KPIs for Business Intelligence

Dallas Marks
Session 207
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, Universe Design, Dashboards (formerly Xcelsius), and SAP BusinessObjects BI platform administration. A seasoned consultant and speaker, Dallas has worked with BusinessObjects tools since 2003 and presented at the North American conference each year since 2006.

- Dallas has implemented SAP BusinessObjects solutions in multiple 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.
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

Applications
Reports | Ad-Hoc | Dashboards

Data Storage
Relational DBMS | OLAP | In-memory

Integration
ETL | EAI | EII (Federation) | Custom

Data Sources
Packaged ERP | Legacy | Custom
The Business Intelligence Infrastructure

Applications
Reports | Ad-Hoc | Dashboards

Data Storage
Relational DBMS | OLAP | In-memory

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Data Sources
Packaged ERP | Legacy | Custom

Support
Incidents | Requests

Project Mgmt.
Projects | Business Processes

Time Entry
Projects | Hours

User Participation
Surveys | Training
The Business Intelligence Infrastructure

Document Management
Portals | Sharepoint | Document Storage

Applications
Reports | Ad-Hoc | Dashboards

Data Storage
Relational DBMS | OLAP | In-memory

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Project Mgmt.
Projects | Business Processes

Time Entry
Projects | Hours

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!
KPI’s for Business Intelligence

KPI’S FOR BUSINESS OBJECTS ENTERPRISE
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.
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

Right now
Weekly or monthly
Long term
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 spreadmarts 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

Xcelsius soon to be renamed SAP BusinessObjects Dashboards, but I’m not bitter
RANT! No extra charge…”

Dashboard = InfoView

Soon to be renamed BI Launch Pad, but I’m not bitter
Getting Started

- Brainstorm with BI Team
- Narrow down list of possible metrics
- Determine data sources
- Validate data for accuracy
Key Question – ARE YOU HELPING THE PEOPLE IN YOUR ORG!!!!!
KPIs for Business Intelligence

SAP BUSINESS OBJECTS

AUDITOR
SAP BusinessObjects Enterprise Architecture
Only the servers highlighted in blue support auditing.
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


Products that Extend Auditing

- Audit Launch by McManus Software Audit Launch
  http://www.auditlaunch.com
  answers@mcmanussoft.com

- Sherlock by EV Technologies
  http://savethecms.com
  info@evtechnologies.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/ycr

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