

Economist Group Business Intelligence

Road to Self Service BI

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Preview

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Introduction

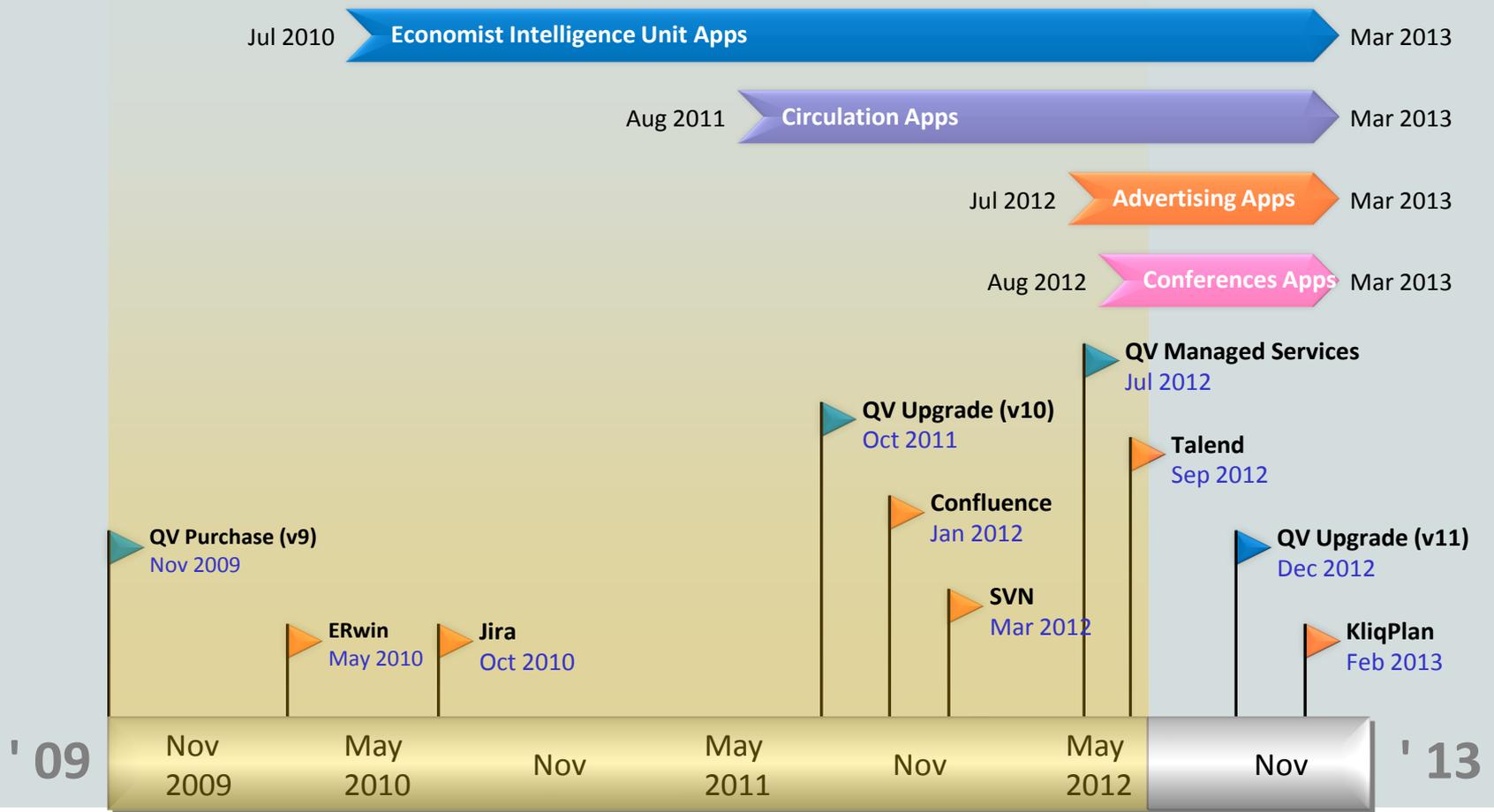
- ❖ Computer Science Graduate from Imperial
- ❖ 14 years working in the Financial Sector as Chief Data Architect
- ❖ Delivered Global FX Data Warehouse at Citigroup using Oracle and Business Objects
- ❖ Designed data model for a new FX Trading platform at Citigroup
- ❖ 3 years as CIO of a Dubai based ERP solution provider
- ❖ 2.5 years heading BI and Data Architecture at The Economist Group

Business Objectives

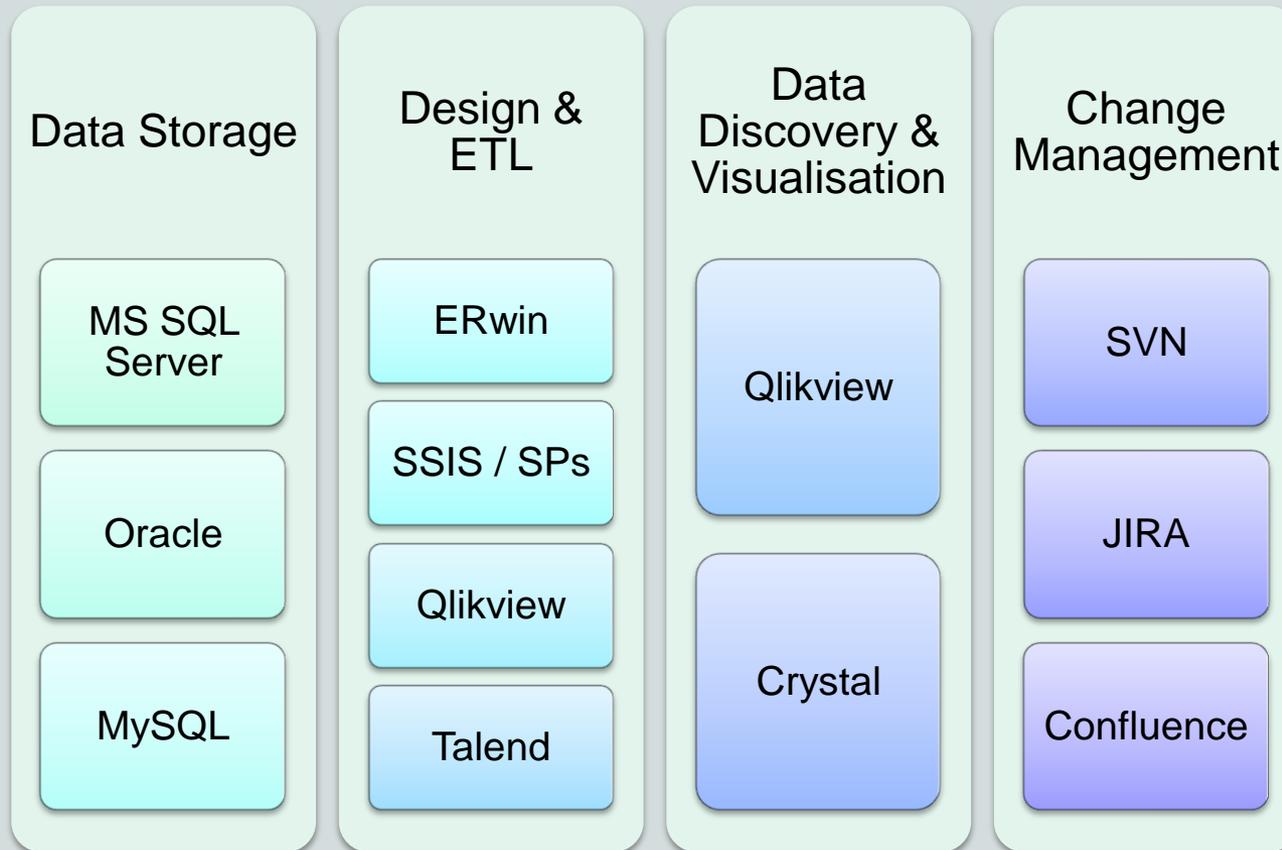
- ❖ Establish BI centre of excellence
- ❖ Build an enterprise conceptual data model
- ❖ Consolidate disparate data sources into a single standardised data model
- ❖ Establish a standard set of BI tools and processes
- ❖ Empower business users to build custom analytics / reporting
- ❖ Reduce use of Excel based reports



BI Timeline – 2009 to 2013



BI Technology Stack



Our Approach - PEAS



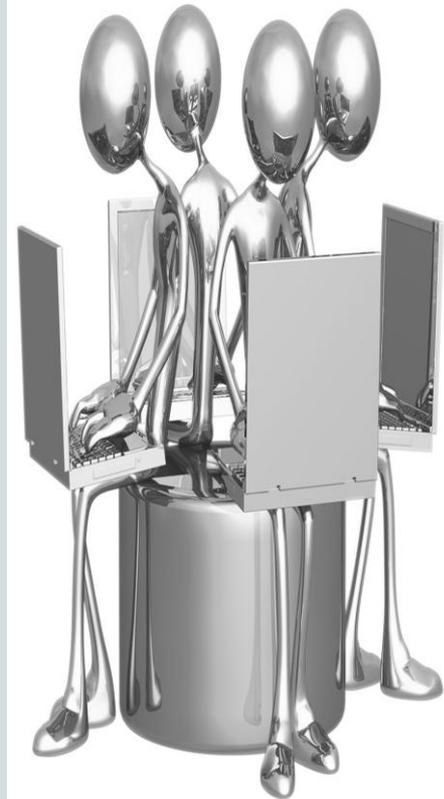
Our Approach - Provide

- ❖ BI Infrastructure
 - Hardware: Environments
 - Software: Technology Stack
 - Tools: Document templates, Issue Tracking, Wiki
 - Processes: User admin, Change management, IE Plugin Deployment
- ❖ Shared Resources
 - Data Analysis & Architecture (Internal)
 - ETL Development (Internal + Offshore)
 - Report Development (Internal + Consultants)
 - QA + Support (Internal + Consultants)



Our Approach - Enable

- ❖ Data Layer
 - Data Warehouse / Marts
 - Standard business terms
 - Self joining QVDs
 - Data model and dictionary
 - Generic data transfer utility
- ❖ UI Template
 - Standard look and feel
 - Corporate colour palette
 - Standard security
 - Generic help pages



Our Approach - Enable

Global Search

Search All Fields
Type here to search

Dates

- Fiscal Year: 12/13
- Compare Year: 11/12
- Quarter: []
- Month: []
- Issue Date: []
- Issue Number: []
- ABC Period: []

Chart Displays

- Start Measure: Subs
- Starts Gross / Net: Gross
- Movement Measure: Active Subs

Other Filters

- Source Group: []
- Model Source: []
- Issues Served: []
- Include Frees: N
- Rate: []
- Subs Summary: []
- Orig Source Group: []

Selection Panel

Highlights Panel

Latest Issue Date: 15 Sep 2012

Starts:
Avg Gross Subs: 10,545, Avg Gross Value: £542,341, Total Gross Value: £11,987,858

Movement:
Total Change: -18,211, Avg Active Subs: 278,414

Reset Selections

Current Selections

- IssueCal_YearLabel: 12/13
- Compare_YearLabel: 11/12
- FreeListFlag: N

New Starts Year on Year - Gross Subs

Month	Gross Subs (11/12)	Gross Subs (12/13)	Var %
Apr	51,463	44,112	
May	43,050	41,071	
Jun	40,037	49,088	
Jul	51,110	38,387	
Aug	37,175	35,916	
Sep	39,347	28,137	
Oct	76,588		
Nov	47,578		

Data Visualisation Area

Sub Movements Year on Year - Active Subs (Avg)

Month	Active Subs (11/12)	Active Subs (12/13)
Apr	294,598	
May	295,803	
Jun	284,211	
Jul	268,305	
Aug	261,002	
Sep	260,684	

Version Number: 03.30

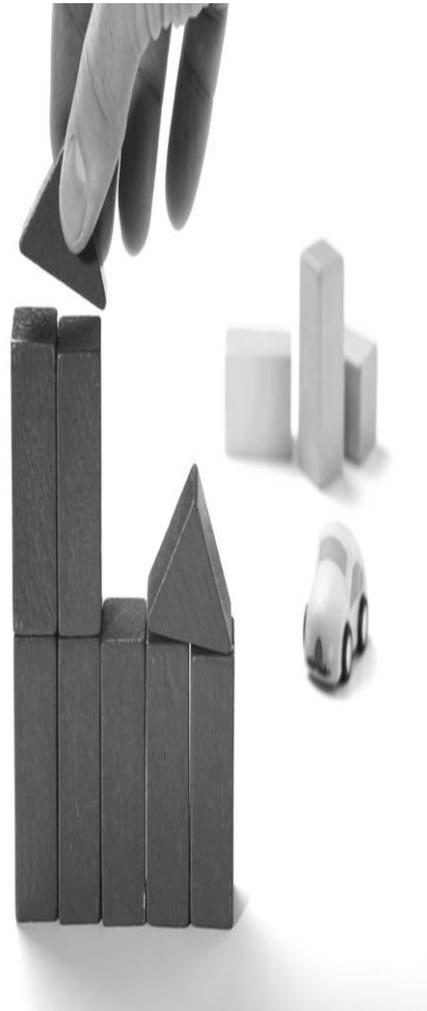
Our Approach - Apply

❖ Standards

- Naming Conventions
- Folder structure
- User security
- Integrate help pages

❖ Best Practices

- Incremental loads
- Exception handling
- Code structure



Our Approach - Support

❖ Implementation

- Dev -> Test -> Live
- Define & build QA checks
- Setup triggers and alerts
- Agree SLAs

❖ Training

- Basic Usability (In-house)
- Advanced UI (Differentia)
- Regular Data Clinics



Current BI Landscape

- ✓ QV Servers: 1 Dev, 1 QA and 2 Live (clustered)
- ✓ Data Servers: 2 Dev, 2 QA and 4 Live VMs
- ✓ Staffing: 4 FTEs, 2 Temps, 2 Offshore + Infrastructure services (Internal + External)
- ✓ Applications: 16 advanced apps serving 5 business verticals. Largest app pulls in over 22 million data records
- ✓ Users: 14 power users, approx 250 active users across 24 countries

Business Benefits

- ✓ Shared group wide platform
- ✓ Consistent reporting & terminology
- ✓ Single source of truth
- ✓ Quick turnaround for POC's and tactical solutions
- ✓ Effective use of resources and skills
- ✓ Minimised maintenance & support



Challenges & Improvements

❖ Challenges

- End user adoption
- Replacing Excel
- Disparate fragmented data sources
- Project prioritisation
- Move from Tactical to Strategic

❖ Improvements

- Generic exception handling
- Meta data management
- Integrated budgeting & planning tools
- Data mining for better business insights



Q & A

