The Changing Face of Business Intelligence

Bill Hippenmeyer
VP, Pre-Sales Consulting

Brio Technology

Agenda

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

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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

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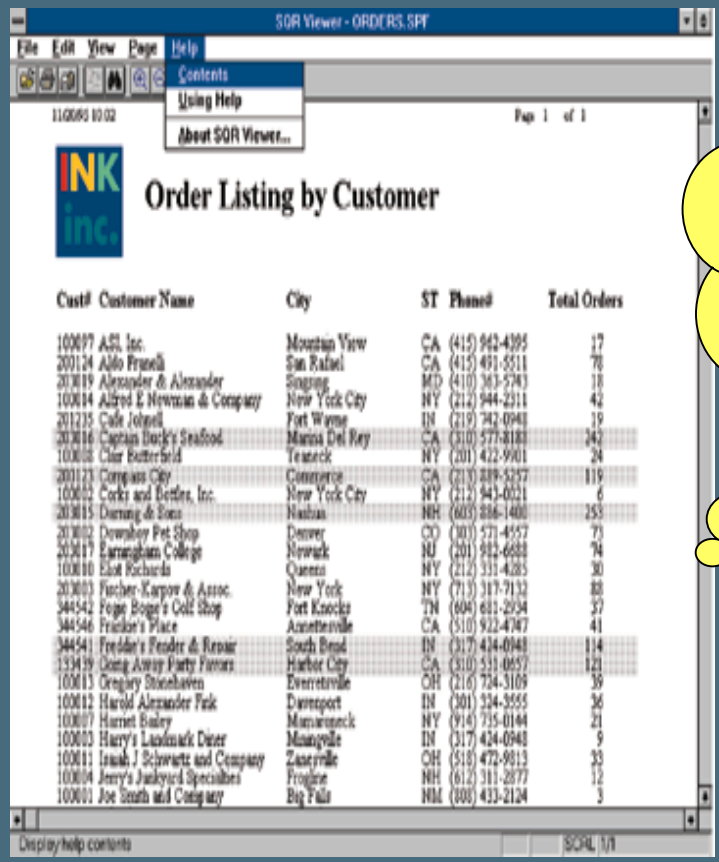
The Journey Started by Reporting Against RAW Data…



What Visibility did you have then?

Printed Output, High Volume & Speed, Forms Processing

Volatile Economy With Little Future Visibility

BUSINESS

Dayton Daily News

MIAMI VALLEY INDEX
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+76.19

SECTION F

'Unprecedented' downsizing amazes analysts

Companies slash jobs even before profits start to suffer

By John Russell
Staff Writer

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

DaimlerChrysler: 26,000 jobs. Nortel Networks: 30,000 jobs. Lucent Technologies: 16,000 jobs. Sara Lee: 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 770,000 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

'Investors ... want (profits) going up, no matter what, or at least holding steady with last year.'

STEPHEN ROULAC
Chief executive, Roulac Group
San Rafael, Calif.

and shareholders happy.

Companies with publicly traded stock — and that's just about every big business in the country, and many smaller ones, too — are under pressure to do whatever it takes to meet their earnings goals, quarter after quarter, in good times or bad.

"Investors don't want to hear about profits going down. They want them going up, no matter what, or at least holding steady with last year," said Stephen Roulac, chief executive of the Roulac 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 record numbers and mortgaging America's long-term prosperity.

If the 1990s represented the longest 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…

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The growth in information consumers

Customers

Plants

Corporate

Suppliers

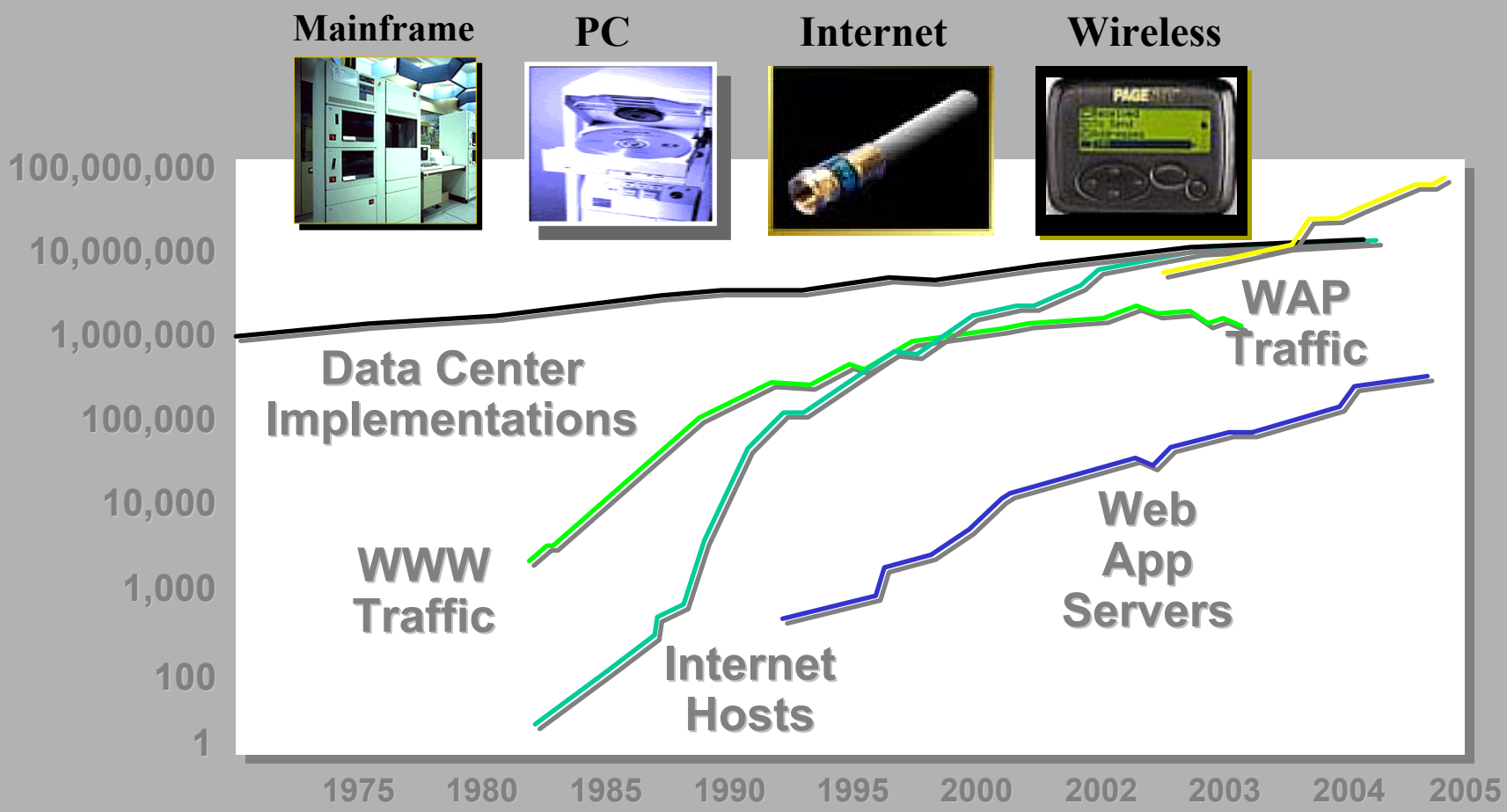
Different user types, methods of access, geographic locations

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?

Performance Dashboard

Cascading Metrics

100,000,000

10,000,000

1,000,000

100,000

DM/MDD

Aggregate/Analyze the Data

ERP

RDBMS

High Volume Transactions

DASD

Build Basic Persistence

CRM

Analytical Apps

Balance Scorecard

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

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Breakthrough Performance

What is your corporate reaction time?

Real Time Decision Support

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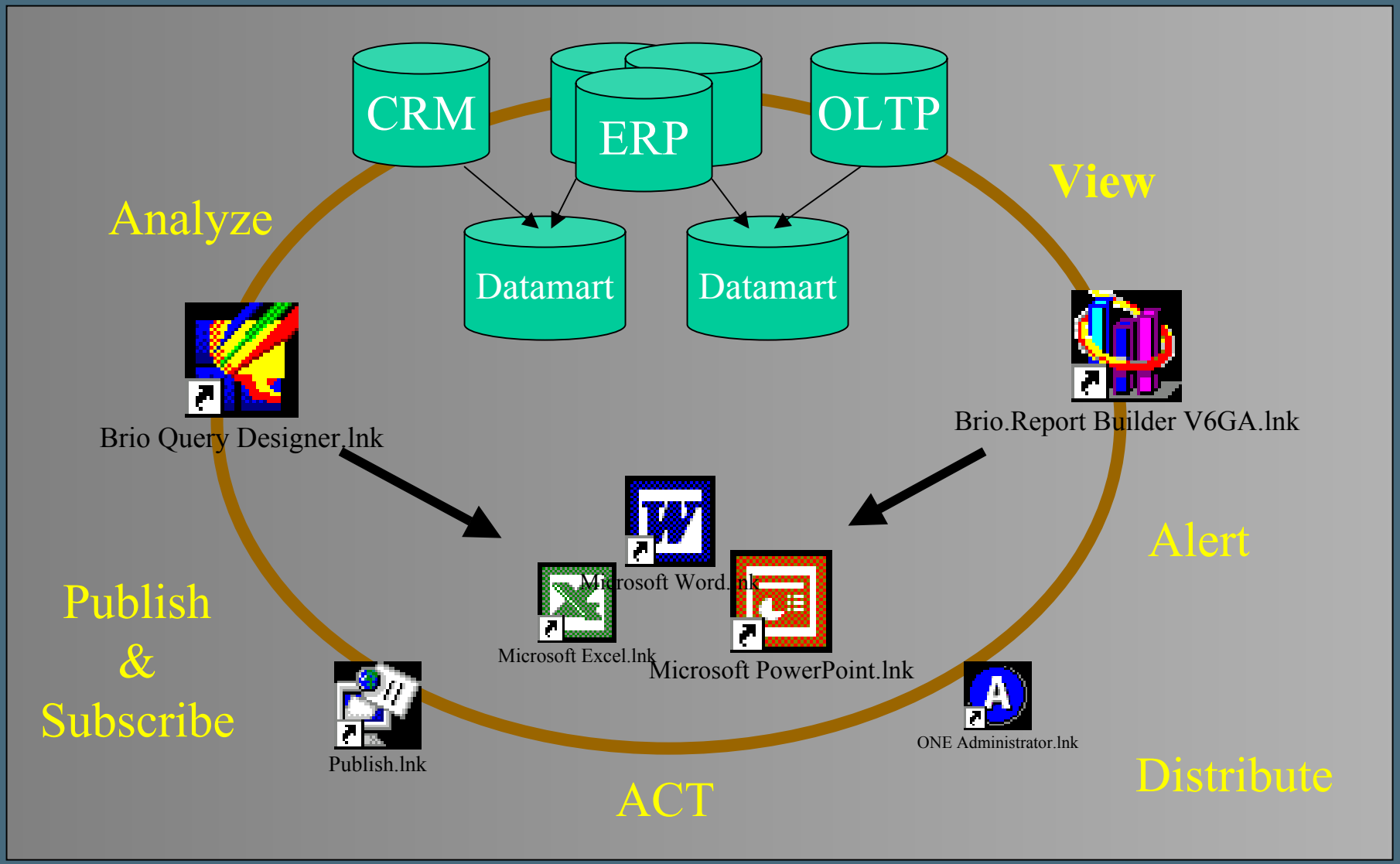
Breakthrough Performance

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!

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Brio's Performance Management Vision

Customers

Partners

Employees Management

Suppliers

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.

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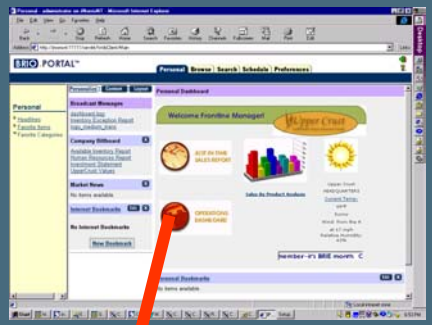
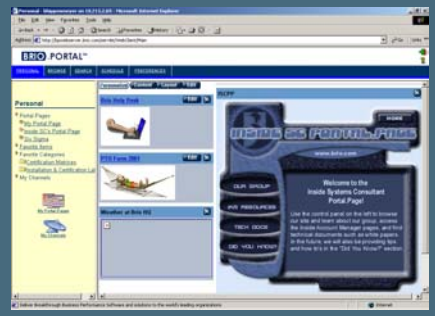
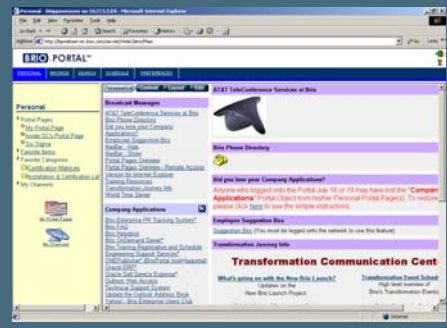
chnology

Brio View of Real-Time Business Intelligence

Personalized View-port





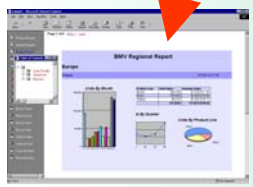


Brio.Impact

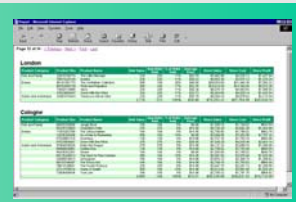
Package Analytical Apps

Sales | Mktg | CRM | Supply Chain | Manu-Facturing | Other

Brio.One



Brio Foundation



CRM | ERP | OLTP

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

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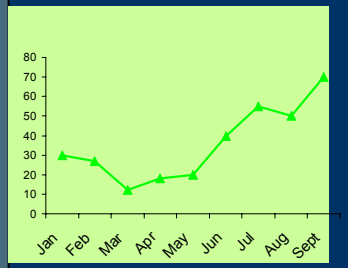
Brio's Enterprise Dashboards are personally configured to your business needs...

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

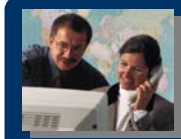
Current Events

- Gartner Conference Las Vegas

Brio Enterprise Digital Cockpit

Sales

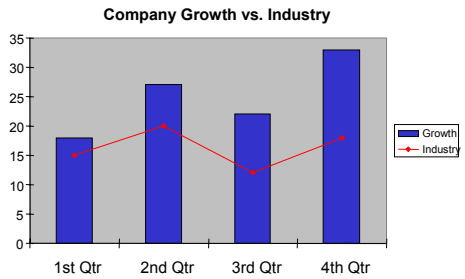
Marketing


Services

Engineering

HR

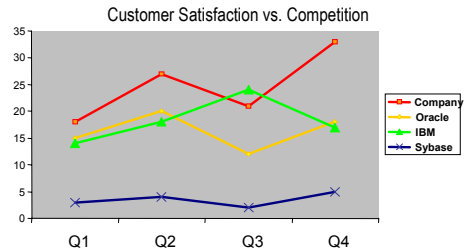
Finance

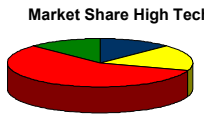


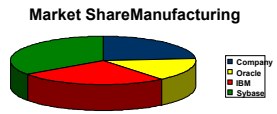
Our Mission is to deliver world class Software solutions to the High Tech, Finance and Manufacturing industry.

Top Goals for 2001:

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

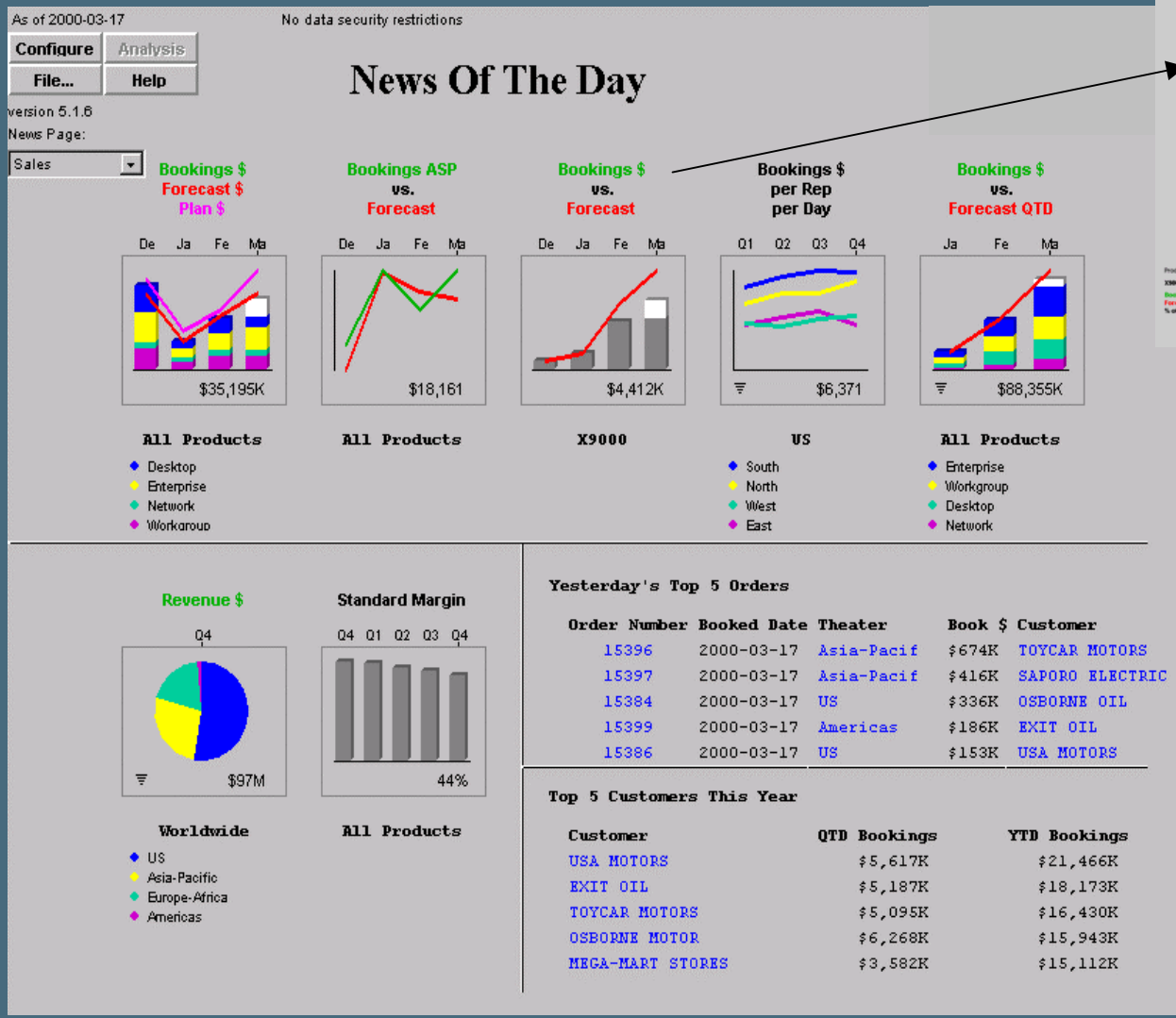






Technology

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



Drill To Detail

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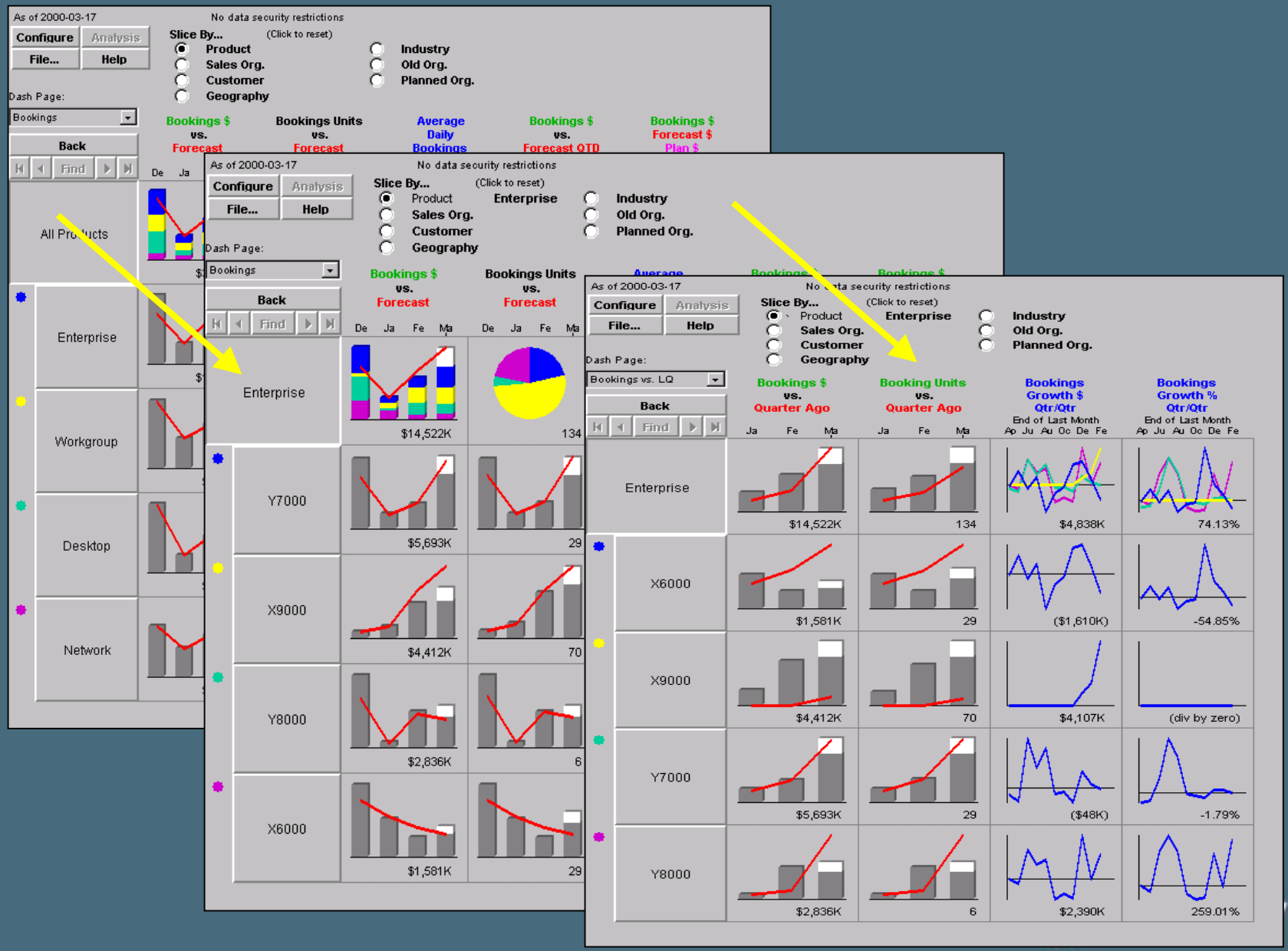
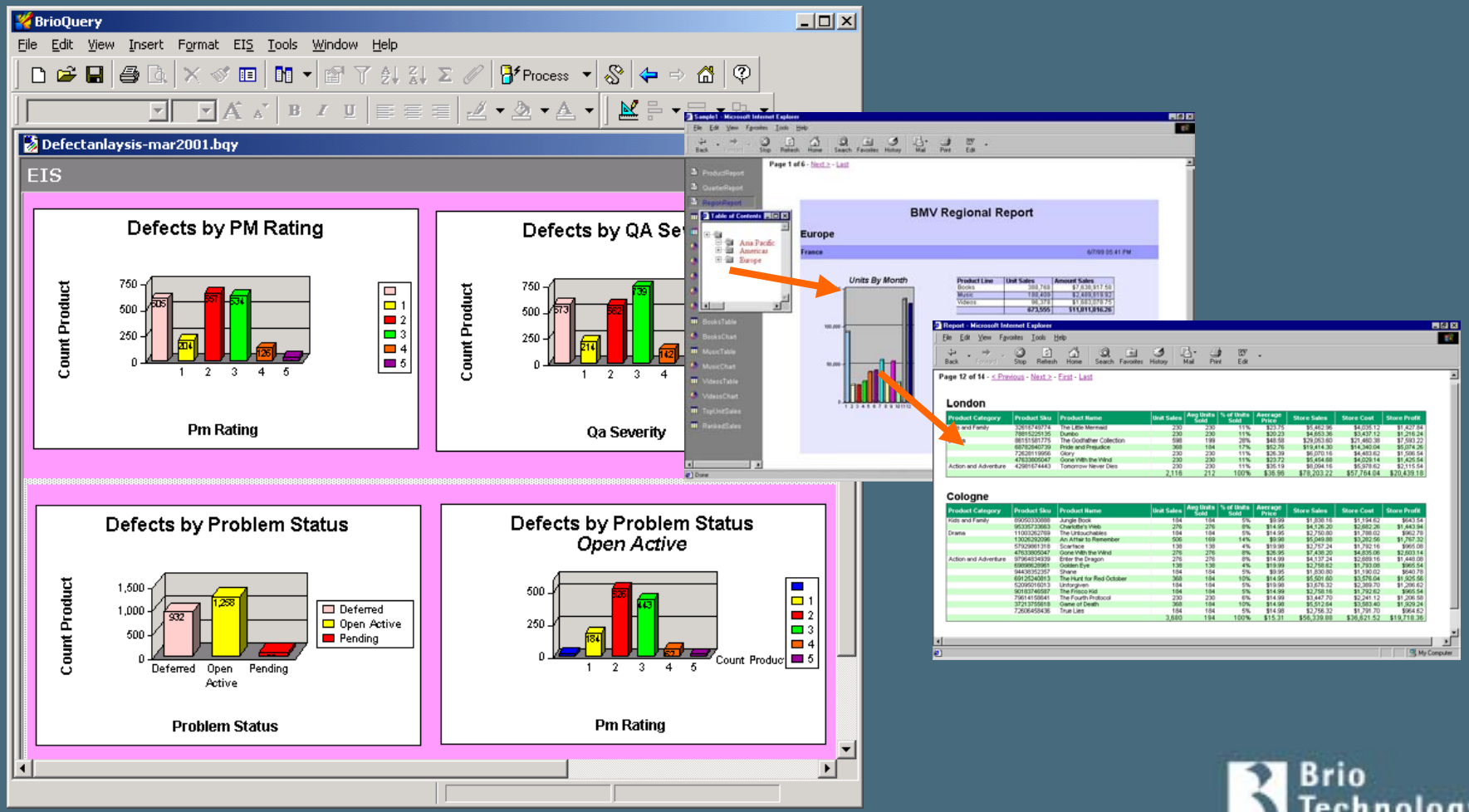
Cascade to See Detail…



Breakthrough Performance

Brio Foundation Completes View



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

Issues Identified	*Potential Action*
We are not generating the revenue forecasted for the X9000	Close out the X6000 at a quicker pace
X6000 is selling more units & generating more revenue than forecast	Investigate why the X6000 is still popular
Total booking units for the X9000 are on target, but we are not shipping it.	Investigate manufacturing problems with the X9000
We are selling much less of the large X9000 configurations than projected	Increase the promotion for the X9000 large configurations
Average selling price is much lower than forecasted	Revise the discount policies for new release items
Is the X6000 cannibalizing the market for the X9000?	Review product feature set & identify what features the market is demanding

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Brio Implementation Methodology

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

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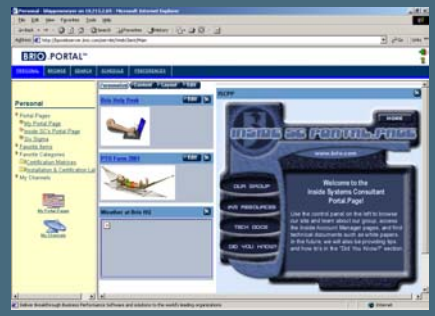
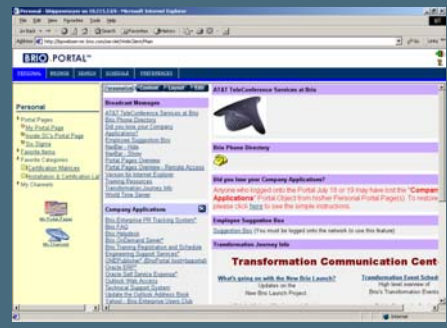
Start with a solid BI foundation

Add personalized dashboards

Personalized View-port





Brio.Impact

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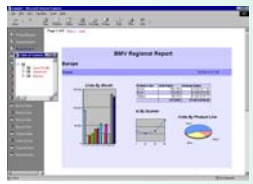

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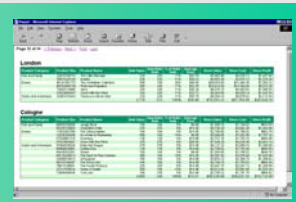
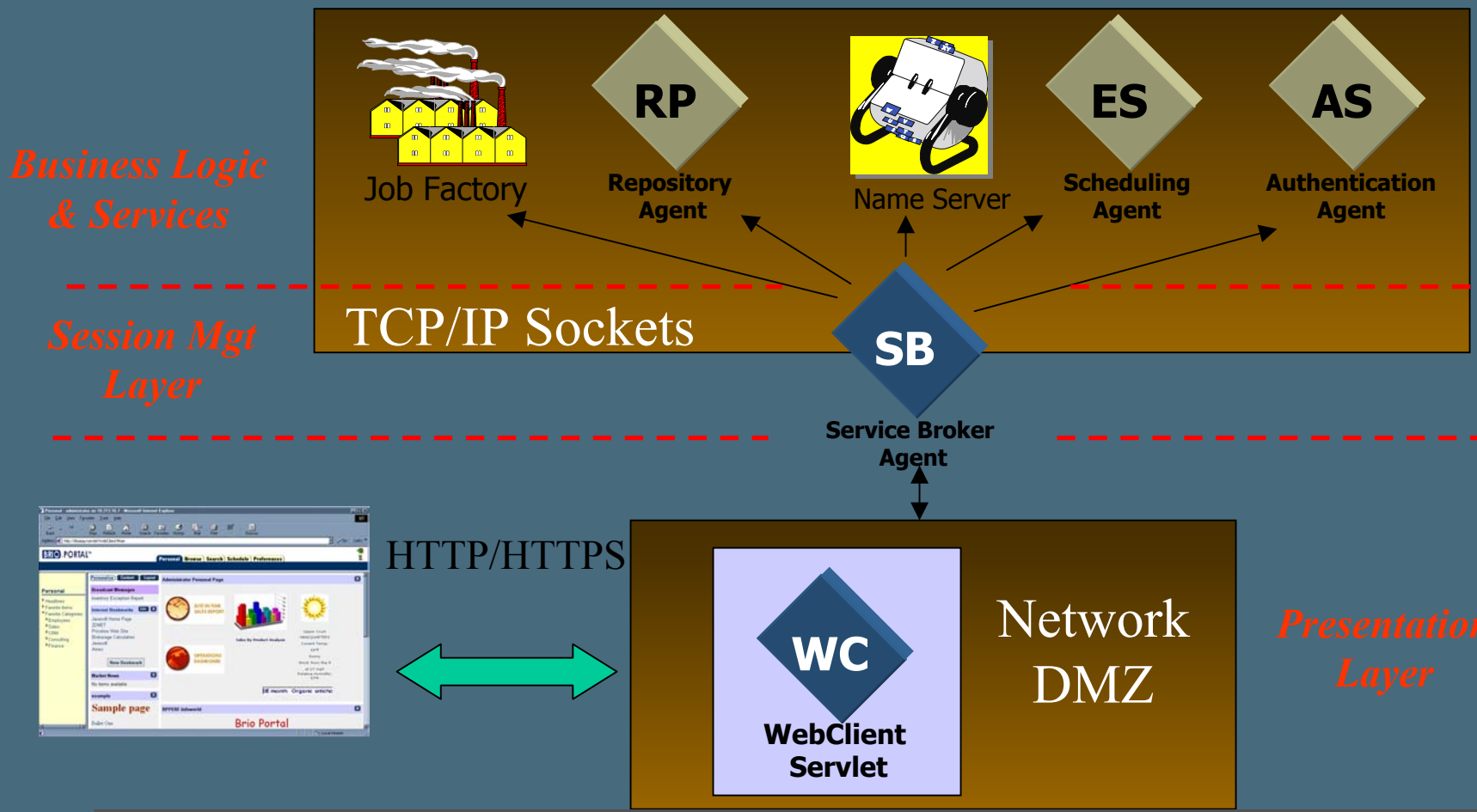


CRM | ERP | OLTP

Brio One Architecture

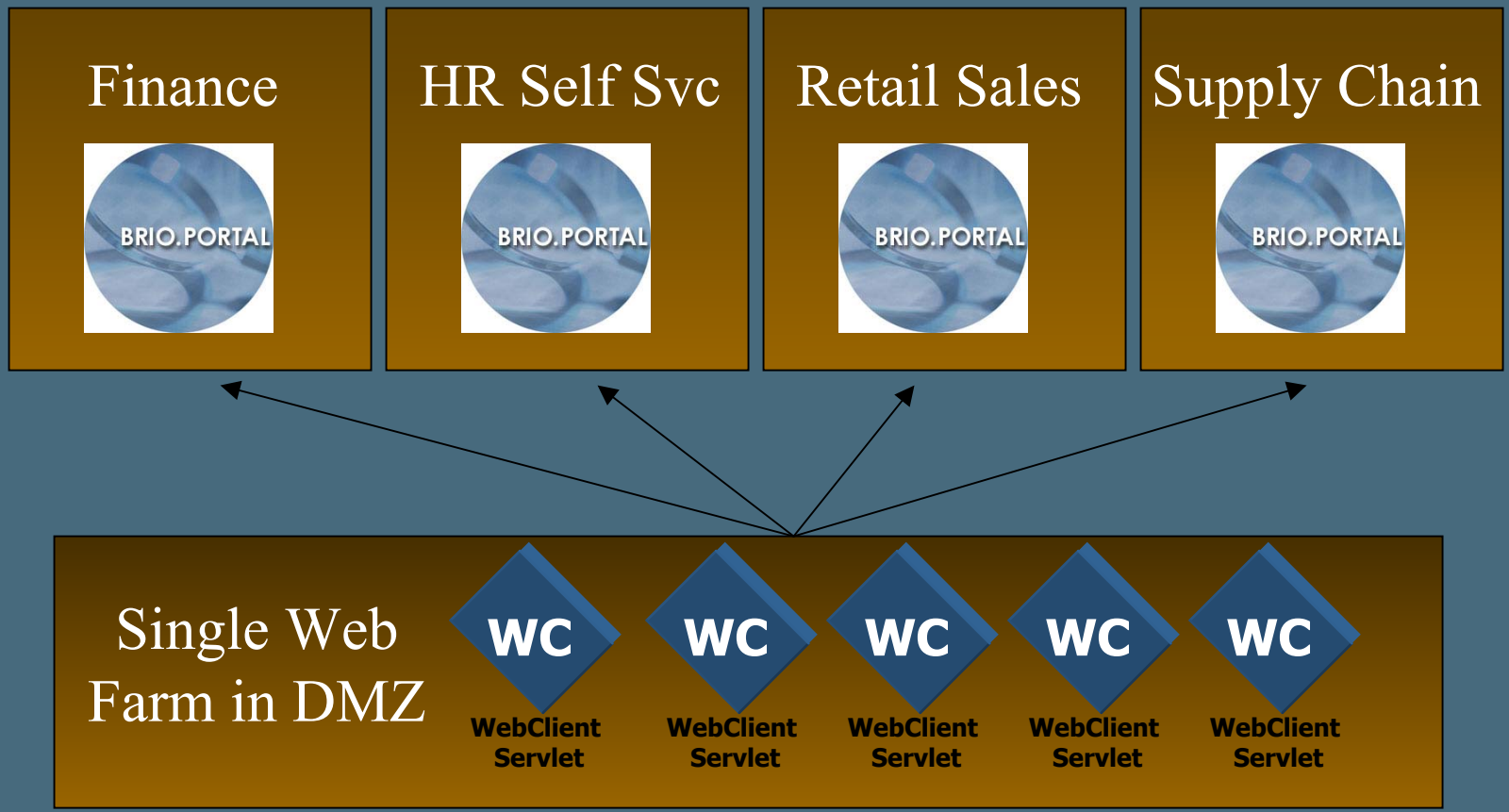
Distributed with automatic fail over…



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…



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Result

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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

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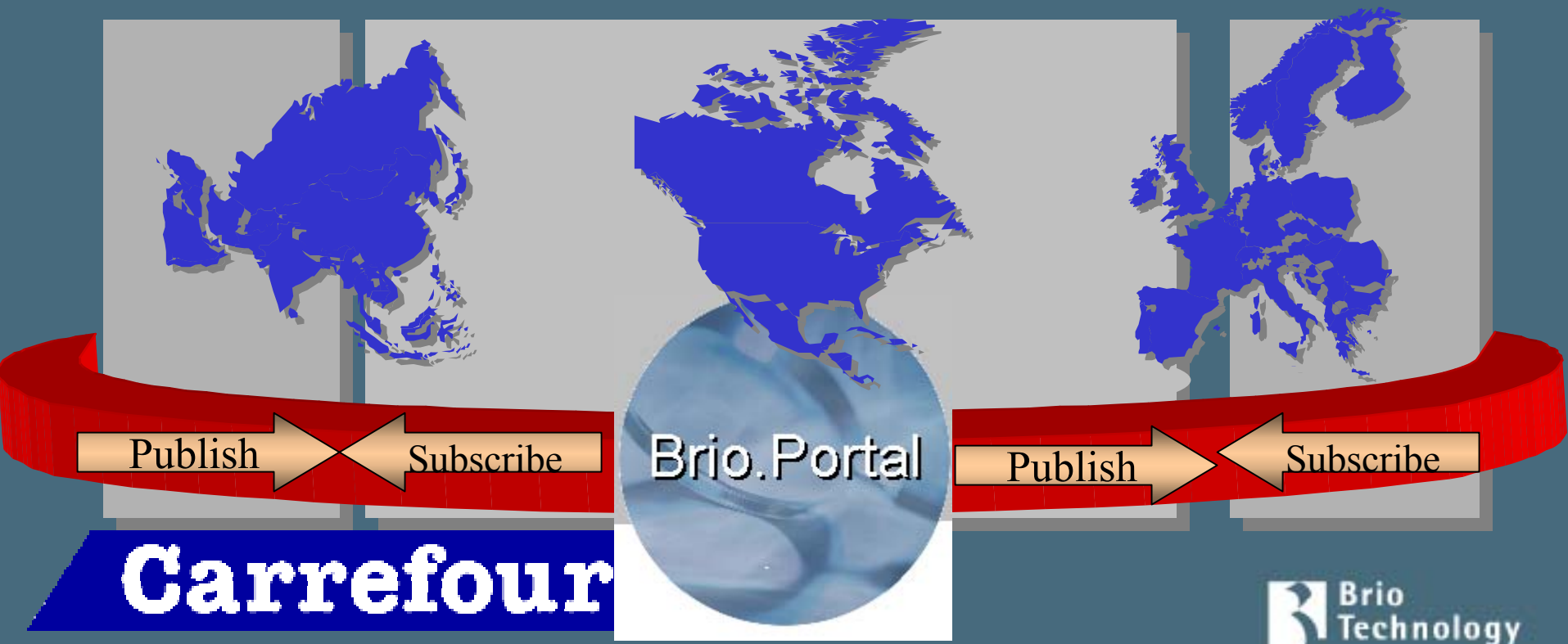
Distributed Architecture

Solve Complex Problems

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



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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.