BI Vision
Adaptive Architecture

Daman Consulting

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Business Challenge

- **Develop an operationally efficient architecture that will adapt to changing business needs.**
- **Real-time integration of multiple applications and data.**
- **Real-time integration of intelligence to support intelligent customer interactions, supply chain efficiency, etc.**
- **Support marketing and operations effectively with high-levels of availability and reliability.**
- **Minimize ongoing support costs on both a skills and infrastructure basis.**

More specifically…

Business Issues

- **Low operational costs**
- **Flexibility to incorporate new systems**
- **Coordinated customer interactions across multiple channels**
- **Multi-channel campaign management with real-time response and delivery**
- **Manageable infrastructure with reliability and availability**

IT Issues

- **Very large data volumes and disparate data architectures**
- **Significant number of business rules in various systems**
- **Offline data structure is not coordinated with operational data stores**
- **Implementation in operations is difficult and not business rule based**

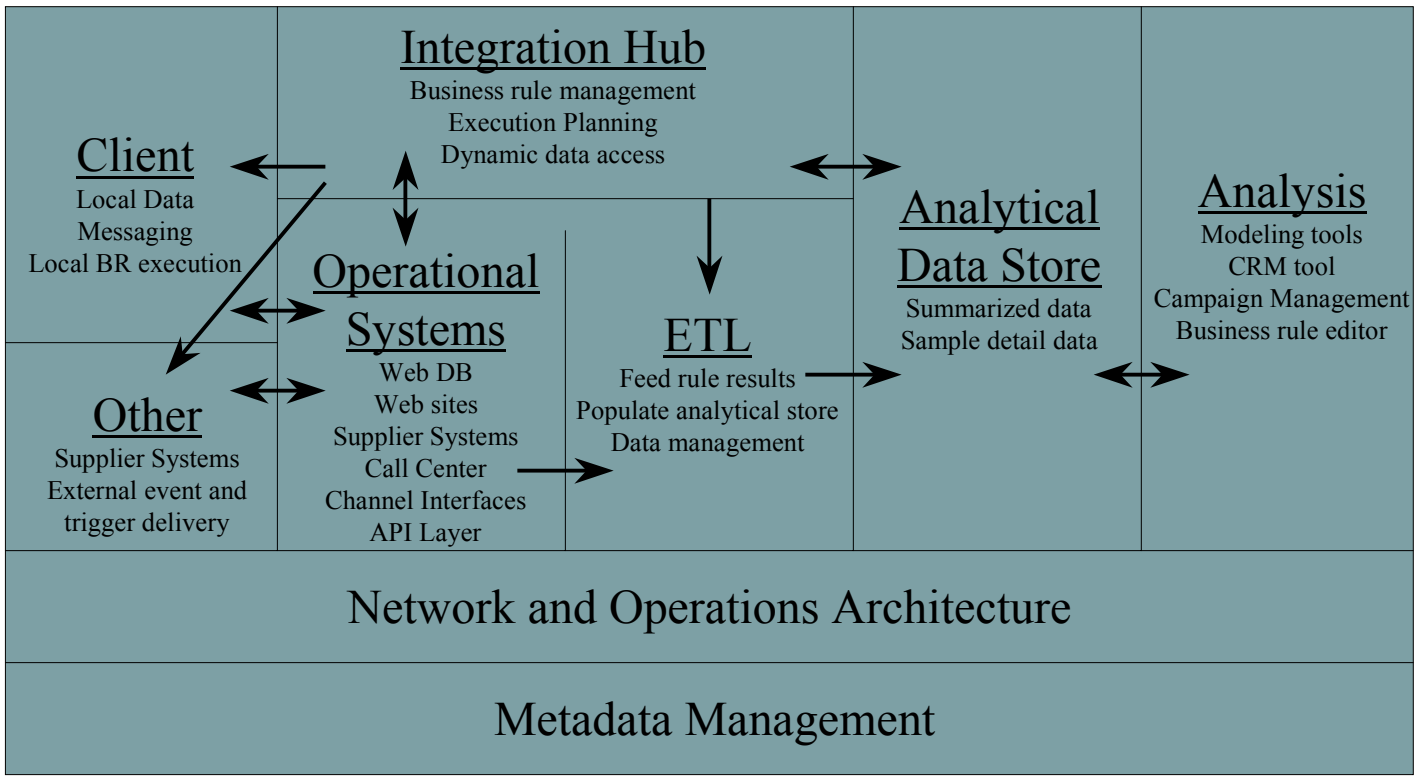
What are companies to do?

- **To truly address customer satisfaction, knowledge needs to quickly impact customer-facing systems every day, and quickly!**
  - It takes months to execute a direct mail marketing campaign.
  - Customization on the web can occur quickly, but who is intelligently doing it?
  - How does a loyal airline customer get treated differently at the check-in counter other than standing in a different line? How is it managed?
- **Systems are typically the hindrance, not the enabler. We must change that!**
  - Create an overall enterprise architecture that is focused on incorporating knowledge into operational systems…
- ***OPERATIONALIZING BUSINESS INTELLIGENCE***

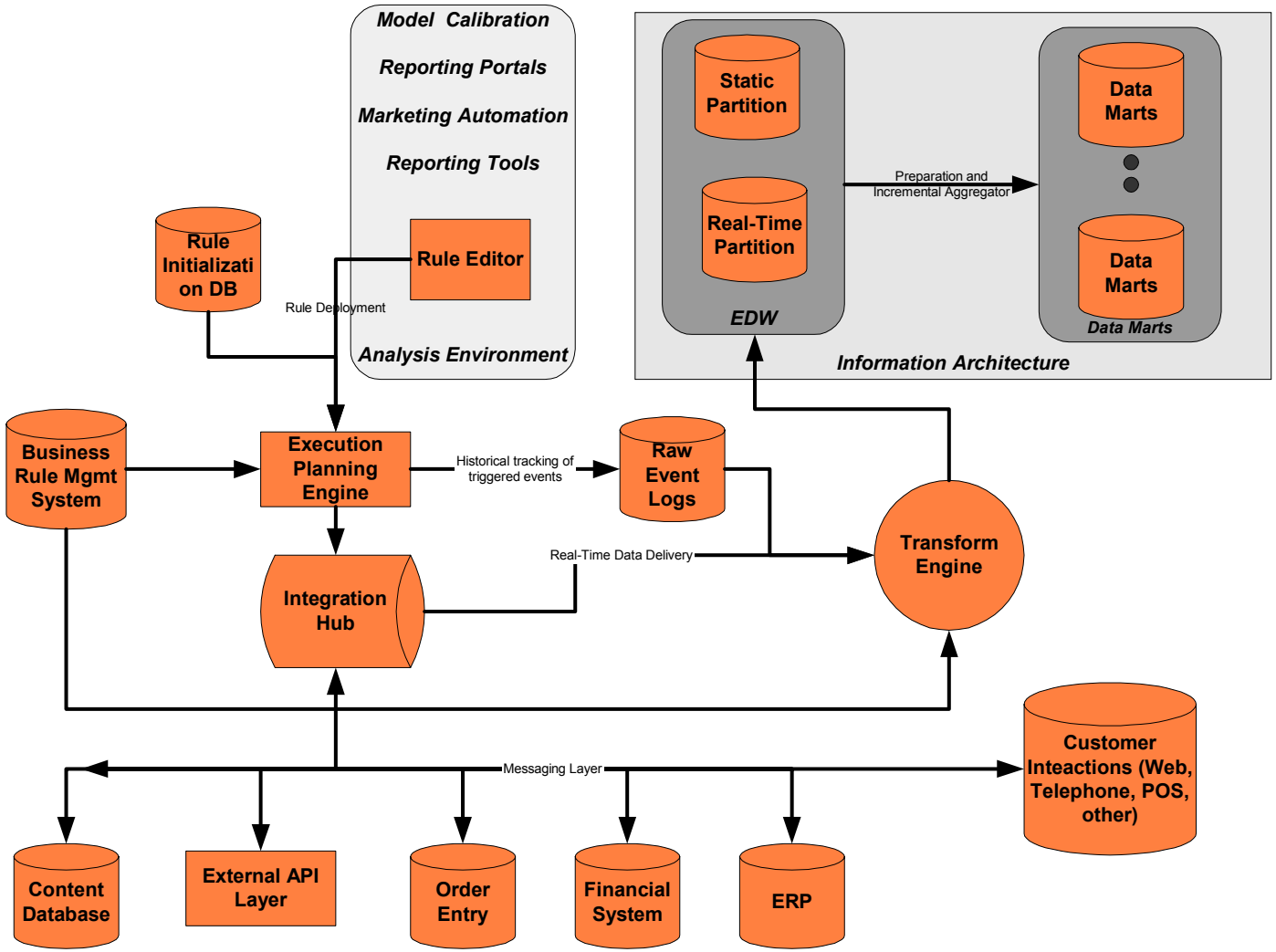
Architecture Planning Value Proposition

- **By taking the enterprise architecture view, we orient the analytical and operational systems into jointly affecting customer interactions.**
  - Analysis still takes place on data warehouses, and companies need to have that competency.
  - Knowledge is "stored" in the form of business rules and made available for use through execution planning using metadata.
  - The results are made available to the operational systems to be the drivers for customizing customer interactions.

Technical Architecture



Technical Architecture



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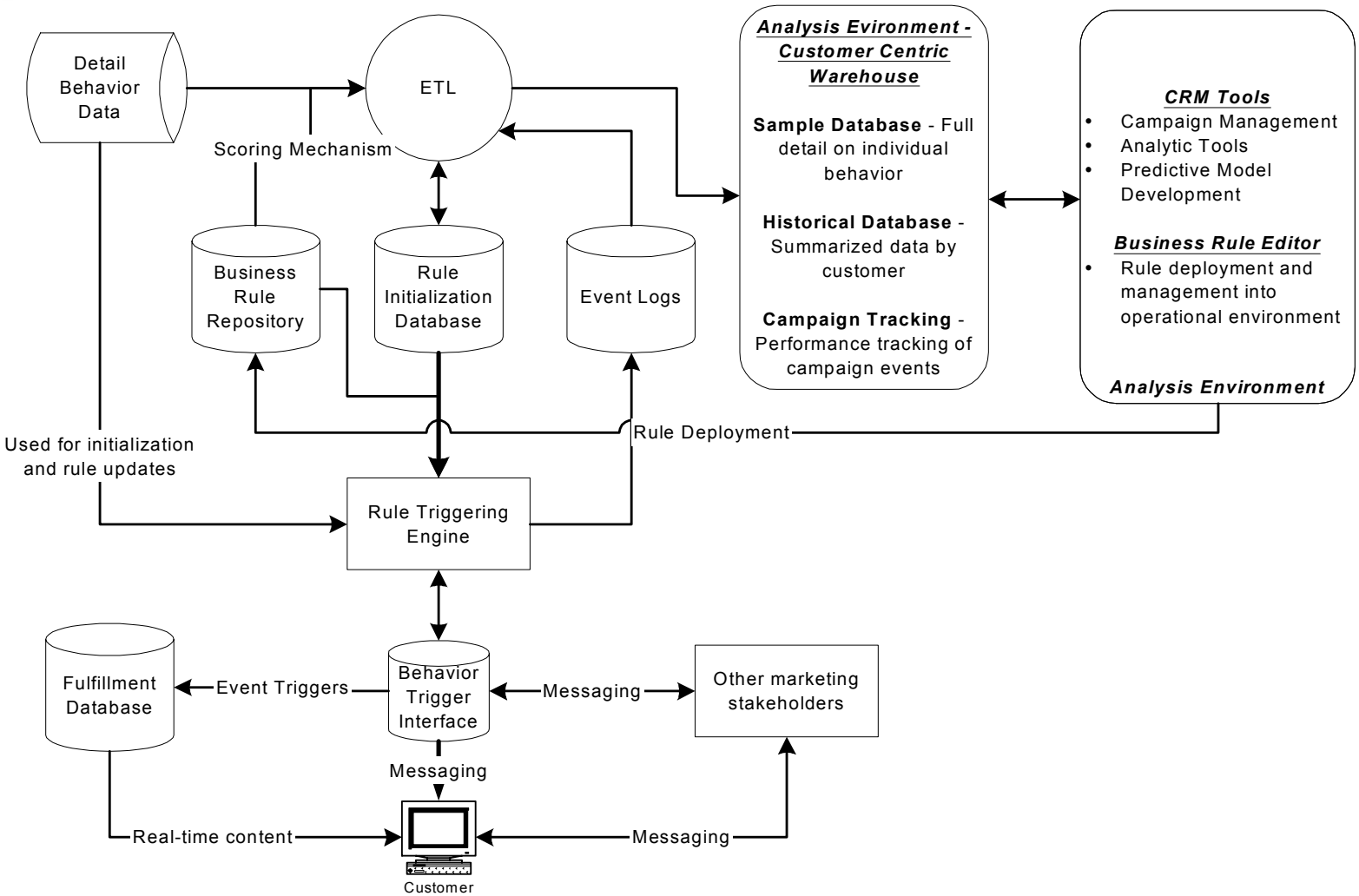
Success Criteria

- High performance and scalable for large transaction volume – parallelism
- Real-time rule execution with limited maintenance – metadata driven
- Execution planning based on rules
- Ability to deliver results across existing legacy and new channels
- Leverage use of existing ODS, EDW and marts
- Impact analysis on changes to system is enabled
- Limited number of technologies and products

End of formal presentation

Q&A and Problem Solving

Technical Architecture



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