

Economist Group Business Intelligence

Road to Self Service BI

Mustafa Rhemtulla

20 September 2012

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Introduction

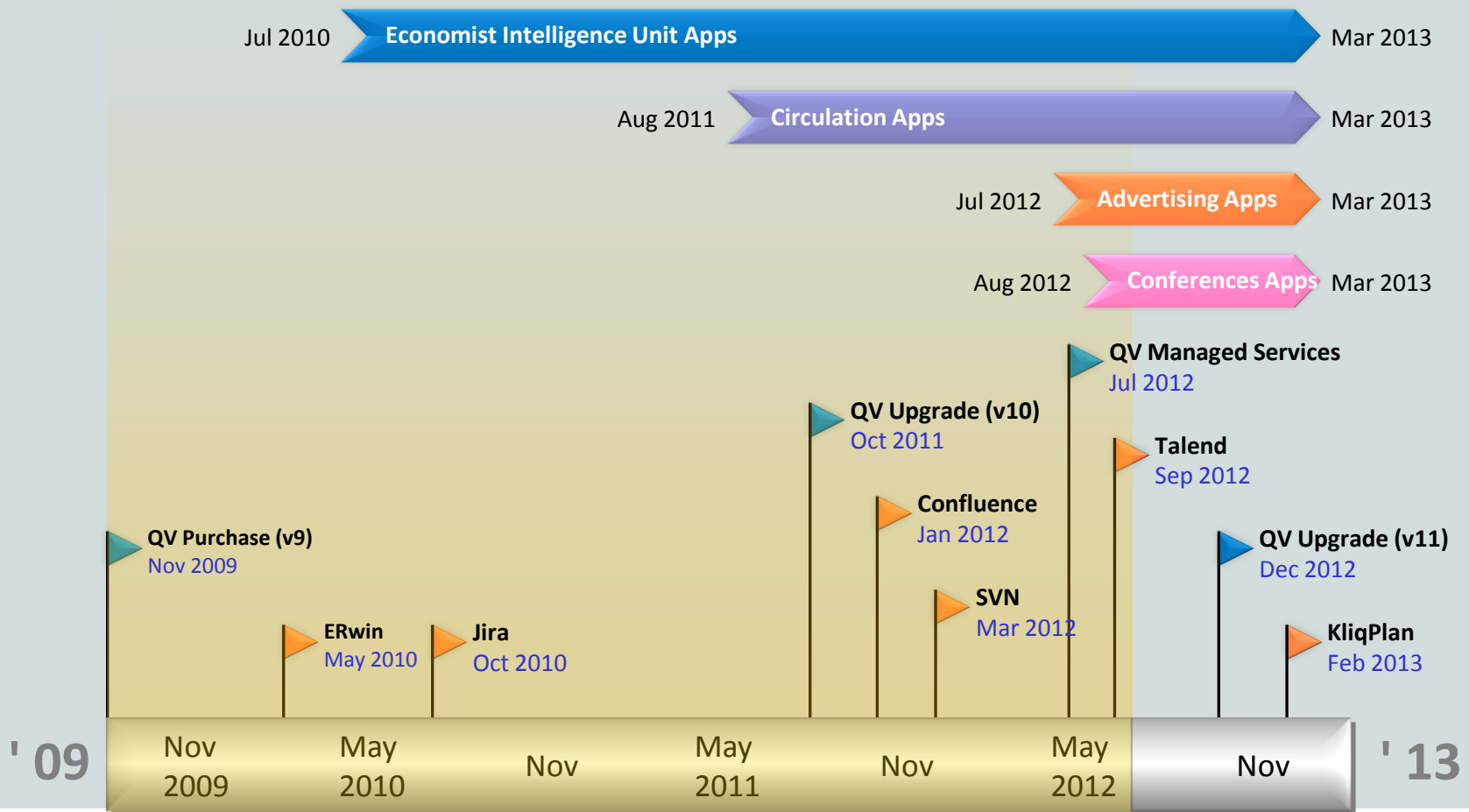
- ❖ Computer Science Graduate from Imperial
- ❖ 14 years working in the Financial Sector as Chief Data Architect
- ❖ Delivered Global FX Data Warehouse at Citigroup using Oracle and Business Objects
- ❖ Designed data model for a new FX Trading platform at Citigroup
- ❖ 3 years as CIO of a Dubai based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

Business Objectives

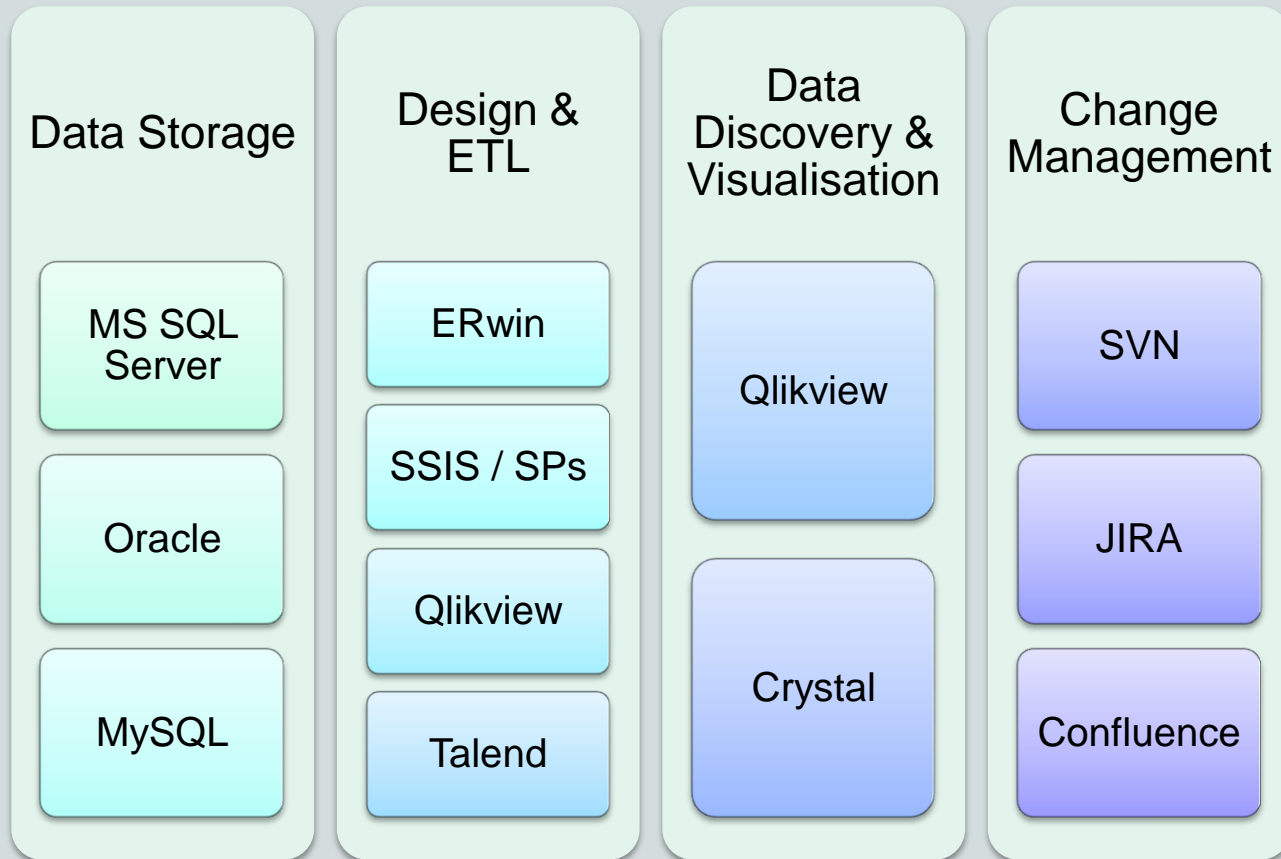
- ❖ Establish BI centre of excellence
- ❖ Build an enterprise conceptual data model
- ❖ Consolidate disparate data sources into a single standardised data model
- ❖ Establish a standard set of BI tools and processes
- ❖ Empower business users to build custom analytics / reporting
- ❖ Reduce use of Excel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



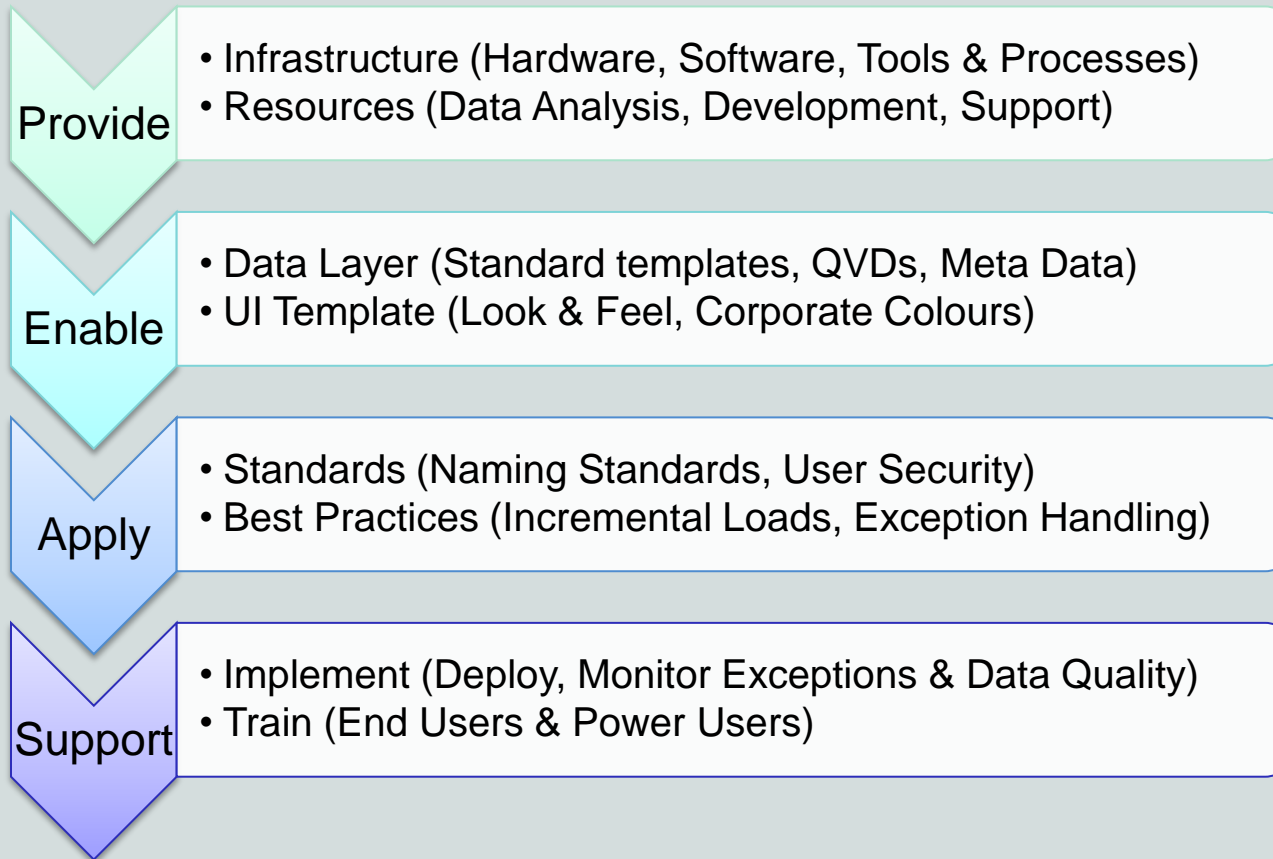
BI Timeline – 2009 to 2013



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)



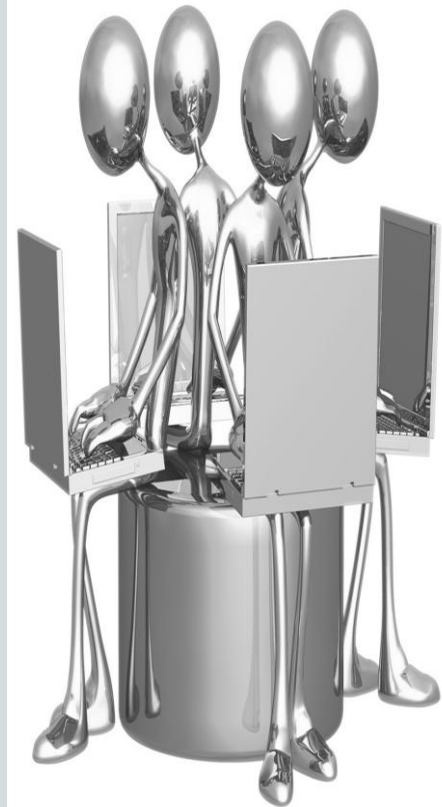
Our Approach - Enable

❖ 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



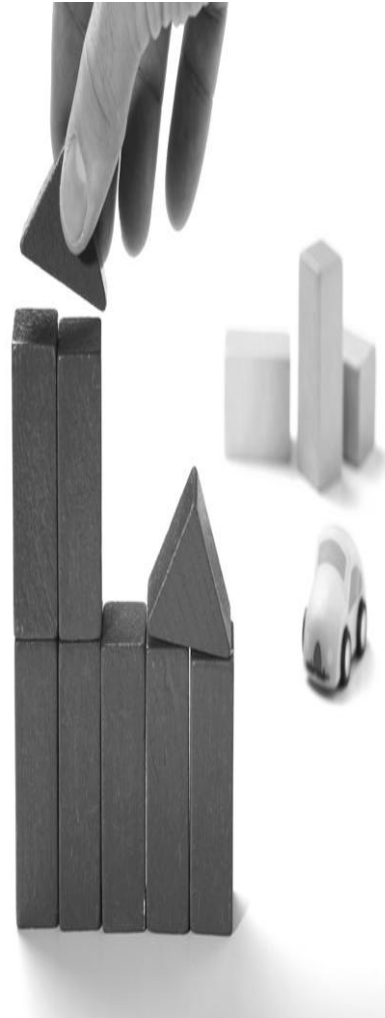
Our Approach - Apply

❖ 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

