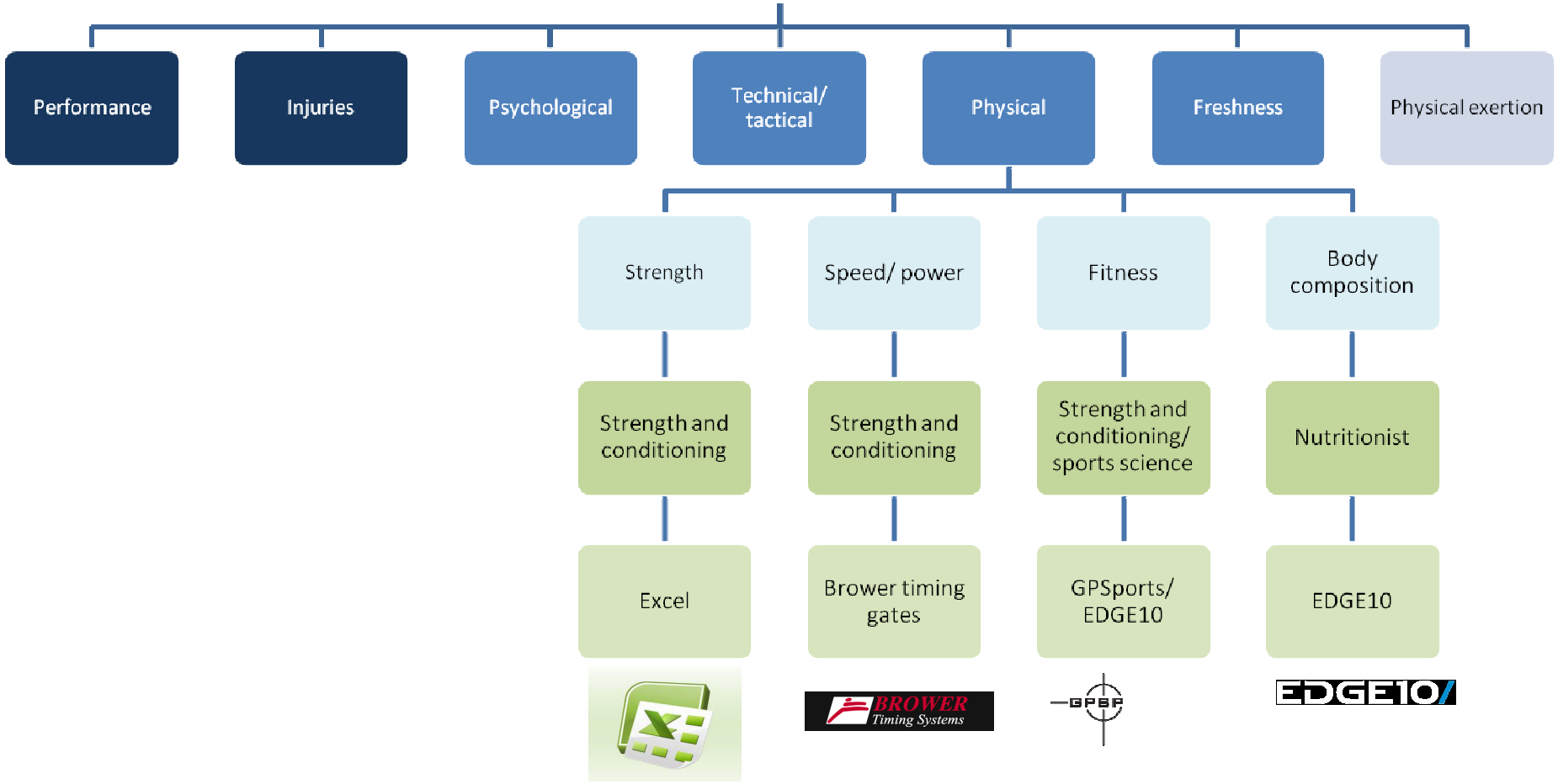
Information use – Data acquisition



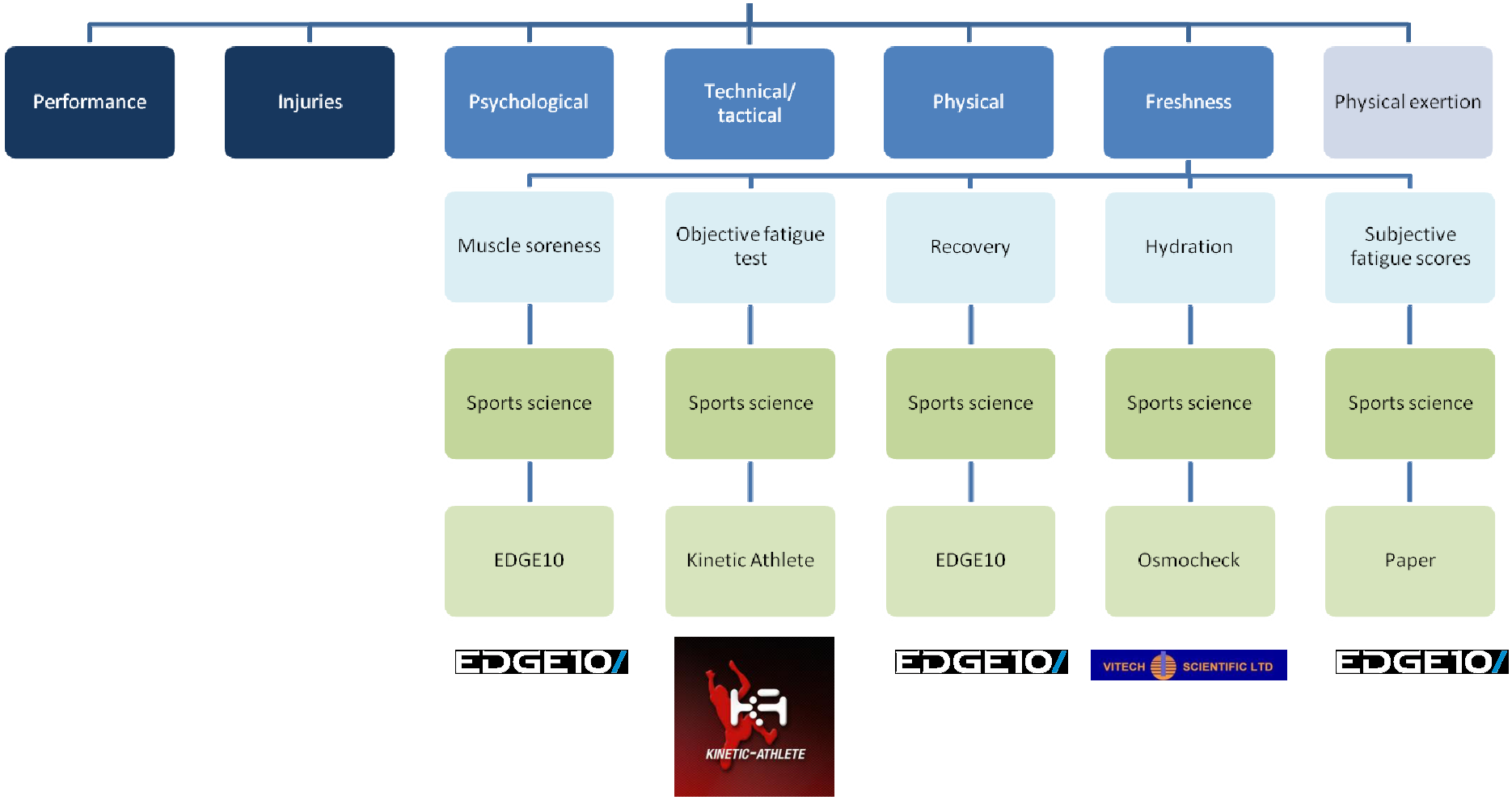
Information use – Data acquisition



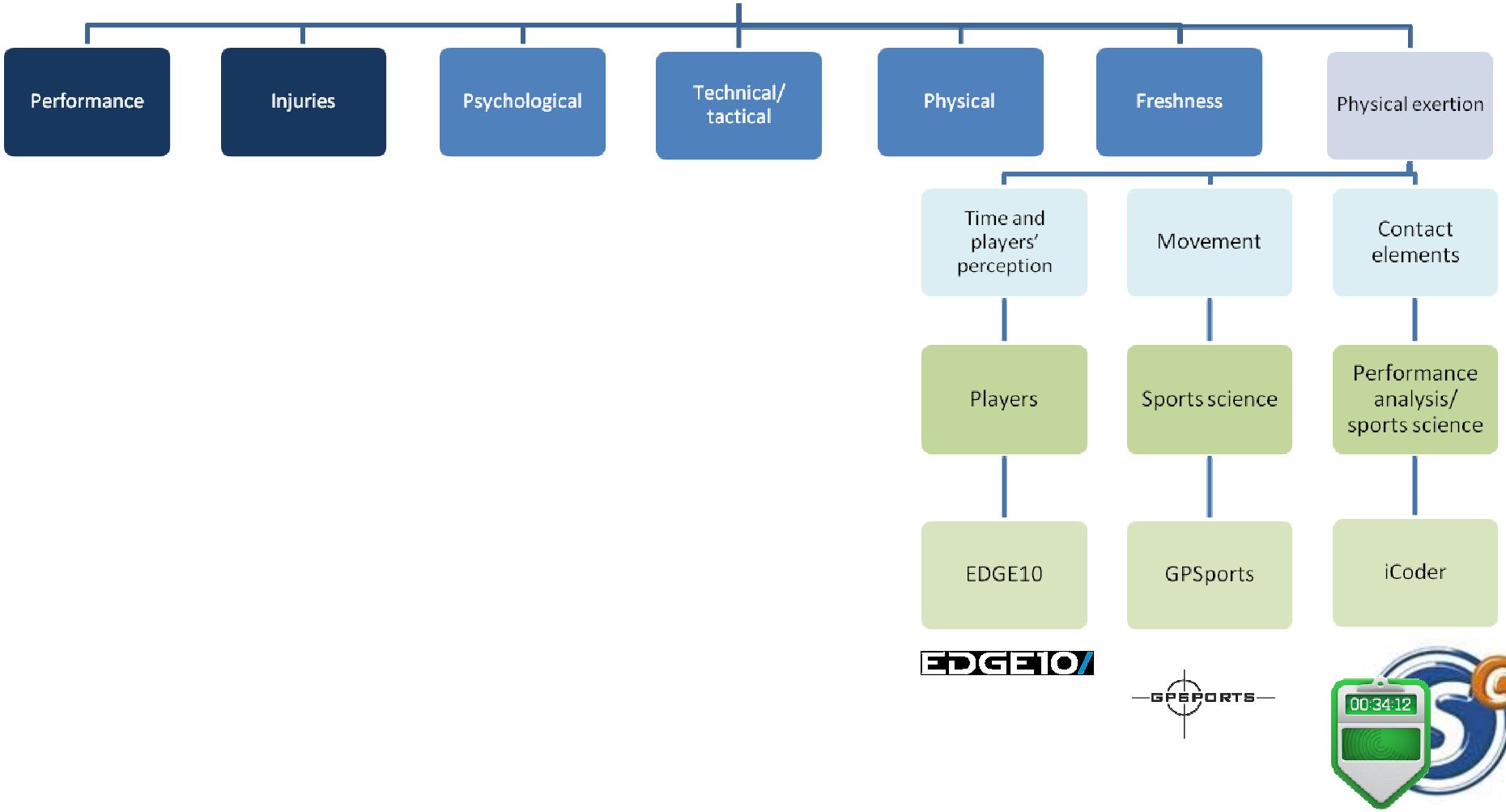
Information use – Data acquisition



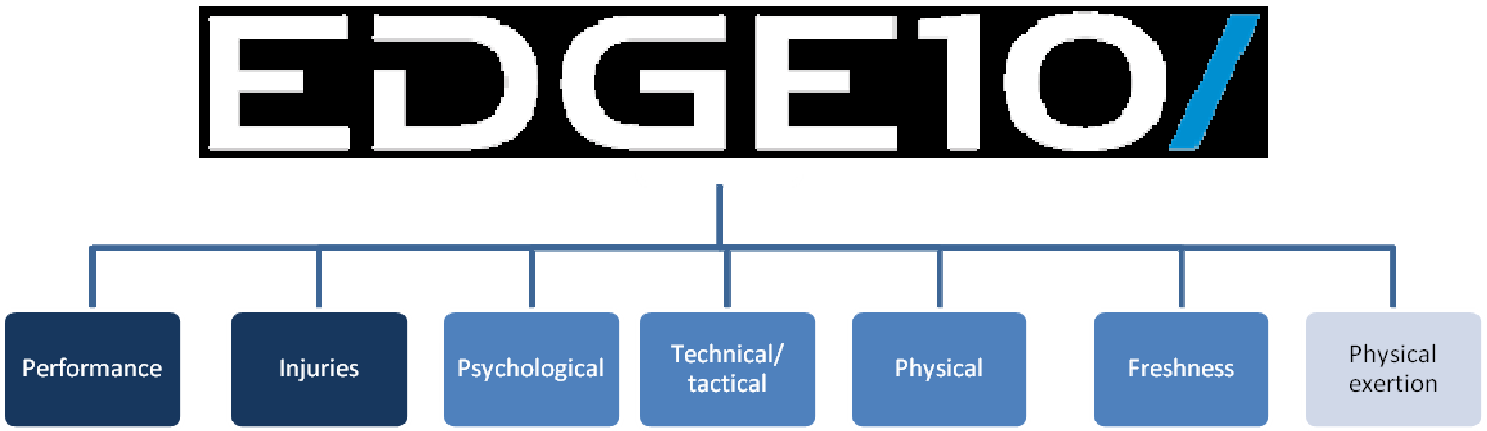
Information use – Data acquisition



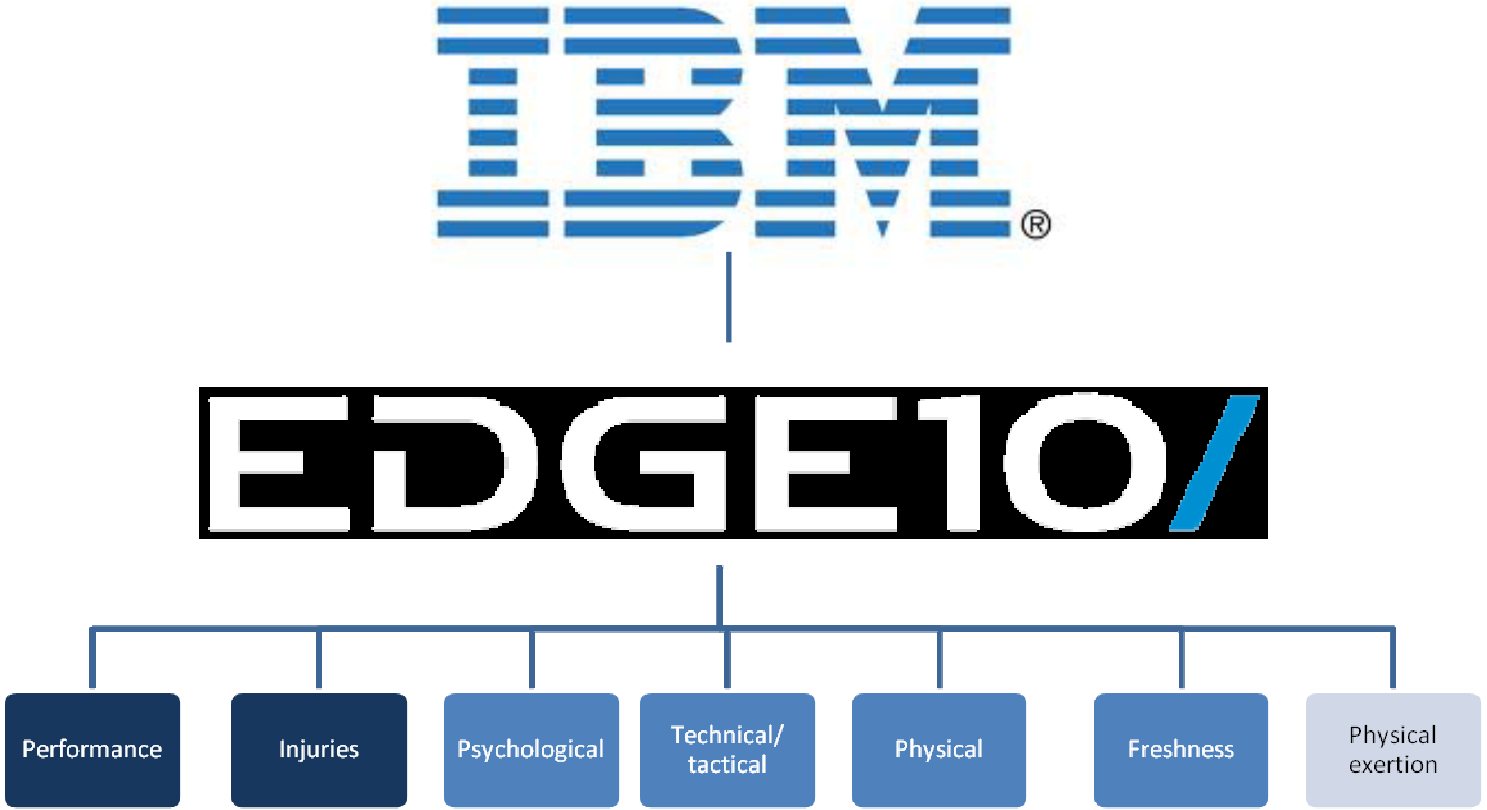
Information use – Data acquisition



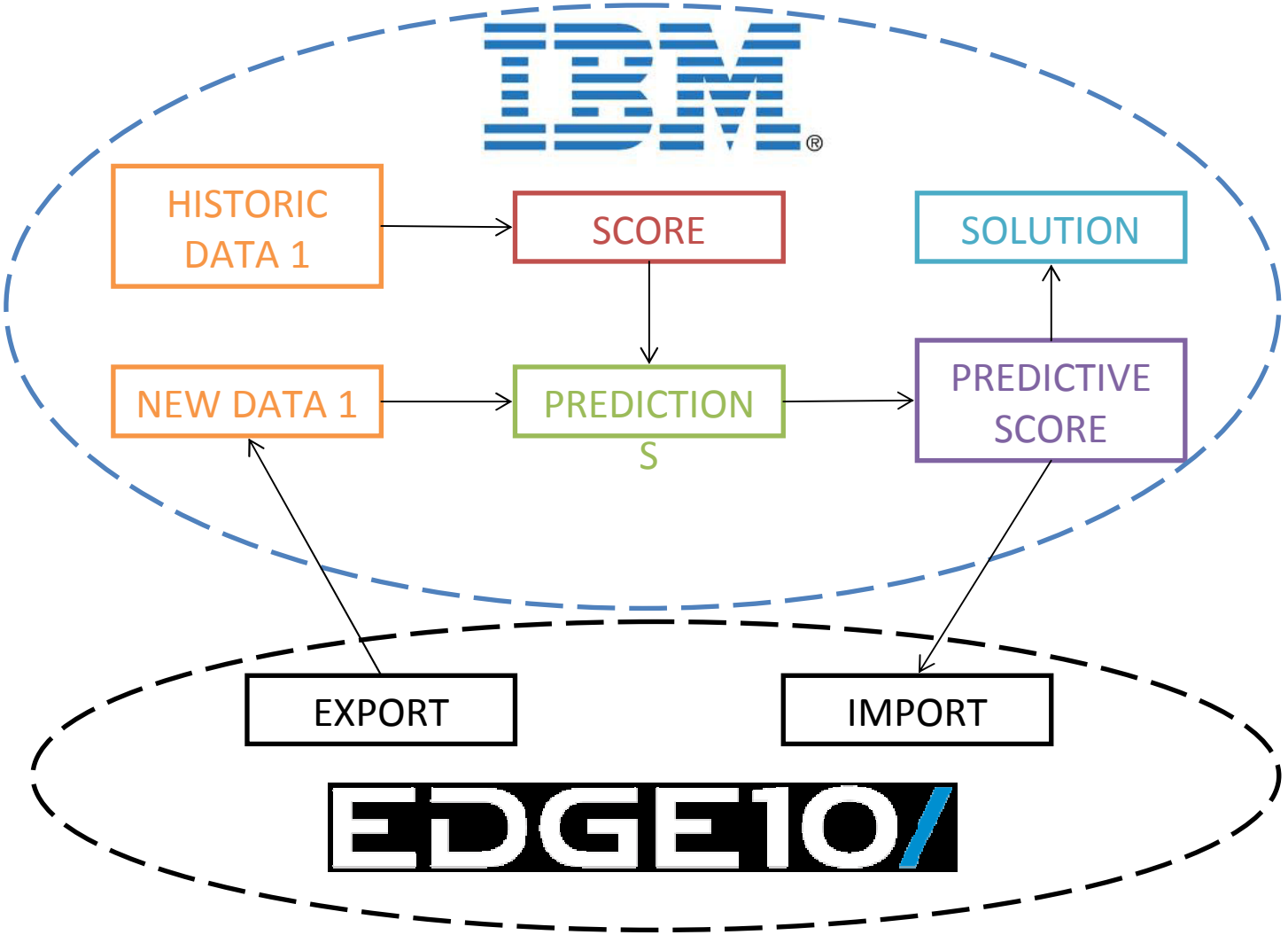
Information use – Data management



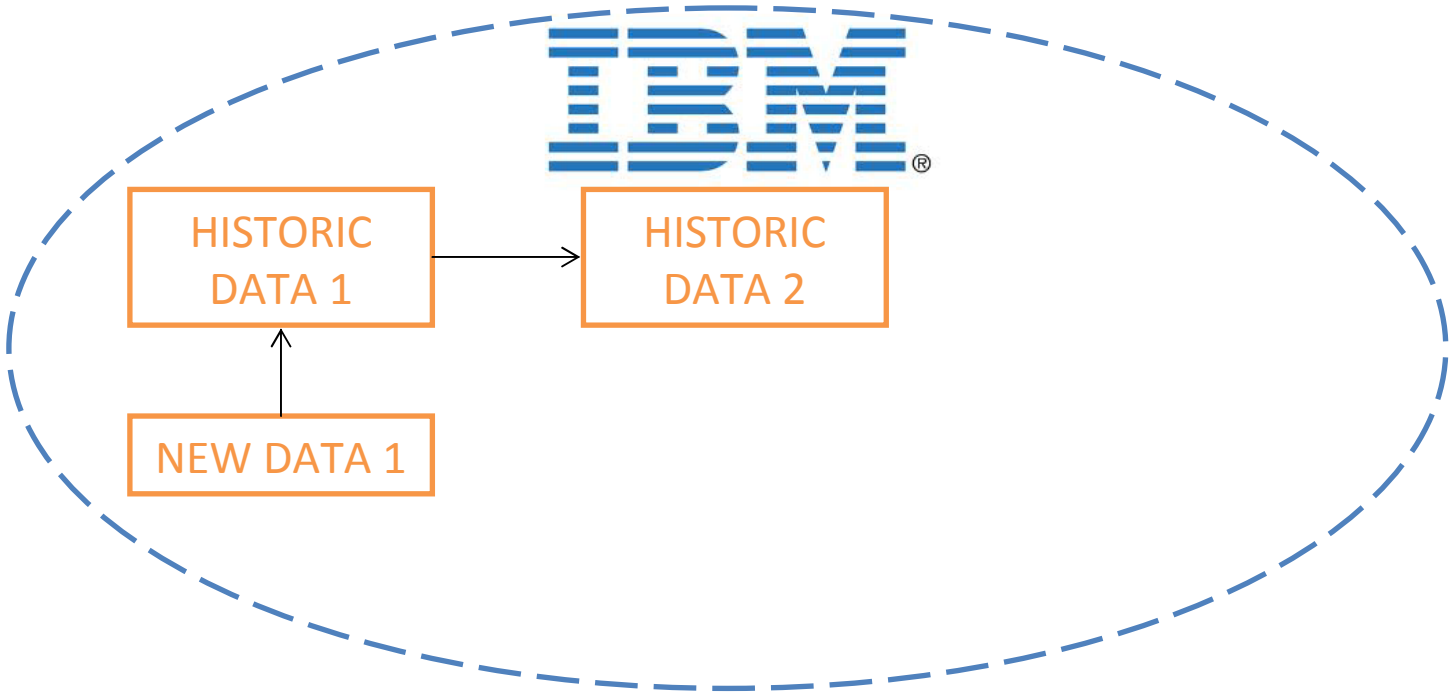
Information use – Data analysis



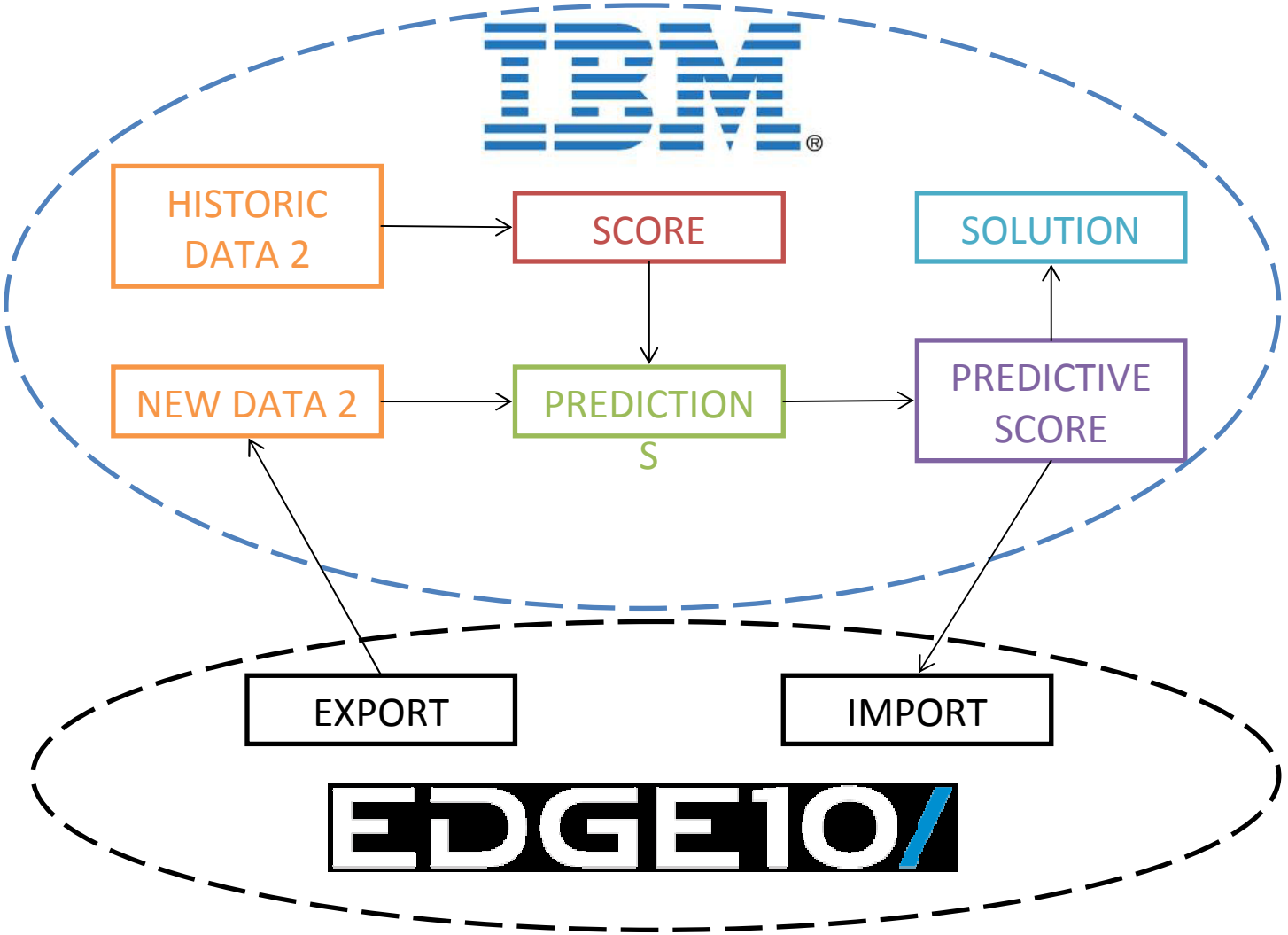
Information use – Data analysis



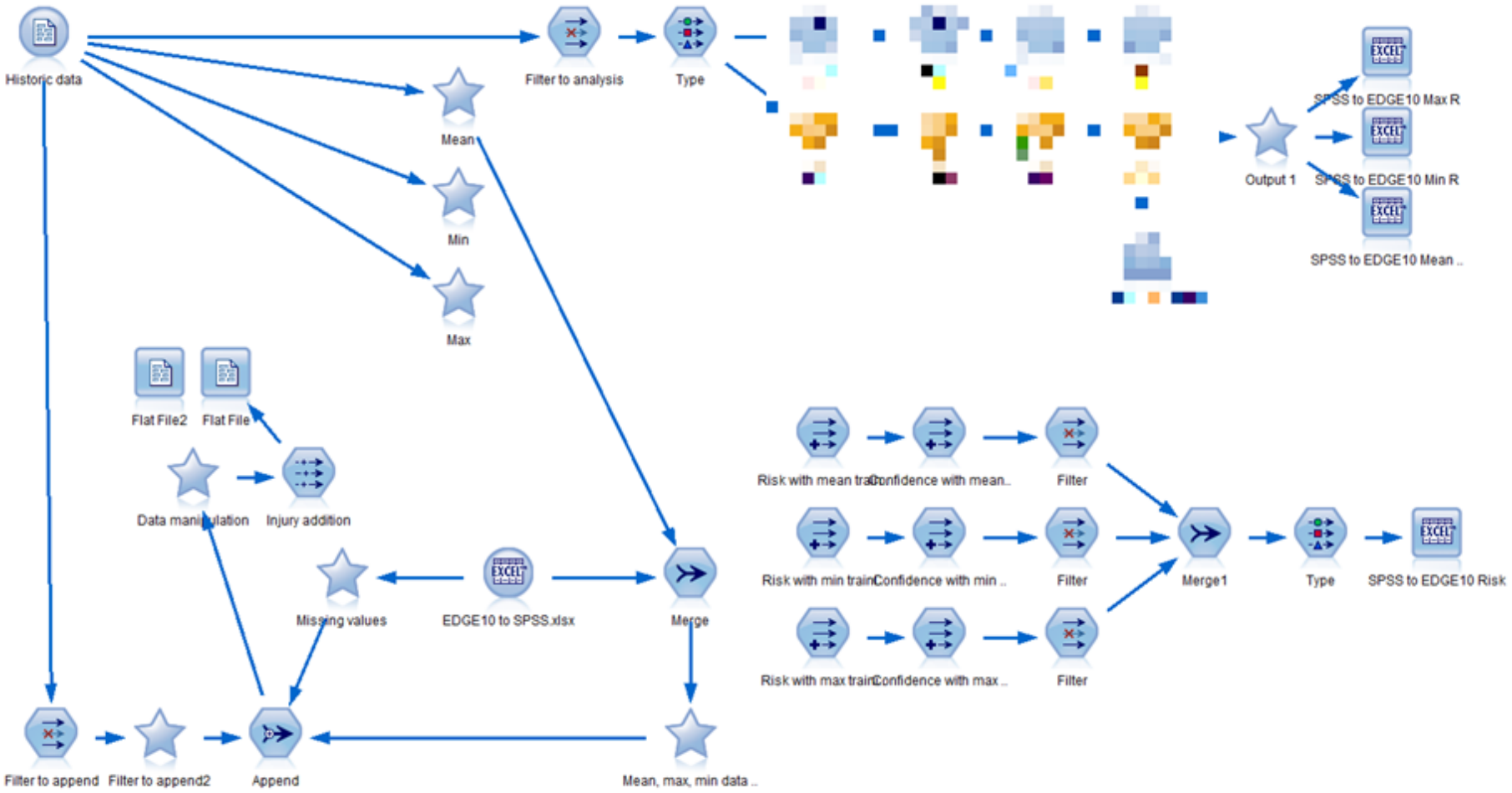
Information use – Data analysis



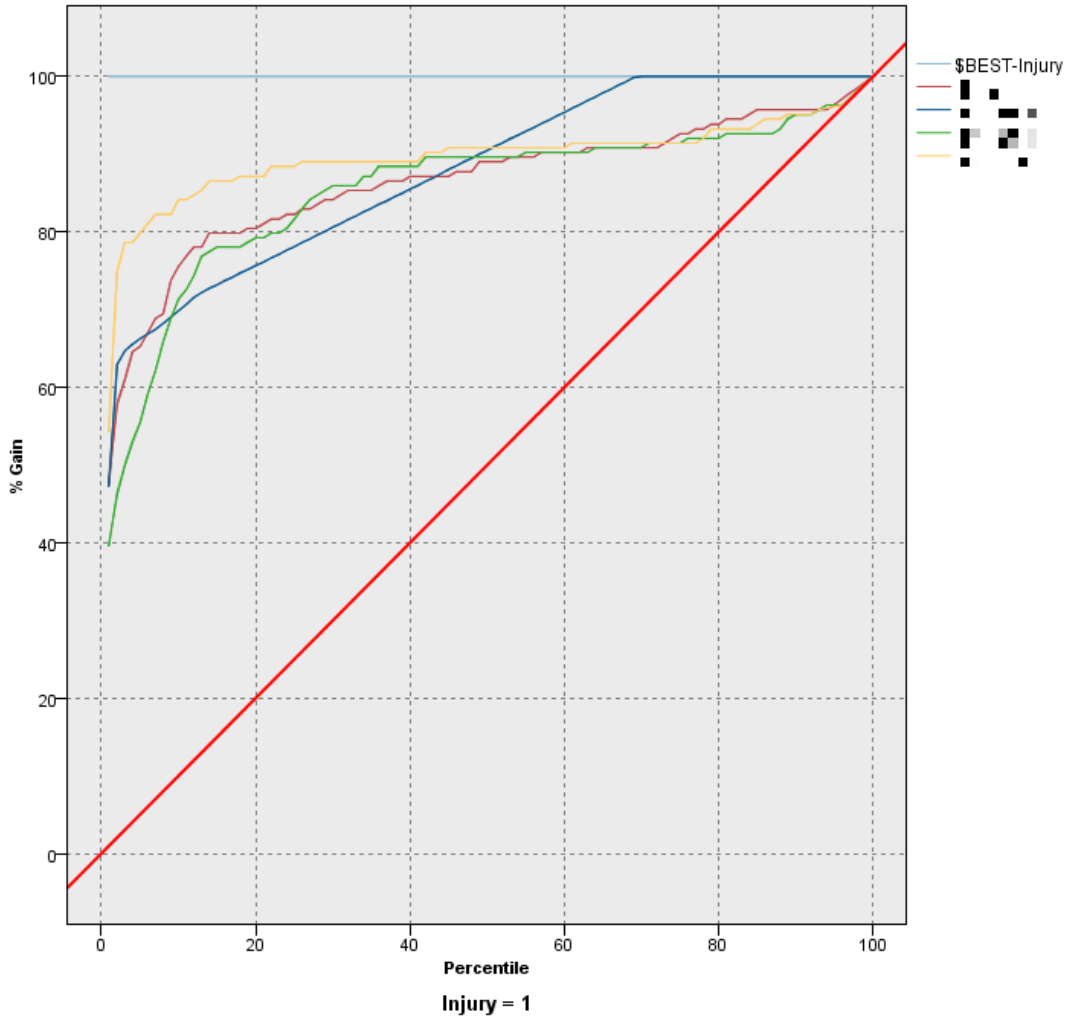
Information use – Data analysis



Information use – Data analysis



Information use – Model evaluation



Information use – Data reporting

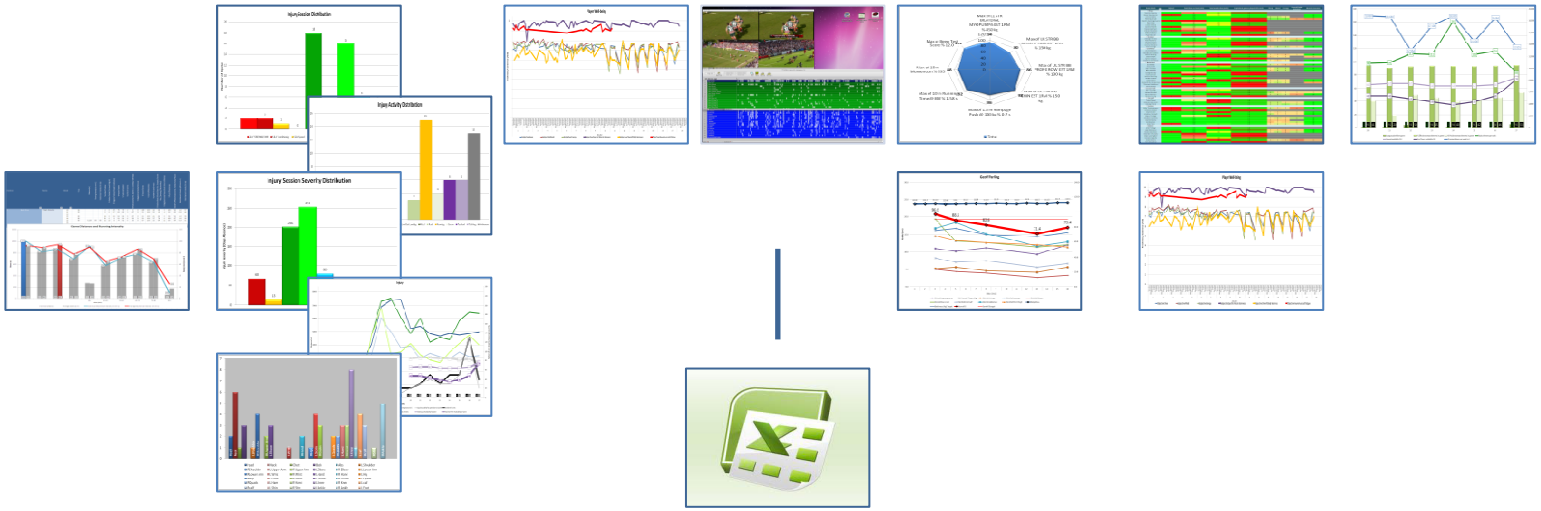
Injury prediction

- Yes or no
- Confidence

How do we affect this?

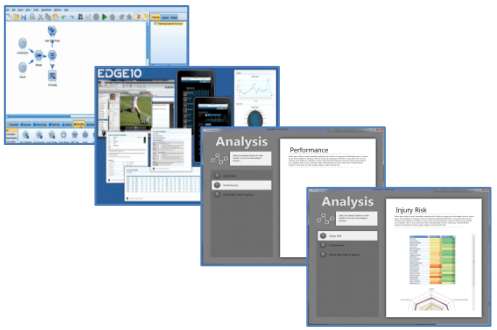
- Chronic
  - Strength and tolerance of tissue
  - Gait (technique with young players only)
- Acute
  - Tolerance of tissue
  - Fatigue
    - Physical (training volume and recovery)
    - Psychological

Information use – Data reporting



EDGE10

- Performance
- Injuries
- Psychological
- Technical/ tactical
- Physical
- Freshness
- Physical exertion



Summary

Benefits

- Better organised scientific based data leading to predict and effect performance/ injury risk leading to:
  - Improved squad well-being
  - Improved skill acquisition
  - Stronger, faster, more powerful, fitter players
  - Fresher players
  - More effective training management
  - Fewer and less severe injuries to key players
  - Better performance
  - Marginal gains

Future

Where could we head next?

Performance	• Technical/ tactical analysis
Recruitment	• Youth player selection
Genetics	• Player development • Training direction

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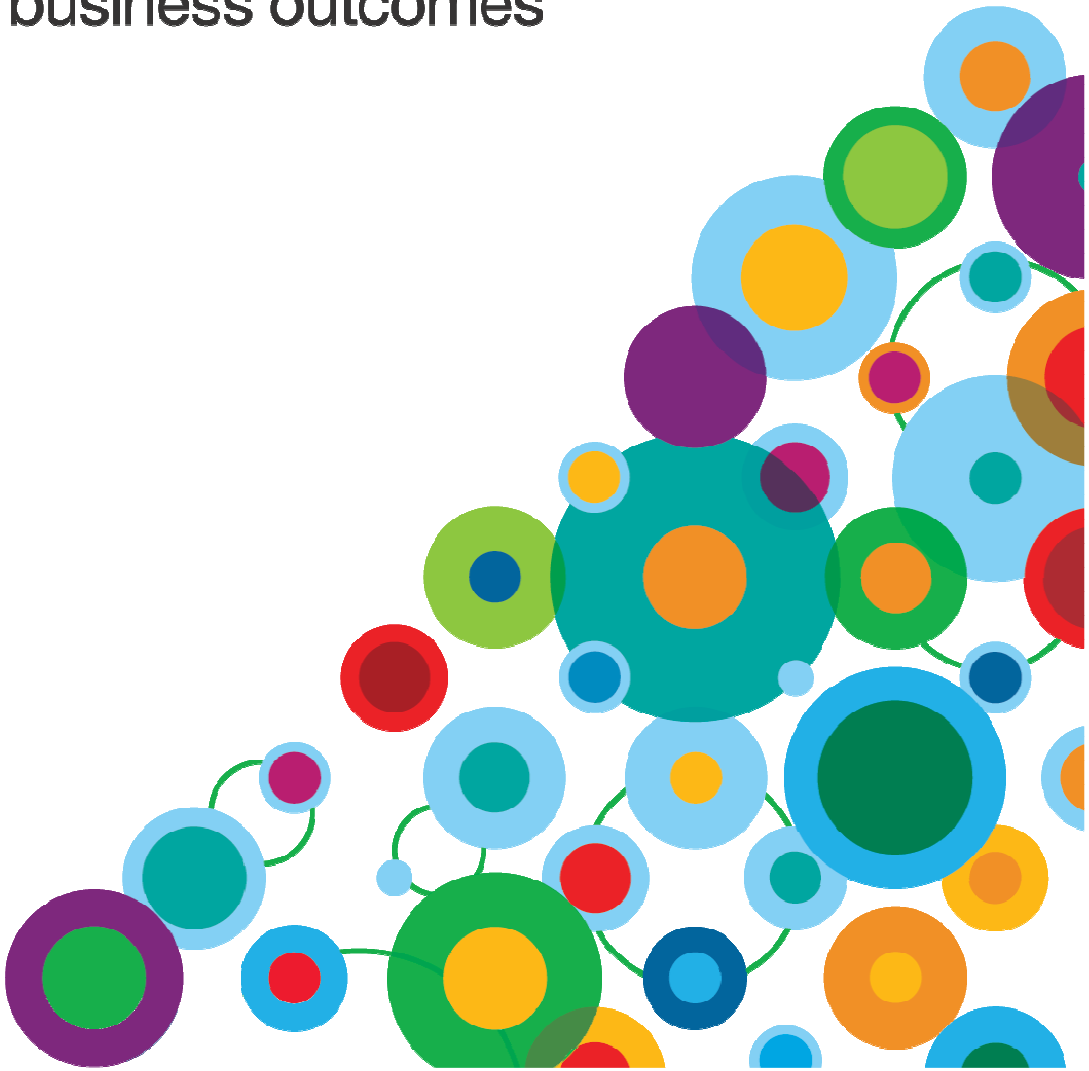
Business Analytics Live 2012

Smarter decisions for better business outcomes

Coffee

Please be seated by 11:45



Better BI Builds Better Businesses
visualmetrics & DHL Supply Chain EMEA

WayneHover/Rob Roberts

visualmetrics

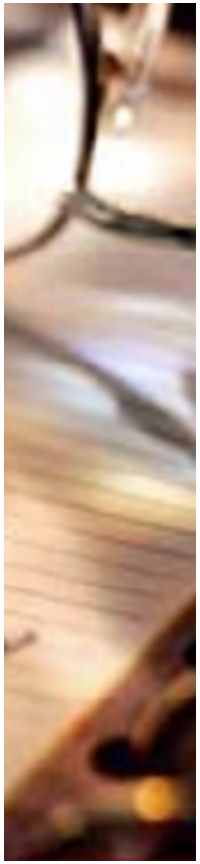
- Formed 1997, based in Chester/London
- Dedicated to Management Information projects
- “Visual” Analytic Application suite
- 100+ Customers
- Worked with DHL for over 14 years
- BI Partnership Framework agreement with DHL for the delivery of Consultancy & Support Services

DHL
Supply Chain EMEA

Rob Roberts

Agenda

- DHL Supply Chain & Organisational Background
- Key Project Drivers
- Project Outcomes & Lessons Learned
- Future Plans



DHL Supply Chain at a glance

DHL Supply Chain is a single source contract logistics provider that offers customers:
•Warehousing
•Distribution
•Managed Transport services
•Value added services
•Business process outsourcing: Williams Lea partnership
•Supply chain management

DHL are the worldwide Lead logistics provider

Industry sectors consist of:
•Automotive
•Consumer
•Energy & Chemicals
•Engineering & Manufacturing
•Life Sciences & Healthcare
•Retail
•Technology
•Williams Lea (BPO)
•Global Specialist Business Unit
- Service parts logistics
- Envirosolutions
- NHS supply chain

Global Air, Ocean and Road Operating 24/7 365

Deutsche Post DHL – Supply Chain

	DPDHL	MAIL		GLOBAL FORWARDING & FREIGHT	EXPRESS	SUPPLY CHAIN
	Worldwide	Domestic Mail Germany	Mail Worldwide	Worldwide	Worldwide	Worldwide
Characteristics	Deutsche Post DHL The mail and logistics group	Deutsche Post The postal service for Germany DHL Domestic parcel Germany	DHL Global mail	DHL No. 1 Air freight forwarder globally and one of the leading Ocean freight forwarders globally DHL Europe's leading road freight provider	DHL No. 1 in international express transport globally	DHL No. 1 in contract logistics globally exel Supply Chain brand in USA and Canada WILLIAMS LEA Leading global BPO provider
# of countries	> 220	> 200		DGF: > 150 Freight: > 50	> 220	DSC: > 50 Williams Lea: 39
# of employees	> 423,500	> 147,480		> 41,880	> 84,440	> 136,800

DHL SUPPLY CHAIN

	Global DHL SUPPLY CHAIN	Americas	Asia Pacific	EMEA	Global Williams Lea
# of countries	> 60	> 6	> 14	> 29	39
# of employees	> 136,800	> 42,100	> 17,000	> 66,000	11,000
Warehouse space	~ 24 million m^2	10.3 million m^2	2.0 million m^2	11.6 million m^2	-

Current collaboration & network Branch

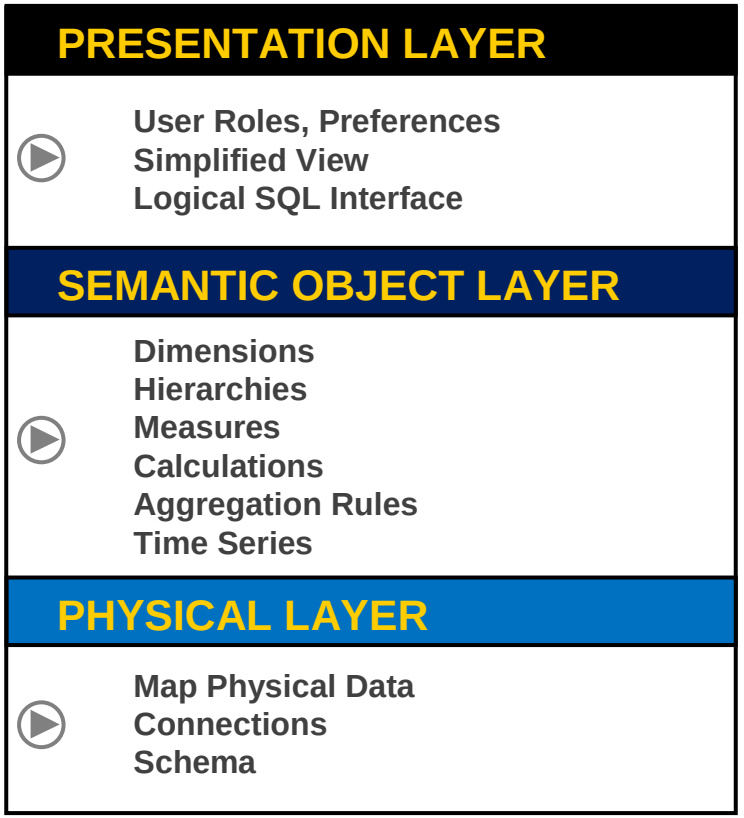
Where I sit

BI Infrastructure

- **Dedicated BI product Management Practice (Centrally run)**
  - Recognised practices and awareness
  - Infrastructure and operational change request control
  - Product maturity
  - Ensure roadmap is in line with BI partner
  - Project Business and IT alignment
  - Ensure BI practice is in line with Business and IT strategy
- **Specialist BI Partner**
  - Requirements Gathering
  - Implementation
  - Project Management
  - Support provider
  - **Hardware & Networking – Hosted, Managed & Supported environment specifically for BI**

Architectural BI components

Structured framework for organising the data



Role-Based Views of the Information Relevant to the User

Consistent Definition of Business Measures, Metrics, Calculations,
Turning IT to Business view

Model Once, Deploy Everywhere, Data Warehouse

Across Any Data Sources
Includes: WMS, TMS, T&A, CRM, Oracle Finance

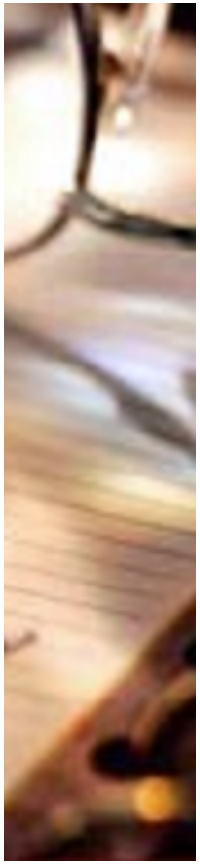
Agenda

DHL Supply Chain & Organisational Background

Key Project Drivers

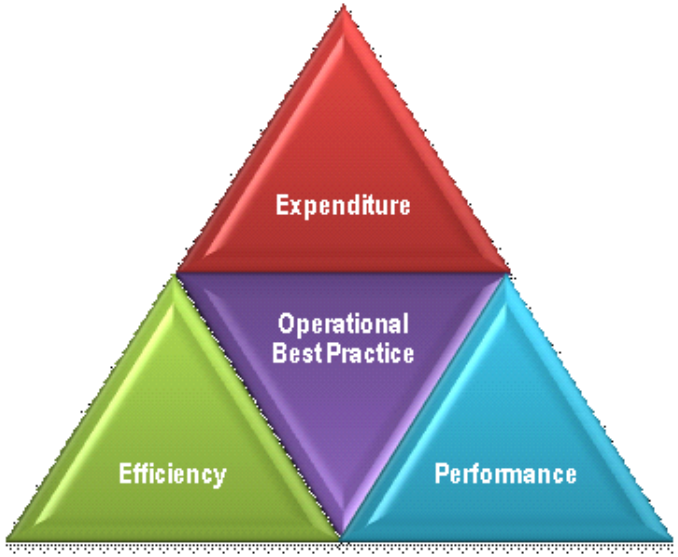
Project Outcomes & Lessons Learned

Future Plans



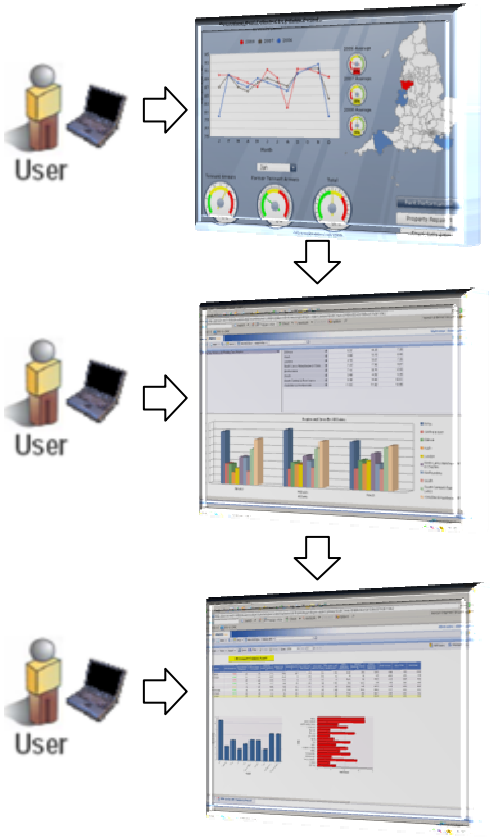
Operational Drivers

- **Prompt Delivery of Information**
  - ***Reporting tools*** should be easy to use with data that is up to date without the need for analysts to compile report packs
- **Dissolve 'off-Line' Data Silos**
  - Provide a ***single trusted source*** of business information capable of replacin duplicated, MS Excel and MS Access sources
- **Communication and Discussion**
  - Offer the ability to share findings and communicate business wide. **Devolved Report Writing**
- **Reduce Reliance on Analysts**
  - Reduce the need for highly skilled analyst involvement in the provision of management information – focus on analysing the information
- **Analyst Productivity**
  - Offer tools which allow efficient creation of complex reports, further reducing reporting time-lags



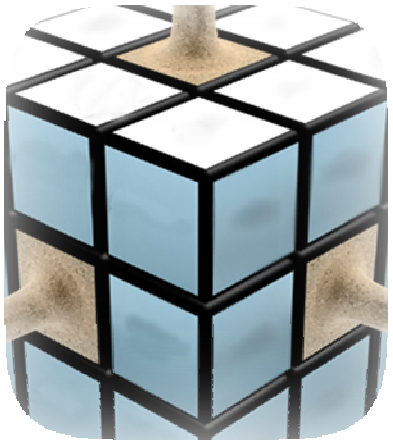
Functional Drivers

- **KPI's and Alerts**
  - ***Dashboards*** need to alert decision makers to exceptions in performance
- **Trend Analysis**
  - Provide comparative data to allow effective accurate, visual benchmarking of performance
- **Ad-Hoc Analysis**
  - Fully functional query toolset to allow deep analysis and reporting answering questions arising from the business
- **Interactive Push Reporting**
  - Create a suite of interactive reports and analyses commonly required by the business on a subscription basis



Technical Drivers

- **Data Warehouse – Backbone of the solution**
  - Create a single source of accurate, timely data, to support the delivery of meaningful information drawing from many different data sources to create a single version of the truth
- **Business Continuity**
  - A solution which is portable and independent of any single operational application
  - A solution that is easily supported and uses best in class technology
- **Deployment of Management Tools**
  - Delivery of an enterprise scale platform which offers scalability and depth of functionality able to support the business moving forwards



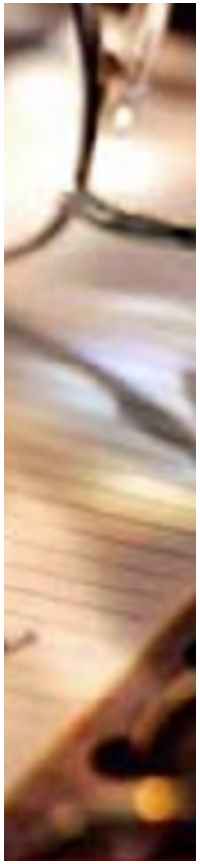
Agenda

DHL Supply Chain & Organisational Background

Key Project Drivers

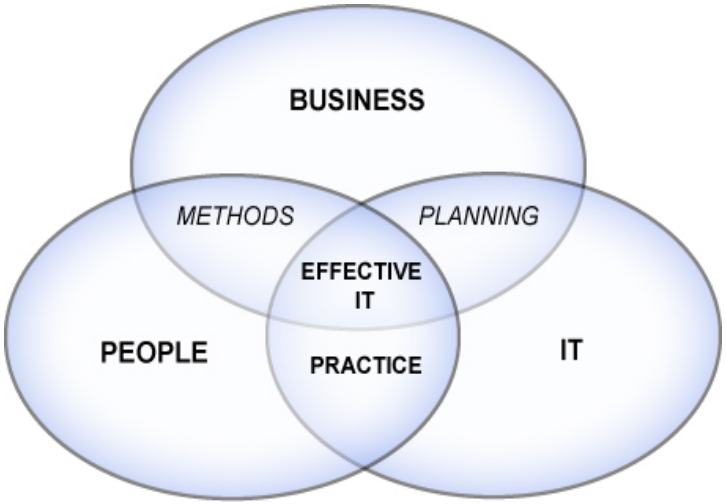
Project Outcomes & Lessons Learned

Future Plans

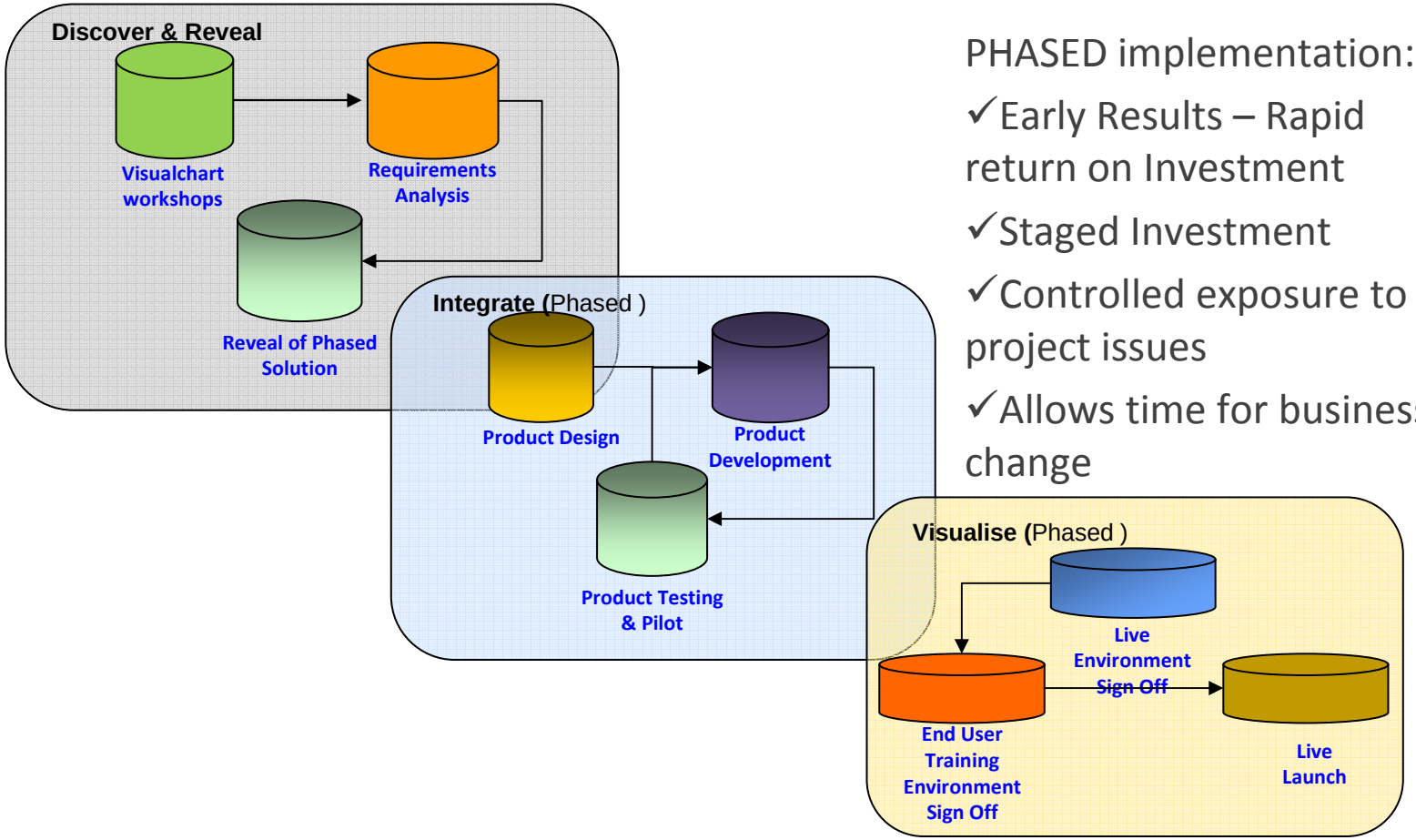


Implementation Success Factors

- Executive Sponsorship
- Data Quality
- Agreed Scope
- Program Management
- Communication
- Change Management (RIO)
- Testing & Performance
- User Training & Adoption



Solution Delivery

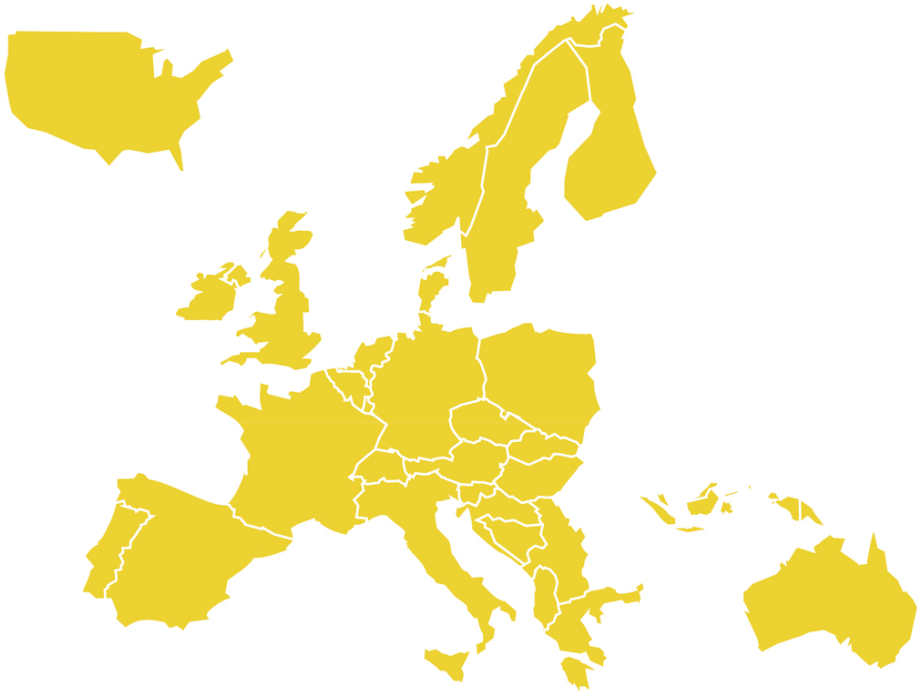


PHASED implementation:

- ✓Early Results – Rapid return on Investment
- ✓Staged Investment
- ✓Controlled exposure to project issues
- ✓Allows time for business change

DHL Supply Chain Current Customer Overview

- European deployment
- 300+ user base
- Various sectors & functions including:
  - Retail
  - Consumer
  - Industrial
  - Central IS
  - Transport
  - Finance
- Covering business areas:
  - Warehouse reporting
  - Transport & contract performance
  - Business performance
  - PO & financial reporting
  - KPI reporting and alignment
  - Procurement
  - Sales



Project Outcomes

DHL NHS Supply Chain – £2.4 Billion/annum 10 year contract

DHL provides logistics services for the healthcare industry. Includes temperature controlled environments for medicinal products and non temperature controlled for surgical or medical devices. Services include warehousing in an unparalleled network of GMP compliant facilities linked to managed transportation and customs clearance activities

Need for timely, automated, self service Business Information across all areas of the business:

- **Finance** – Consolidated monthly reporting against contract
  - Cash Flow from Changes in Working Capital
  - Operating Margin, Sales Growth Value
- **Sales** – Support for planning & forecasting, bid support and customer management
  - Contract Utilisation
  - At risk Business, volume & value
  - Forecast Value Accuracy, Conversion Volume Rate
  - Value of New Opportunities
- **Procurement** – Product price management and bid support
  - Operating Margin
  - Sales Frequency, Sales Volume Per Customer
  - Sales Value Per Customer
- **Delivery** – OTIF (on time in full) performance

Project Outcomes

Benefits:

- Provide NHS Supply Chain with **prompt**, reliable self served **information** on a **daily** basis.
- Enable NHS SC staff to maximise time acting on true information rather then preparing data.
- Provide a **standardised approach** to Management Information across the NHS Supply Chain.
- Deliver **Pro-active** dashboard **alerts** identifying areas that require **action**
- **Single** point access to a growing archive of NHS SC information.

Lessons learned: DHL NHS Supply Chain

- Project methodology to support business engagement, requirement definition, project delivery (timescales/cost)
- Business support and involvement throughout project delivery is key
- Reduce Complexity of project by delivering in phases
- Development of BI Competency Centre

Project Outcomes

DHL SPL (Service Parts Logistics) Global Logistics Market in High Tech Sector

One global service parts logistics network over 100 countries and for over 200 customers. DHL ensures that the right service parts are at the right place at the right time. Four key segments include:

Key business drivers for SPL were to improve report delivery time to decision makers, reduce the manual effort required to produce Management Information, provide a self-service report writing capability and introduce alerting capability based on key KPI tolerances.

- **Phase 1** - Same day delivery performance reporting
  - Delivery performance (Customer/Vendor)
  - Provide a standard offering with a single global view
  - Reduce time to action
- **Phase 2** – Build on Phase 1, adding KPIs in the following business areas:
  - Transportation, Warehouse Activity, Service Quality, Order Management
- **Phase 3** – support for more operational type reporting against the new SeLECT
  - Mobile deployment
  - Direct customer access
  - Following MDM programme

Project Outcomes

Benefits

- To provide a **standard** best practice reporting solution **globally** aligned to Business strategy.
- Reduce costs by removing the need for analysts to **manually** create performance information for **each** customer in each region
- Increase Operational efficiency by **alleviating** the impact multiple reporting processes had on existing core **applications**.
- Provide **best** in class customer reporting **experience**.
- Spend **less** time preparing reports and **more** time taking action from them.
- **Provide** single global view identifying trends from multiple view points allowing positive actions to be taken in support of customers & operations

Lessons learned: DHL SPL

- Project methodology – linking customer methodology with delivery team
- Business support and involvement throughout project delivery is key
- Reduce Complexity of project by delivering in phases
- Important to ensure momentum is maintained across delivery Phases
- Development of BI Competency Centre

Project Outcomes

DHL BA Carbon – All 'over the wing' replenishment for BA Short Haul Flights

Distribution of In flight airline stock for worldwide flights. Includes food, drink, cutlery, first aid boxes. This can be anything excluding plane infrastructure and furniture.

Requirement to deliver business performance (KPI) reporting across the core contract activities:

- **Transport KPIs**
  - Disruptions Response Variance (DRV)
  - Total Trips(TTs)
  - Loading Planning Efficiency (LPE)
  - Total Disruptions (TDs)
  - Vehicle Arrives Late (VAL)
- **Warehouse KPIs**
  - Equipment Prep Time (EPT)
  - Late Load Volume (LLV)
  - Late load tolerance (LLT)
  - Un-catered Flights (UF), Un-catered Disruptions (UD)
- **Business KPIs**
  - Serviced On Time (SOT)
  - Total No Flights Against Plan (FP)
  - Total No Passengers Against Plan (PP)

Project Outcomes

Benefits

- Provide **BA** with **prompt**, stunning self served **information** on the Carbon operation.
- Identify **trends** from **any** time viewpoint on which to take **action**.
- **Clear** visible day by day **performance** monitoring.
- Remove IT **Bottlenecks** and requirement on XL analysts.
- Use best of breed BI Technology to easily handle and analyse the **millions** of records Carbon will generate over time.

Lessons learned: DHL BA

- Project methodology to support business engagement, requirement definition, project delivery (timescales/cost)
- Business support and involvement throughout project delivery is key
- Reduce Complexity of project by delivering in phases
- Business sign-off and removal of old ‘reporting’ systems
- Development of BI Competency Centre

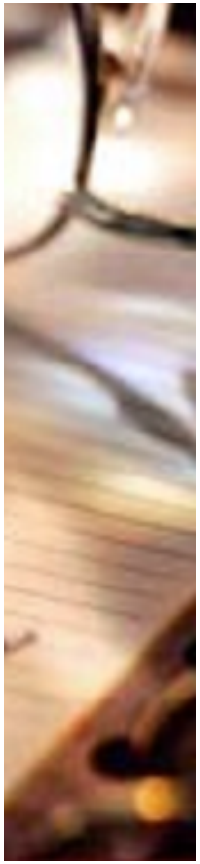
Agenda

DHL Supply Chain & Organisational Background

Key Project Drivers

Project Outcomes & Lessons Learned

Future Plans



Future Plans

- Initiate a DHL Supply Chain BI User forum
  - Widen understanding of use benefits and share best practice, knowledge sharing
- Develop and deliver more ‘templated’ BI applications
  - Warehouse Performance Management
  - Transport Management
- Broaden the reach of BI across other areas within Deutsche Post DHL (Mail, GF&F, Express, Functional areas)
- Mobile BI deployment and consumerisation
- BIG data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Thank you for your time !

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