

KPIs for Business Intelligence]

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Session 207



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[Breakout Description

Many organizations use BI tools to develop Key Performance Indicators (KPIs) to measure and improve organizational effectiveness. But fewer organizations apply BI to the business intelligence organization itself. Learn how to develop KPIs from the information available from BusinessObjects Enterprise Auditor as well as other aspects of your business intelligence infrastructure. See how these metrics can be utilized in operational, tactical, and strategic dashboards created using familiar tools like Xcelsius, Web Intelligence, and Crystal Reports.

[About Dallas Marks

- Dallas is an SAP Certified Application Associate and authorized trainer for Web Intelligence, Information Design Tool, Universe Design Tool, Dashboards (formerly Xcelsius), and SAP BusinessObjects Business Intelligence administration. A seasoned consultant and speaker, Dallas has worked with SAP BusinessObjects tools since 2003 and presented at the North American conference each year since 2006.
- Dallas has implemented SAP BusinessObjects solutions for a number of industries, including retail, energy, health care, and manufacturing. He holds a master's degree in Computer Engineering from the University of Cincinnati.
- Dallas blogs about various business intelligence topics at <http://www.dallasmarks.org/>. You can follow him on Twitter at [@dallasmarks](https://twitter.com/dallasmarks).

[Things we know that we *should* do, but don't



[Things we do for *other* people, but never ourselves



- Create a *culture of analytics*
- Deliver a *single version of the truth*
- Embrace *fact-based decision making*
- Foster organizational advancement through *data-driven decision making*
- Get the *right information to the right people at the right time*

[Agenda

- Business Intelligence Architecture
- Key Performance Indicators for Business Intelligence
- SAP BusinessObjects Auditor
- Next Steps
- Your Questions



KPIs for Business Intelligence

BUSINESS INTELLIGENCE ARCHITECTURE

[The Business Intelligence Infrastructure

Document Management

Portals | Sharepoint | Document Storage

Applications

Reports | Ad-Hoc | Dashboards

User Participation

Surveys | Training

Data Storage

Relational DBMS | OLAP | In-memory

Project Mgmt.

Projects | Business Processes

Integration

ETL | EAI | EII (Federation) | Custom

Time Entry

Projects | Hours

Data Sources

Packaged ERP | Legacy | Custom

Support

Incidents | Requests

[Challenges to creating KPIs for Business Intelligence



- Multiple source systems, vendors, and data formats
- Lots of detailed, low-level information
- Lack of hierarchies that map to our business structure
- Lack of data aggregation to speed analysis
- Lack of time!



KPIs for Business Intelligence

KPI'S FOR BUSINESS OBJECTS ENTERPRISE

[Key Performance Indicator - Definition



A Key Performance Indicator (KPI) is a metric measuring how well the organization or individual performs an operational, tactical, or strategic activity that is critical for the current and future success of the organization.



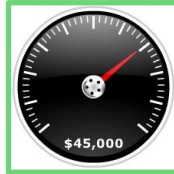
Wayne Eckerson
Performance Dashboards
© Wiley, 2006

Three Types of Dashboards



Operational

- Monitor core operational processes for front line workers and their supervisors



Tactical

- Track and analyze departmental activities, processes and projects



Strategic

- Chart progress toward reaching strategic objectives

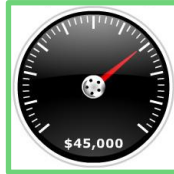


[Three Types of Dashboards - Metrics



Operational

- Failed ETL Jobs
- Failed BOE Jobs
- Database Health
- Database Free Space



Tactical

- User and Storage Growth
- User Utilization of new subject area (universe)
- Phase-out of Desktop Intelligence
- ETL Batch window SLA
- Scheduled Reports SLA
- Training stats



Strategic

- Team Goals
- Mission Statement
- Corporate Vision
- User Satisfaction

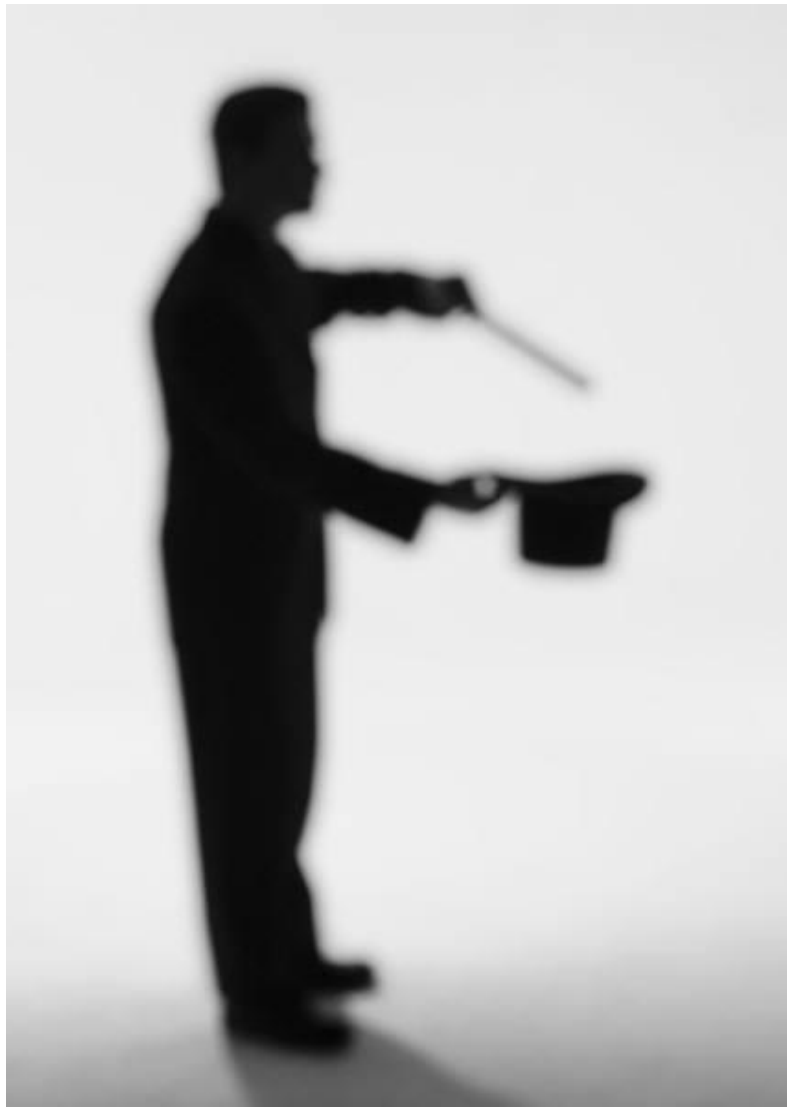
[How many spreadsheets have you killed this year?



[Characteristics of Good KPIs

- Actionable
- Aligned with mission of your business intelligence team
- Improvement of one measurement doesn't come at expense of others

[Put the “Key” in Key Performance Indicator



How Many KPIs?

Seven +/- Two

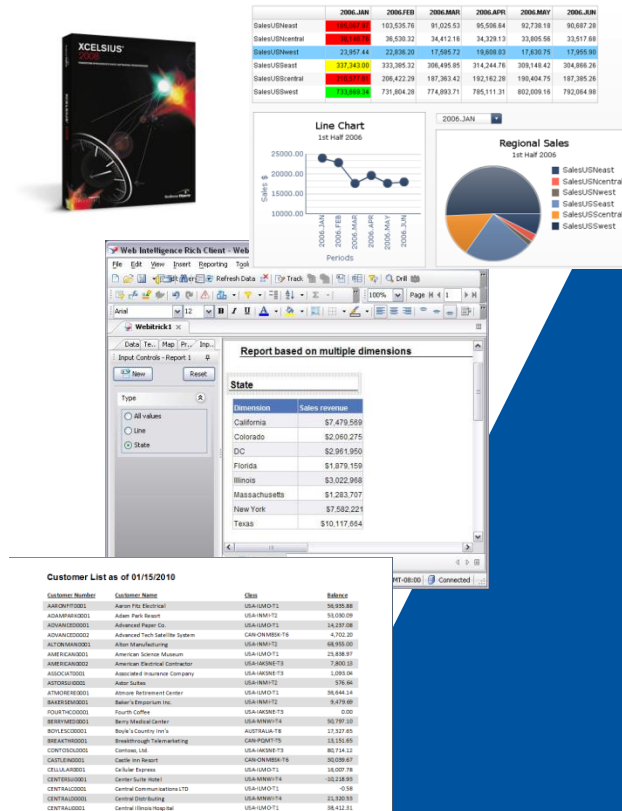
**The Magical Number Seven, Plus or Minus Two:
Some Limits on Our Capacity for Processing Information
George A. Miller, Psychological Review, © 1956**

Anatomy of a Performance Dashboard

Summarized Graphical View

Multi-Dimensional View

Detailed Reporting View



[RANT! No extra charge...

Dashboard = Xcelsius



Soon to be renamed Dashboard Design,
but I'm not bitter

[RANT! No extra charge...



Dashboard = InfoView

Soon to be renamed BI Portal,
but I'm not bitter

[Getting Started

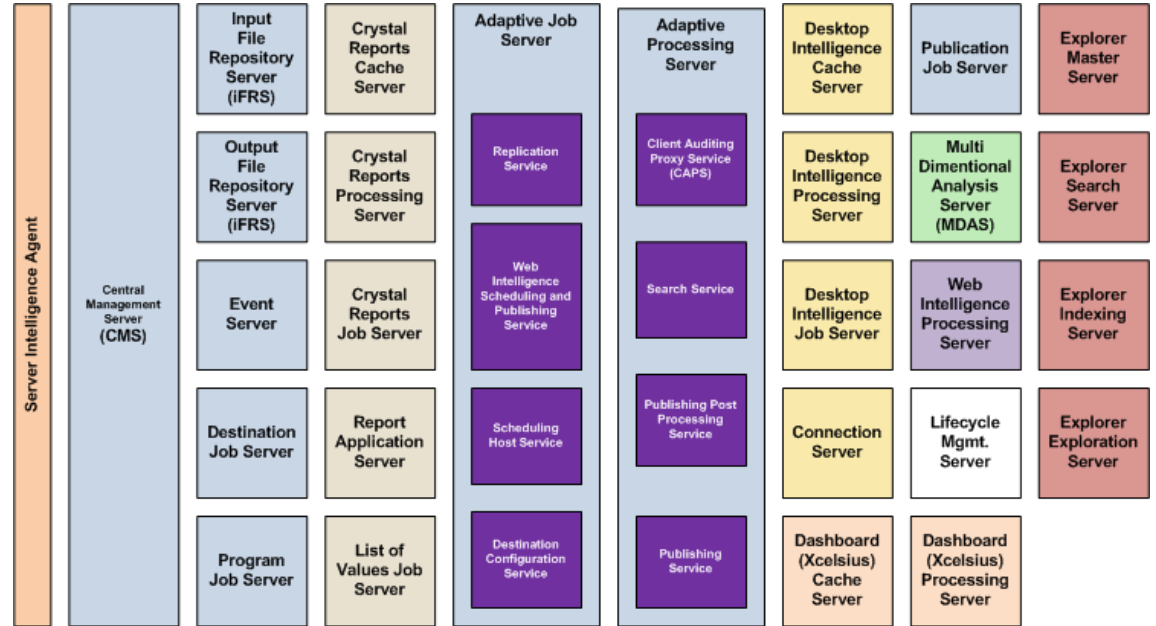
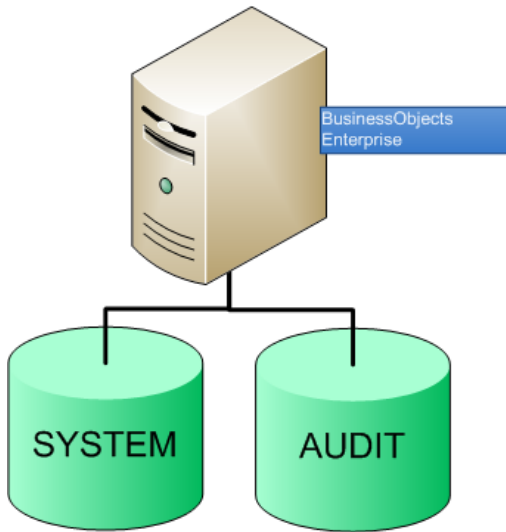
- **Brainstorm with BI Team**
- **Narrow down list of possible metrics**
- **Determine data sources**
- **Validate data for accuracy**



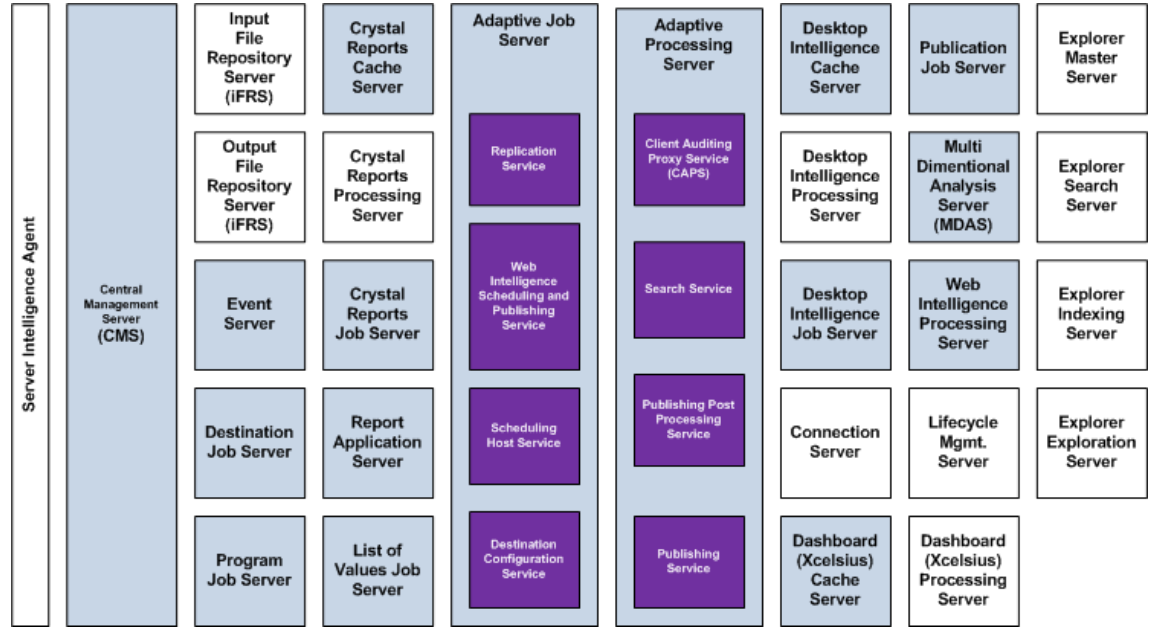
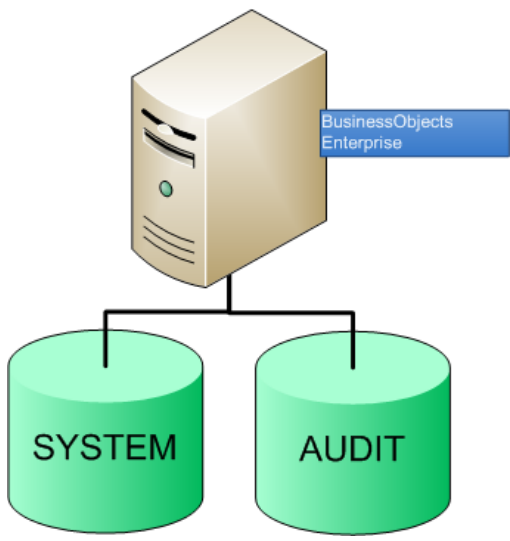
KPIs for Business Intelligence

SAP BUSINESS OBJECTS AUDITOR

SAP BusinessObjects Enterprise Architecture

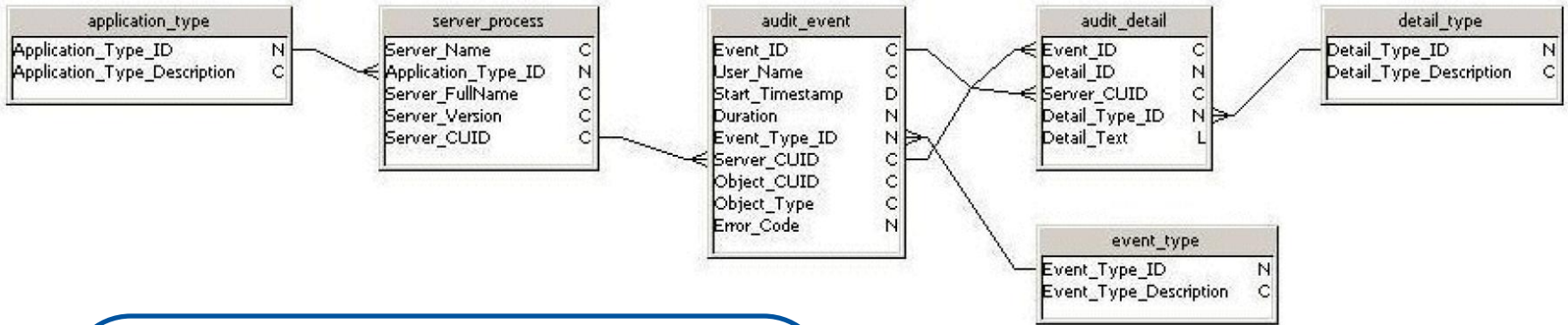


SAP BusinessObjects Enterprise Architecture



Only the servers highlighted in blue support auditing.

[Auditing XI 3.x Schema



SAP provides an Activity universe and standard reports for analyzing audit data.



[Querying the CMS System Database

The SAP BusinessObjects System database **cannot be queried directly**; however, data can be extracted using the SDK. Several aftermarket products on the market do this and combine with auditing data.



[Best Practices

- Weekly or monthly generation of tactical KPIs is sufficient – don't overdesign
- Assess KPI carefully to insure improving it doesn't have negative impact on other business activities
- Don't measure it if you're not going to fix it
- Don't neglect the value of information in non-core systems (project management, issue management)
- Always obtain at least one measure of user sentiment
- Buying instead of building may be best solution



KPIs for Business Intelligence

NEXT STEPS

[Recommended Reading

- **Performance Dashboards: Measuring, Monitoring, and Managing Your Business**, by Wayne W. Eckerson, © Wiley, 2005
(Second edition to be released November 2010!)
- **SAP BusinessObjects Enterprise Administrator's Guide, XI 3.1 Service Pack 3** edition, © SAP, 2010
Available from <http://help.sap.com/>
- **Information Dashboard Design: The Effective Visual Communication of Data**, by Stephen Few, © O'Reilly Media, 2006



[Products that Extend Auditing

- Audit Launch by McManus Software Audit Launch
<http://www.auditlaunch.com>
answers@mcmanussoft.com
877-857-7407
- Sherlock by EV Technologies
<http://savethecms.com>
info@evtechpartners.com
- Insight by APOS
<http://www.apos.com/>

This list is by no means exhaustive and does not constitute an endorsement. There is quite a variety of software products available to extend SAP BusinessObjects Enterprise auditing.

[Relevant ASUG SBOUC 2010 Breakout Sessions



- **Exploring Auditor Data**
Eric Vallo | Session 1013
Thursday, October 7, 2010 | 11:45 AM – 12:45 PM
- **Working with Auditing Data in the Activity Universe**
Kevin McManus | Session 0812
Thursday, October 7, 2010 | 11:45 PM – 12:45 PM

Thank you for participating.

Please remember to complete and return your evaluation form following this session.

For ongoing education on this area of focus, visit the Year-Round Community page at www.asug.com/yrcc

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