



The Changing Face of Business Intelligence

Bill Hippenmeyer
VP, Pre-Sales Consulting

Agenda

- ❖ **Why is change required?**
- ❖ **What are the new requirements?**
- ❖ **Components of a complete BI strategy**
- ❖ **Implementation methodology to drive breakthrough performance**

3 Points to Walk Away with Today

- ❖ **Visibility into your operation – real time visibility is the key to survival in today's economy.**
- ❖ **Business Intelligence is more than generating a dynamic HTML report.**
- ❖ **Brio One uniquely meets the demanding requirements of tomorrow's business intelligence environment**

The Journey Started by Reporting Against RAW Data...

Cust#	Customer Name	City	ST	Phone#	Total Orders
100077	ASL Inc.	Mountain View	CA	(415) 942-4395	17
201124	Allo Prunelli	San Rafael	CA	(415) 451-5511	78
203019	Alexander & Alexander	Songong	MD	(410) 363-5743	18
100014	Alfred E Newman & Company	New York City	NY	(212) 944-2311	42
201235	Calk Johnson	Fort Wayne	IN	(219) 742-0948	19
203016	Captain Duck's Seafood	Marina Del Rey	CA	(310) 577-8181	242
103010	Clear Butterbird	Yonkers	NY	(201) 422-9001	24
201123	Compass City	Commerce	CA	(213) 889-5257	119
100012	Corks and Beets, Inc.	New York City	NY	(212) 943-0021	6
203015	Diering & Sons	Nashua	NH	(603) 886-1400	253
203012	Dowdley Pet Shop	Denver	CO	(303) 571-4557	73
203017	Earringham College	Newark	NJ	(201) 982-6688	74
103010	Ebot Richards	Queens	NY	(212) 331-4285	30
203013	Fischer-Karpov & Assoc.	New York	NY	(713) 317-7132	88
344542	Fogge Boggs's Cold Shop	Fort Knocks	TN	(604) 681-2934	37
344546	Fricker's Place	Annettsville	CA	(510) 922-4747	41
344541	Freddie's Fender & Repair	South Bend	IN	(317) 434-0948	114
133439	Going Away Party Finers	Harbor City	CA	(510) 531-0857	121
103013	Gregory Stonehaven	Everettville	OH	(216) 724-3109	39
100012	Harold Alexander Falk	Davenport	IN	(301) 524-3555	36
103017	Harnet Bailey	Mumanscock	NY	(914) 735-0144	21
100013	Harry's Luncheon Diner	Monteville	IN	(317) 424-0948	9
100011	Isaiah J Schwartz and Company	Zanesville	OH	(518) 472-9813	33
103014	Jerry's Junkyard Specialties	Procline	NH	(612) 311-2877	12
100011	Joe Smith and Company	Big Falls	NM	(888) 433-2124	3

What Visibility did you have then?

Printed Output, High Volume & Speed, Forms Processing

Volatile Economy With Little Future Visibility

BUSINESS

MIAMI VALLEY INDEX
10,746.12
+76.19

Dayton Daily News SECTION 4

'Unprecedented' downsizing amazes analysts

Companies slash jobs even before profits start to suffer

By JOHN RUSSELL
Eagle Staff Writer

CHICAGO — From his office, John A. Challenger watches in amazement the flurry of job cuts taking place around the country.

DaimlerChrysler: 20,000 jobs. Nortel Networks: 10,000 jobs. Lucent Technologies: 10,000 jobs. Xerox: 7,000 jobs.

The list goes on and on, with companies announcing layoffs almost every day.

Add up all those figures, as Challenger has done, and you get more than 70,000 jobs in the first six months of this year.

"It's extraordinary. It's unprecedented," said Challenger, chief executive of Challenger Gray & Christmas, an international outplacement firm that tracks job-cut announcements.

"We've never seen downsizing on this scale before."

The reason: Keeping profits up

many smaller ones, too — are under pressure to do whatever it takes to meet their earnings goal, quarter after quarter, in good times or bad.

"Investors don't want to hear about profits going up, no matter what, or at least holding steady with last year," said Stephen Houliac, chief executive of the Houliac Group, a business consulting firm in San Rafael, Calif.

Wall Street's influence on corporate America has never been greater, and it has ignited a debate

about whether that amount of power is good or bad for the country's economic health.

Some see the cost-cutting as a way for corporations to become more disciplined and more competitive. Others say the short-term quest for profits is hurting workers in recent numbers and mortgaging America's long-term prosperity.

If the 1980s represented the largest economic expansion in U.S. history, then the current downturn could represent the largest dumping of workers in decades.

On Friday, the Labor Department said the nation's unemployment

Please see CUTS, 4F

Lucent to cut up to 20,000 jobs

Company reports \$3.25 billion loss

By RACHEL BECK
Associated Press



NEW YORK — Lucent Technologies Inc., the AT&T spinoff that once looked so promising, posted a hefty \$3.25 billion third-quarter loss Tuesday and announced plans to eliminate 15,000 to 20,000 more jobs.

The Murray Hill, N.J.-based company also said it was eliminating its 2 cent quarterly dividend beginning Sept. 1 — a move the company said would free up \$68 million per quarter — and unveiled an agreement to sell its fiber-optics operations for \$2.75 billion.

When the once high-flying telecommunications network software and services provider is finished slashing jobs and selling off pieces, its work force will be half of what it

JEFF ZELEVANSKY/ASSOCIATED PRESS

IN A 'CLEAN ROOM,' devoid of daylight and dirt at the Lucent Technologies-Bell Labs silicon fabrication research lab in Murray Hill, N.J., supervisor Bob Keller works on a machine used to clean wafers during the microchip manufacturing process.

Federal Reserve Chairman Alan Greenspan cites companies' ability to react swiftly to changing economy conditions to be key to success...

The growth in information consumers



Customers



Plants



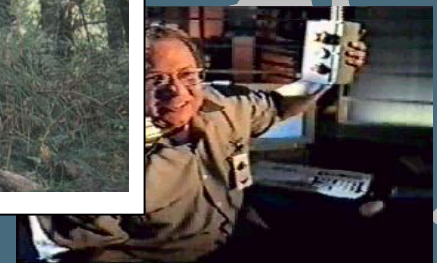
Corporate



Suppliers

Different user types, methods of access, geographic locations

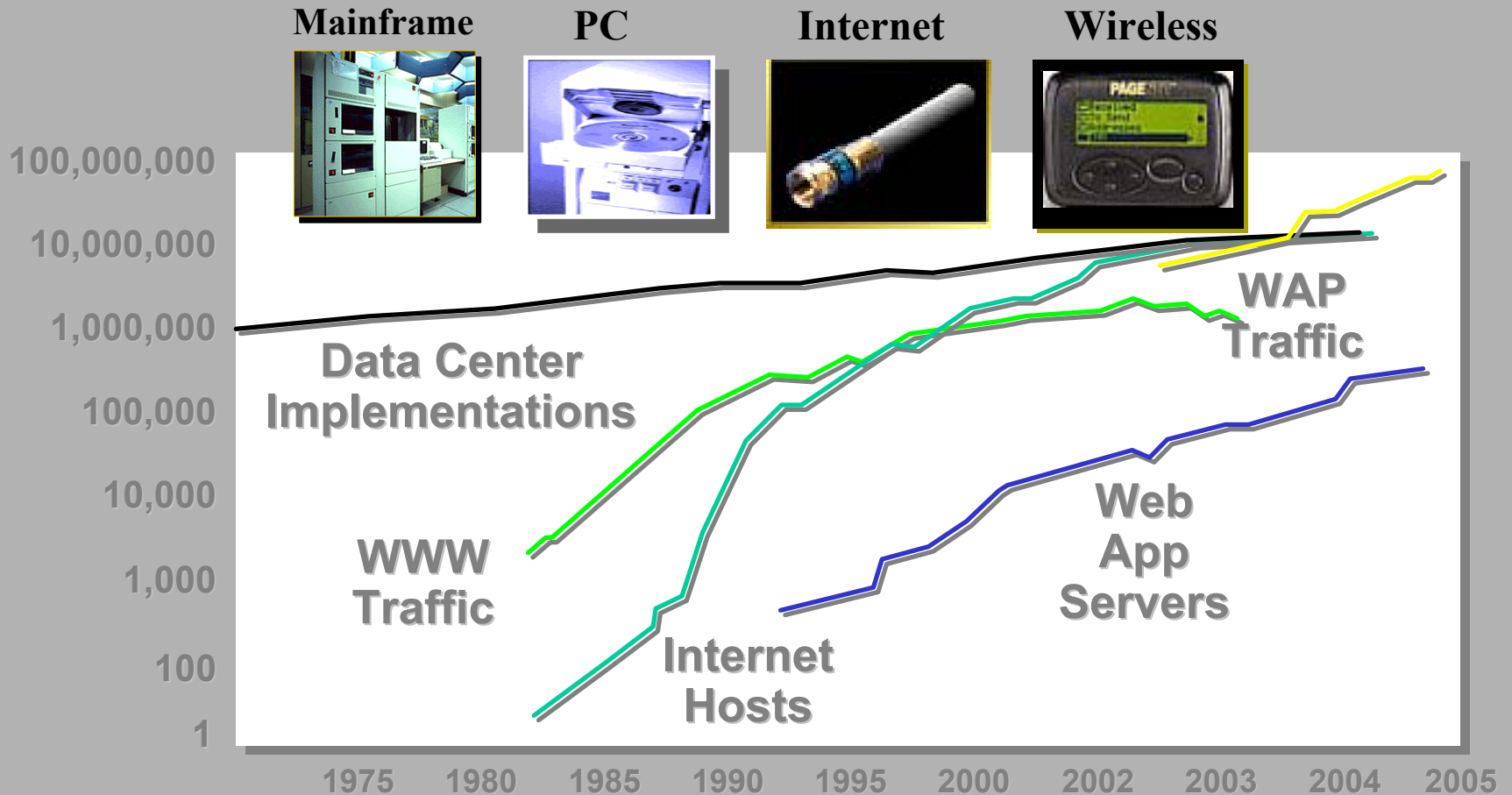
The growth in information consumers



New Capacity Requirements Drive Platform Decisions

Transformation of the Delivery Platform

Thick Client – Thin Client – Dynamic HTML – JSP – J2EE



Does the delivery platform really transform our ability to drive performance?

Evolution of Information Consumption

How can we best harness & use the information to drive performance?



100,000,000

10,000,000

1,000,000

100,000

DASD

Build Basic Persistence



ERP

RDBMS

High Volume Transactions



DM/MDD

Aggregate/Analyze the Data

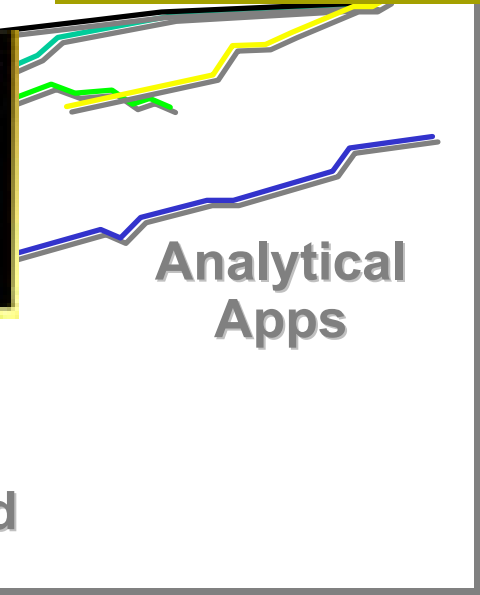


CRM

Balance Scorecard

Performance Dashboard

Cascading Metrics



1975

1980

1985

1990

1995

2000

2002

2003

2004

2005

Performance Dashboards Drive Decision Making

New Business Intelligence Requirement

- ❖ Must provide “Real Time” Visibility
- ❖ Must support entire decision life-cycle
- ❖ Must support personalized topology of the information repository

Breakthrough Performance

What is your corporate reaction time?

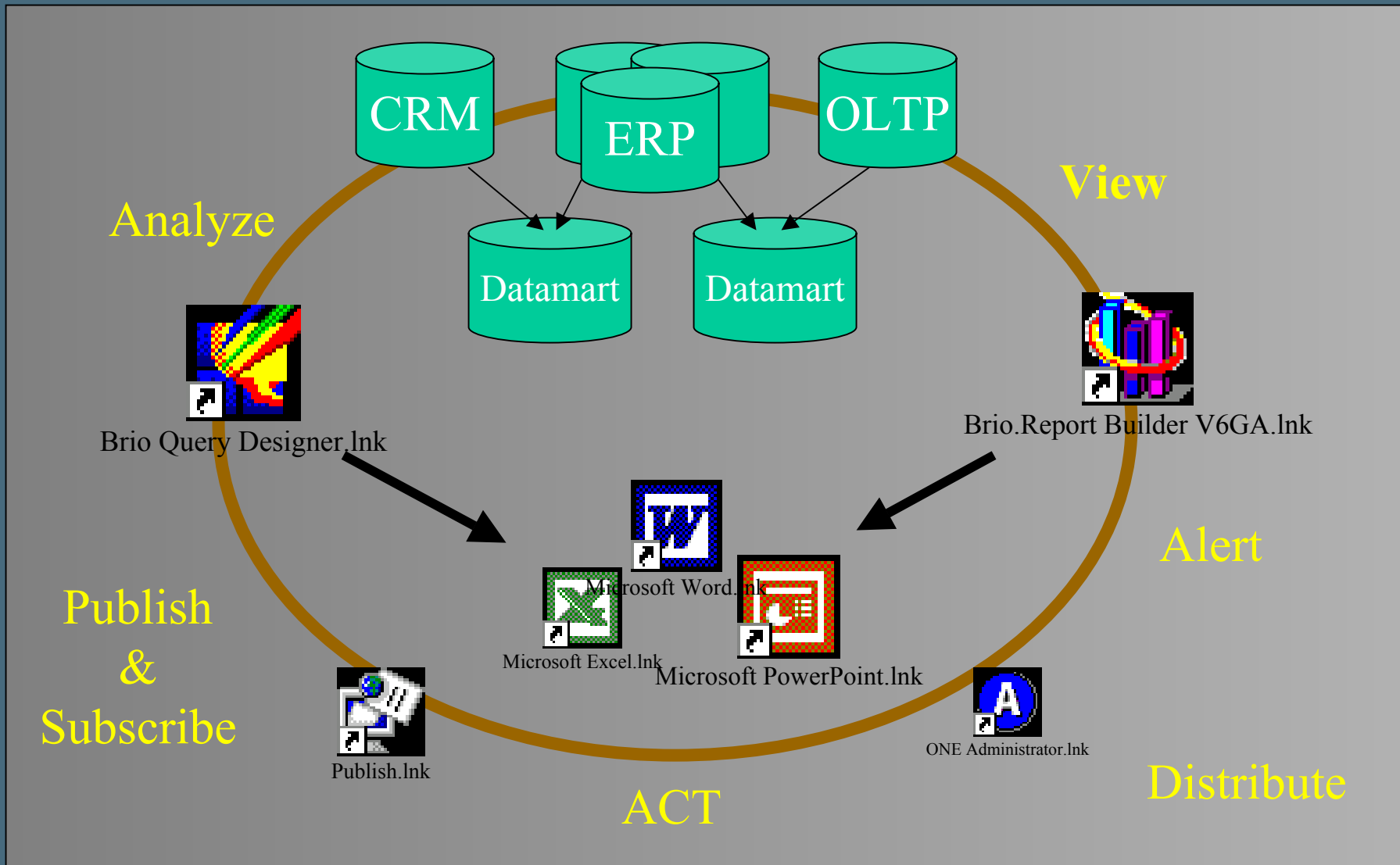
Sense

Respond

Real Time Decision Support

Breakthrough Performance

What is your corporate Decision Life-Cycle?



Breakthrough Performance

What is your corporate information topology?



Experts do not manage by discrete transaction but create mental maps that are relationally navigated by “performance metric” coordinates. Metrics that cascade...

Brio's Performance Management Vision

- ❖ **Must provide “Real Time” Visibility**
- ❖ **Must support entire decision life-cycle**
- ❖ **Must support personalized topology of the information repository**

To one degree or another all the BI vendors look good deploying in the highly controlled POC, single server, homogeneous, lab environment!

Brio's Performance Management Vision

Customers

Partners



Performance Management Dashboards

Performance Alignment

360° Customer View

Delivery Optimization

Sales Funnel Management

E-Sales

Bookings, Billings, Backlog

Fulfillment

Configure & Bundle

Custom Built App

Brio One Foundation

Data Warehouse

Data Mart

Data Warehouse

ERP

- SAP
- Oracle
- PeopleSoft
- JD Edwards

CRM

- Siebel
- Vantive
- Clarify

eBusiness

- BroadVision
- ATG
- IBM

B2B

- I2
- Manugistics
- Ariba
- CommerceOne

External Industry Sources

- Equifax
- Etc.

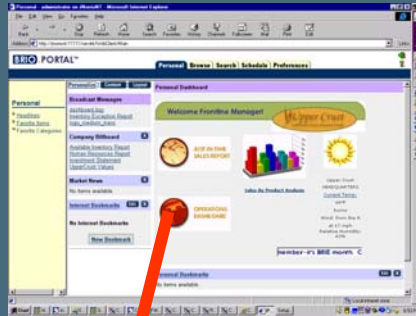
Employees Management

Suppliers

io
chnology

Brio View of Real-Time Business Intelligence

Personalized View-port



Brio.Impact

Package Analytical Apps

Sales

Mktg

CRM

Supply Chain

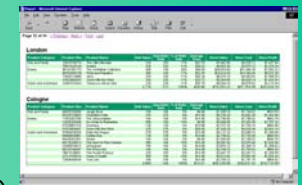
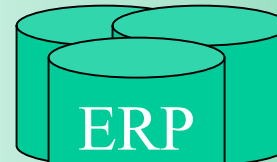
Manu-
Facturing

Other

Brio.One



Brio Foundation



Breakthrough Performance

Brio supports your decision Life-Cycle...

View

- Is Current Situation GOOD or BAD?
- What is the trend?

Analyze

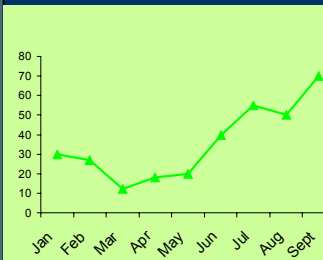
- Why is it good or bad?
- What can I do to change?

Collaborate, Distribute, Alert, ACT

- What do you think?
- What expertise can you lend?
- Search, channels, alerts, unstructured content, content management, garbage collection, etc

Brio's Enterprise Dashboards are personally configured to your business needs...

BRIO: \$ 69 11/16 +1 3/8



Company News

- ⇨ [New offices opened in Brussels](#)
- ⇨ [AMG industry award for latest product](#)
- ⇨ [New VP named "Manager of the year"](#)

Industry News

- ⇨ [Software Industry heading for market rally](#)
- ⇨ [IBM claims leadership in Internet services](#)
- ⇨ [Oracle announces Q4 earnings](#)

Current Events

- ⇨ [Gartner Conference Las Vegas](#)

Brio Enterprise Digital Cockpit



Sales



Marketing



Services



Engineering

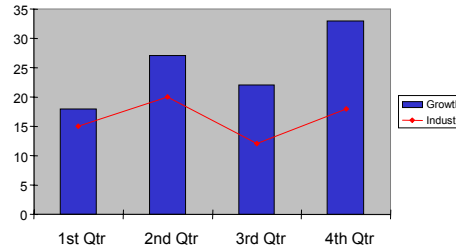


HR

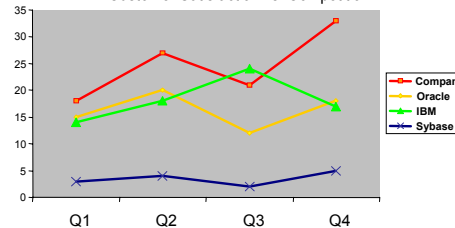


Finance

Company Growth vs. Industry



Customer Satisfaction vs. Competition



Our Mission is to deliver world class Software solutions to the High Tech, Finance and Manufacturing industry.

Top Goals for 2001:

1. Grow 2x as fast as the market
2. Have the highest customer satisfaction
3. Dominate the targeted 3 verticals

Market Share High Tech



Market Share Manufacturing



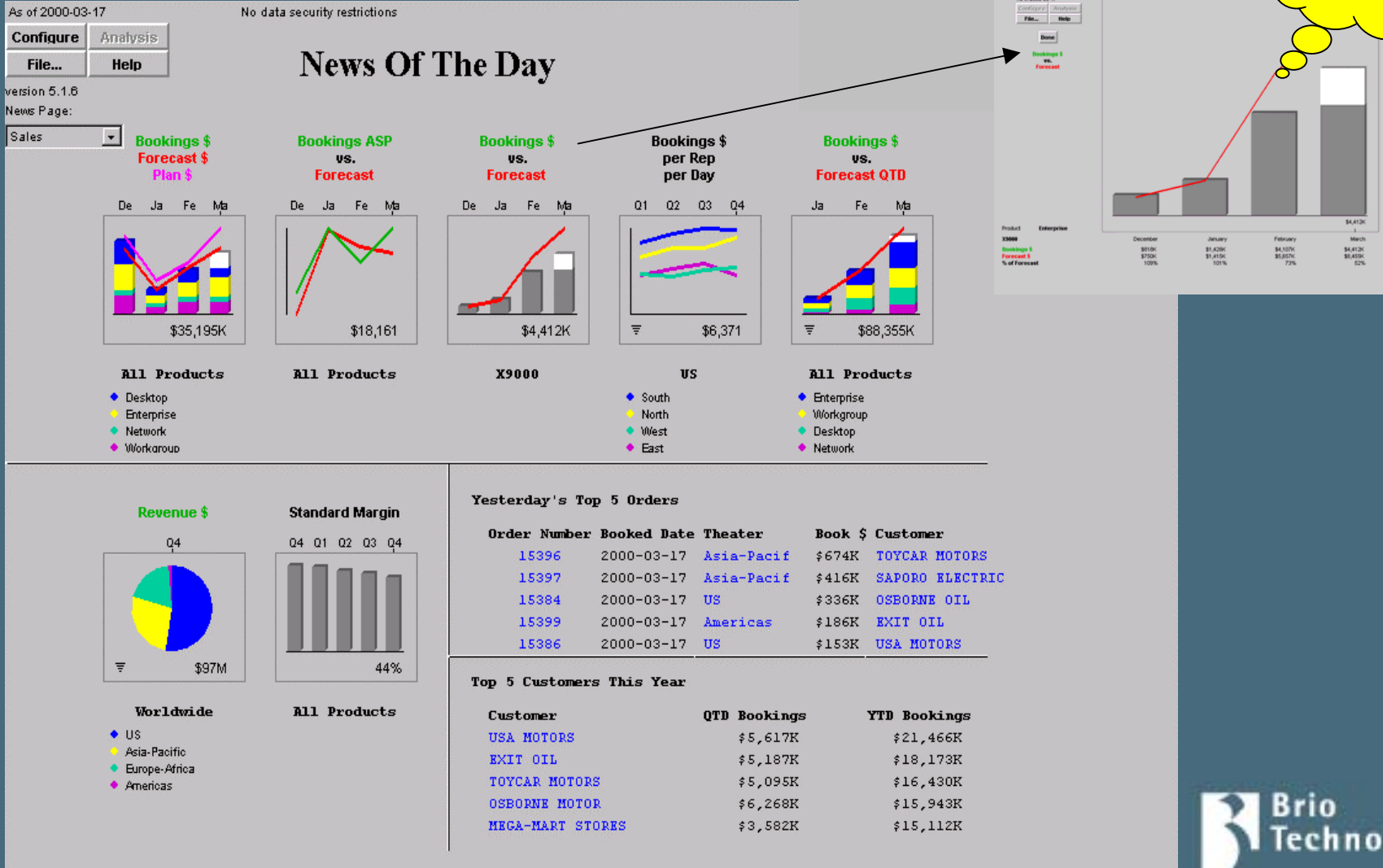
Market Share Finance



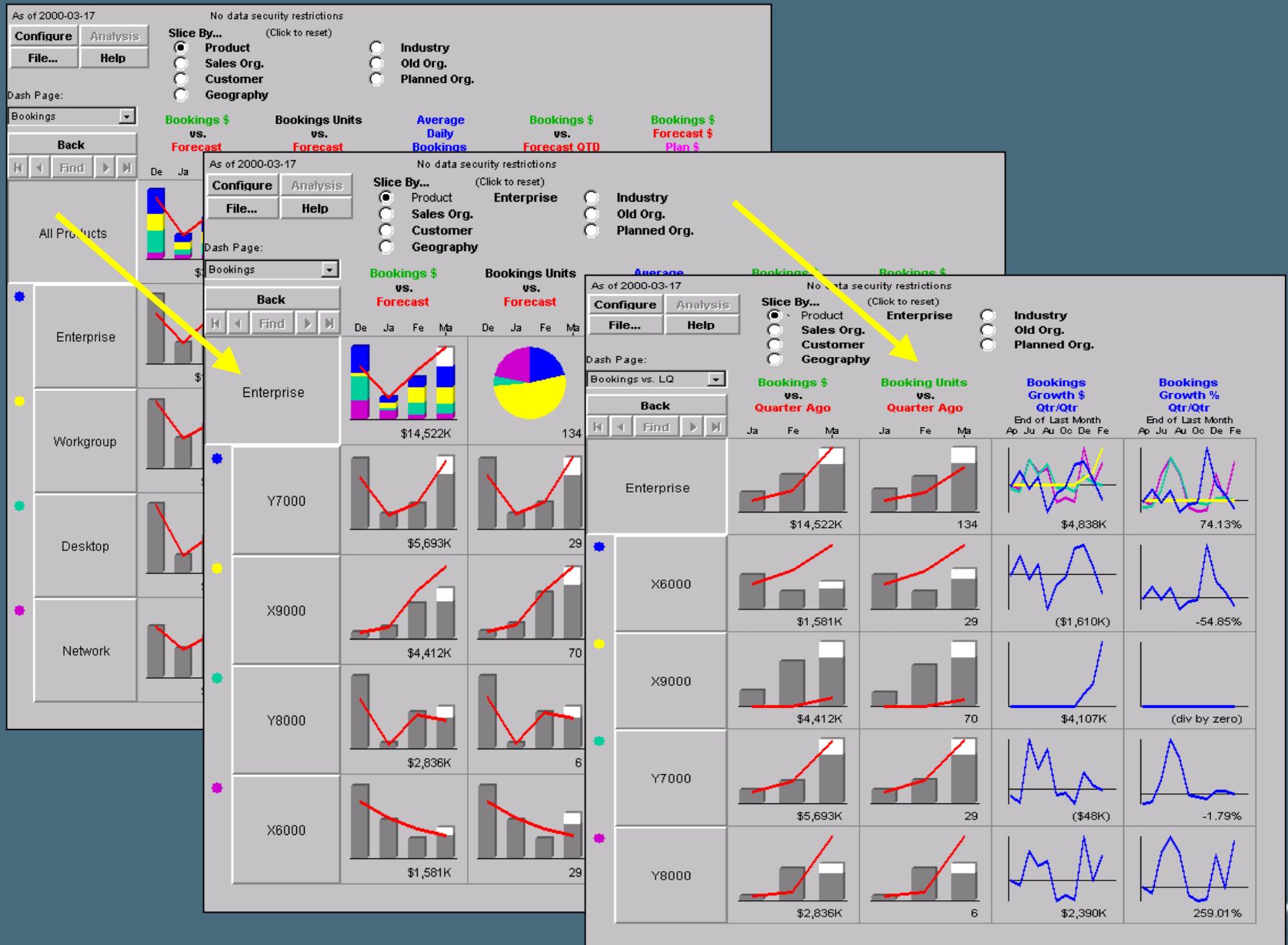
Company
Oracle
IBM
Sybase

Brio's ease-of-use helps people make real-time decisions and take immediate action...

Drill To Detail



Cascade to See Detail...



Breakthrough Performance

Brio Foundation Completes View

Defects by PM Rating

PM Rating	Count Product
1	605
2	374
3	671
4	374
5	26
6	1

Defects by QA Severity

Qa Severity	Count Product
1	579
2	214
3	626
4	339
5	142

Defects by Problem Status

Problem Status	Count Product
Deferred	932
Open Active	1,250
Pending	1

Defects by Problem Status Open Active

PM Rating	Count Product
1	154
2	305
3	413
4	1
5	1

London

Product Category	Product Mktg	Product Name	Unit Sales	Avg Unit Price	% of Units Sold	Average Price	Share Sales	Share Cost	Share Profit
Video and Audio	5201420174	The Thin Red Line	300	254	1%	\$23.15	\$1,432.95	\$4,055.12	\$1,421.04
Video and Audio	78815229135	Durbin	230	230	11%	\$20.23	\$4,603.36	\$3,437.12	\$1,216.24
Video and Audio	88151581775	The Godfather Collection	588	189	28%	\$45.58	\$26,958.63	\$7,485.38	\$17,503.22
Video and Audio	8872848739	Pride and Prejudice	368	184	17%	\$52.76	\$19,414.30	\$14,343.04	\$5,074.26
Video and Audio	72028119566	Glory	230	230	11%	\$26.34	\$6,070.16	\$4,463.62	\$1,606.54
Video and Audio	4782895047	Game With the Wind	230	230	11%	\$23.72	\$5,454.88	\$4,029.14	\$1,425.54
Action and Adventure	4296161443	Tomorrow Never Dies	230	230	11%	\$35.19	\$8,094.16	\$5,978.62	\$2,115.54
		Total Line	2,115	217	100%	\$35.96	\$78,203.22	\$57,764.04	\$20,439.18

Cologne

Product Category	Product Mktg	Product Name	Unit Sales	Avg Unit Price	% of Units Sold	Average Price	Share Sales	Share Cost	Share Profit
Video and Audio	5000330008	Angie Rose	154	154	1%	\$35.95	\$1,338.16	\$1,934.52	\$543.04
Video and Audio	98333732663	Charlotta's Web	276	276	8%	\$14.95	\$4,126.20	\$2,982.26	\$1,143.94
Drama	11002623789	The Lifeboaters	184	184	0%	\$14.95	\$2,750.80	\$1,788.52	\$962.28
Drama	13026292096	An After to Remember	906	169	14%	\$9.98	\$5,049.88	\$3,282.56	\$1,767.32
Drama	57026811616	Scarface	138	138	4%	\$19.58	\$2,712.24	\$1,762.16	\$949.08
Action and Adventure	4782895047	Game With the Wind	276	276	8%	\$26.95	\$7,430.20	\$4,835.56	\$2,600.14
Action and Adventure	87862649239	Enter the Dragon	276	276	8%	\$14.95	\$4,126.20	\$2,689.16	\$1,436.04
Action and Adventure	6889629561	Golden Eye	138	138	4%	\$19.99	\$2,758.82	\$1,730.08	\$998.54
Action and Adventure	88426212527	Shane	154	154	0%	\$15.95	\$1,950.80	\$1,180.52	\$769.70
Action and Adventure	69126242613	The Hunt for Red October	368	184	10%	\$14.95	\$5,501.60	\$3,576.04	\$1,925.56
Action and Adventure	50269162613	Labyrinth	184	184	0%	\$19.99	\$1,950.80	\$2,369.70	\$928.62
Action and Adventure	5018246567	The Pitoco Hole	184	184	0%	\$14.95	\$2,750.16	\$1,792.62	\$956.54
Action and Adventure	76814168641	The Fourth Protocol	230	230	8%	\$14.98	\$1,447.70	\$2,241.12	\$1,226.54
Action and Adventure	32211026268	Game of Death	184	184	10%	\$14.98	\$1,447.70	\$1,053.80	\$1,026.24
Action and Adventure	72064645436	Die	184	184	10%	\$14.98	\$1,447.70	\$1,797.70	\$664.62
		Total Line	3,680	184	100%	\$15.21	\$58,339.88	\$36,621.42	\$19,718.36

Knowing the cause of the problem allows you to take the appropriate action

Issues Identified

We are not generating the revenue forecasted for the X9000

X6000 is selling more units & generating more revenue than forecast

Total booking units for the X9000 are on target, but we are not shipping it.

We are selling much less of the large X9000 configurations than projected

Average selling price is much lower than forecasted

Is the X6000 cannibalizing the market for the X9000?



Potential Action

Close out the X6000 at a quicker pace

Investigate why the X6000 is still popular

Investigate manufacturing problems with the X9000

Increase the promotion for the X9000 large configurations

Revise the discount policies for new release items

Review product feature set & identify what features the market is demanding

Brio Implementation Methodology

- ❖ Build Solid Foundation
- ❖ Implement Analytical Application
- ❖ Construct Situational Dashboards

Start with a solid BI foundation

Add personalized dashboards

Personalized View-port



Brio.Impact

Package Analytical Apps

Sales

Mktg

CRM

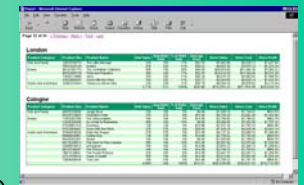
Supply Chain

Manu-Facturing

Other

Brio.One

Brio Foundation



CRM

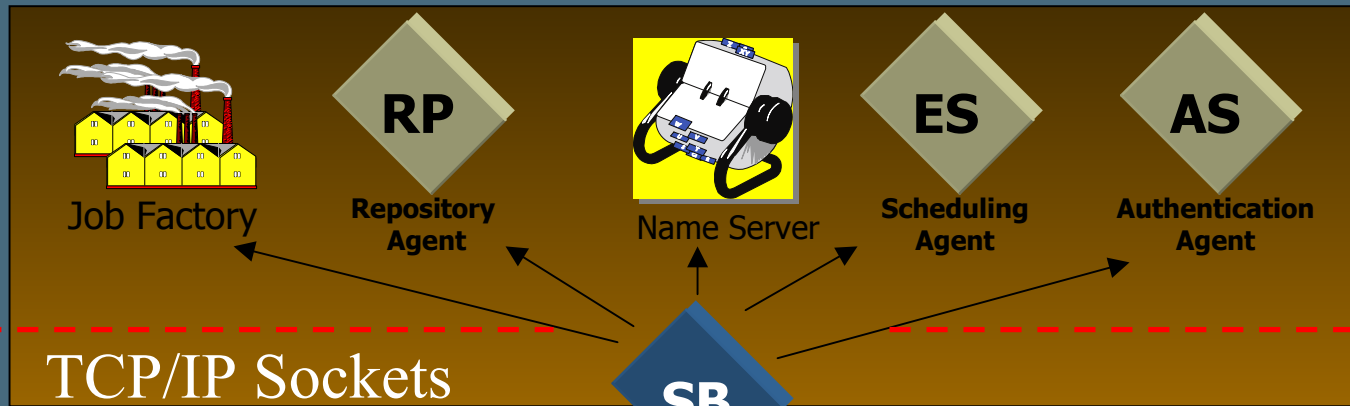
ERP

OLTP

Brio One Architecture

Distributed with automatic fail over...

Business Logic & Services



Session Mgt Layer

Service Broker Agent



HTTP/HTTPS

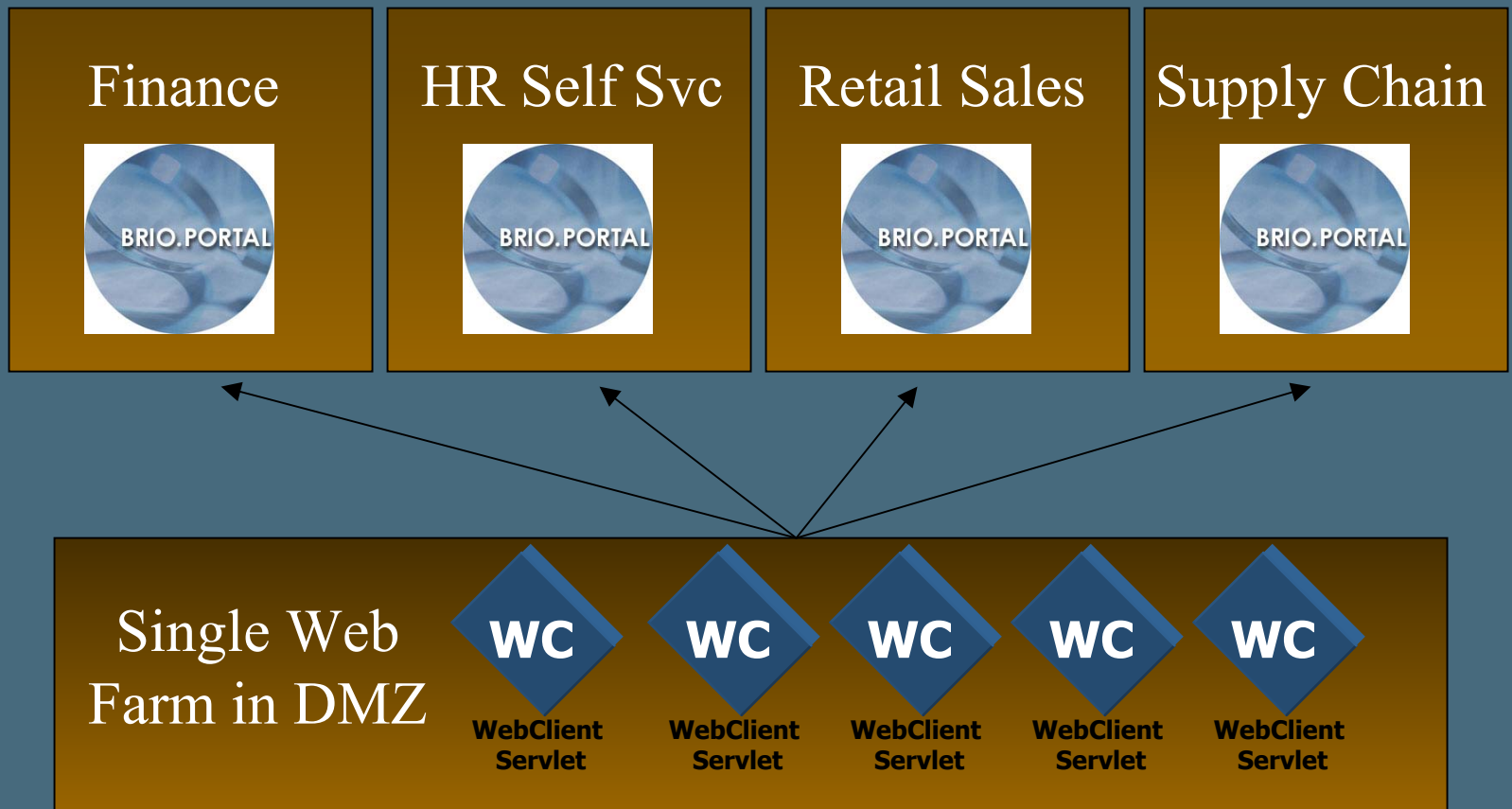


Presentation Layer

Business Intelligence solutions must scale, must be available 7x24, and must integrate existing legacy applications.

Brio One Architecture

Add separate domains to service large user populations in a phased approach...





Result

Dynamic Scalability

- ❖ **Distributed multi-tier architecture**
- ❖ **Multi-threaded processing**
- ❖ **Load balancing**
- ❖ **Platform independence**



- ◆ **Objective:**
Secure access of sensitive financial information.
Scalability to handle:
 - ◆ 25,000 + locations
 - ◆ 100,000+ documents
 - ◆ 50,000+ page reports

Distributed Architecture

Solve Complex Problems

- Self-service access and analysis to operations Information
- 21 Countries, 14 Languages, 9,000 User
- Out of the box LDAP implementation



Carrefour

**Brio
Technology**

Dynamic Integration

Automate content population from existing:

- Applications
- Schedulers
- ERP solutions

Organizational Structures:

Group, role definitions from ERP or legacy applications

Security:

External authentication with customizable driver (LDAP, NT, other)

Flexible connectivity:

SmartCuts, HTML, API, Command line, XML



- ◆ **LUCENT (INS)** - Automated content and security integration with PeopleSoft for web-based distribution of reports through Brio.Portal.
- ◆ **Credit Lyonnais** Integration with legacy financial and operations systems for Portal access of 100,000 new reports and documents each month.