

BI Advisory Services

Data Strategy



As organisations face having to constantly react to fast-paced change, in the midst of greater competition, evolving markets, stricter compliance, coupled with large and disparate collections of data, the need for a more deliberate and strategic approach to collecting, distributing and interpreting data is paramount.

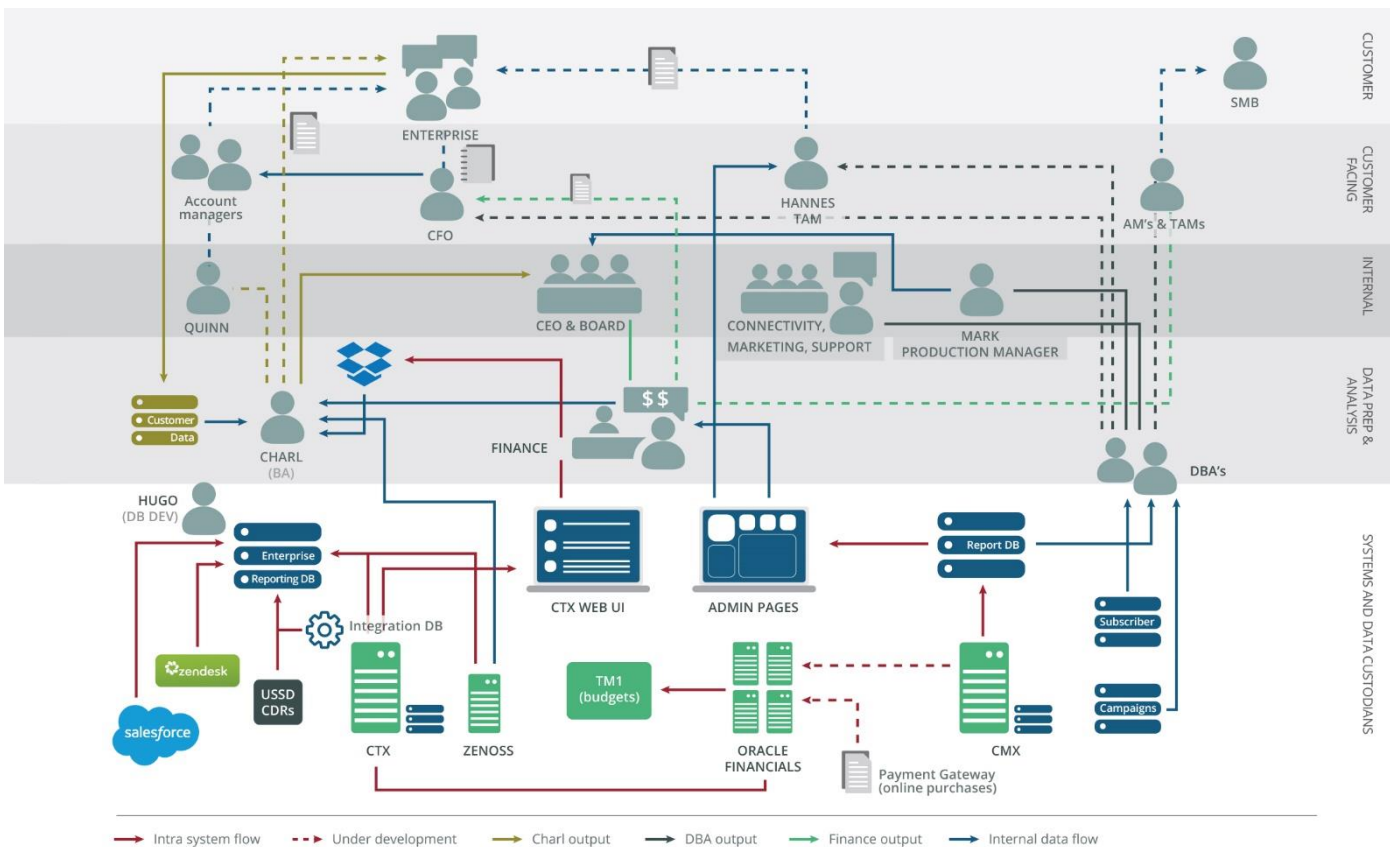
As a proponent of business analytics for over 30 years, Synergy has developed a Data Strategy advisory service, to answer this need. The purpose of such a strategy is to ensure alignment between business strategic objectives, and the data required to drive such initiatives.

OUR PROCESS

We also focus on creative ways of finding business value from the significant data resources already in place.




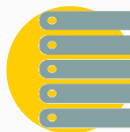

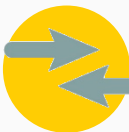
Low-tech, guided, information discovery sessions are held with business users, resulting in an understanding of how functional processes, core metrics and data repositories all interact with each other. Participants are guided through a series of questioning methods and jointly produce a visual AS IS information map. These maps document the current sources of information; the value-add processes, like adding personal business acumen, experience and insight; and the people and departments involved along the way.

AS IS INFORMATION FLOW MAP



We use learnings borrowed from systems thinking and critical thinking to understand the interaction of data, information, strategy, process and people across the business, in order to propose a relevant and pragmatic Analytics Roadmap.

Depending on your requirement, we produce a fully detailed, enterprise, business analytics strategy covering principles within six core pillars:

					
Business Alignment	People	Process	Data	Technology	Transition

Areas requiring particular attention are unpacked, with suggested guidelines appropriate for the different audiences across the enterprise.

INPUTS

Typically a 2-week exercise, the first week involves discovery sessions with key individuals in the business as well as IT.

It is preferable to meet with a range of about 5 to 7 business users from a variety of functional areas.

We would also require a few discussions with representatives from any existing DBAs, business intelligence, data warehousing or data scientist teams if possible. It may be necessary to meet with network or server administrators too, depending on the environment.

OUTPUTS

Information map	Visualisation a high level flows and connections of data
Roadmap	A one-pager heatmap, highlighting areas of priority across 6 key domains
Detailed Strategy	A detailed document, including key obstacles and suggested resolutions
Transition Plan	Highlighting areas of change facilitation, training and support

COST

This advisory service is provided for a once-off fee of R88 000.00 excl VAT.

EXAMPLE OUTPUTS

BI ROADMAP

	BUSINESS ALIGNMENT	PEOPLE	PROCESS	INFORMATION	TECHNOLOGY
Demand	Evangellise a strong BI vision Create Exciting yet Realistic expectations for post-40-day plan	Marcia to focus less on BA and D Modelling, more on managing demand, expectation, prioritisation	Ensure visibility of priorities to business	Educate Business users re available information and future data sources	
Discover	Get closer to business eg. Assign BI team member as 'Business Partner' (HCM) concept Conduct and document detailed BI business analysis, prior to development	Appoint BA and improve BA skills of ID team Involve Data Modeller in business discovery	Establish DQ analysis Establish process to feedback quality issues to source system owners	Handover business reqs to Data Modeller Identify new data sources required (Dealer, Fin, HR) Discuss new reqs, with System Ops, agree of sustainable architecture	
Develop	Ensure reports/cubes empowers business thru self-help Use consistent definitions / terminology Align Portal IA to Business Topics/Processes	Enlist/train Data Modelling skills Re-align ID team as developers, and not data analysts Encourage iterative prototyping with users	Establish and enforce best-practice SDLC Improve comms and handovers between each SDLC step	Audit and reduce reliance on Reporting Tables Re-design data marts to support efficient/flexible front-end development Reduce logic in F-E dev. ETL should only be done in DDS or DM layers. (ie no DSS)	Investigate Self-help BI software Investigate the use of OLAP cubes as interim to new DM designs Stability of server causes some business frustration
Impact	Good business analysis will ensure the output closely aligns to business need Collect anecdotal success stories	Improve knowledge of business processes Build relationships with business	Automate ad hoc processes from Risk and DS	Improve visualisation of reporting, to limit rework by users in Excel	
Sustain		Empower Sys Admin to push back on unsustainable development	Eliminate unnecessary Report Tables, to ease Batch window		Investigate the impact of back-ups run by IT on batch loads

BUSINESS MODEL CANVAS¹

To ensure good alignment to business processes and goals, we use the Business Model Canvas to document to key aspects of the organisation. This then naturally leads to a dimensional information architecture.

Key Partners <ul style="list-style-type: none"> Publishing houses Media 24 Longstanding suppliers Labour broker Technology partners 	Key Activities <ul style="list-style-type: none"> Heatset Coldset Gravure Labels Bindery Value-add services Packing Distribution 	Value Propositions <ul style="list-style-type: none"> Quality printing Large volumes Country-wide Wide range Turnkey Deep experience Bulk discount pricing Efficiencies Complex logistics Community investment Environment policy Technology investment 	Customer Relationships <ul style="list-style-type: none"> Where printing is personal Account Execs Long term contracts Co-creation 	Customer Segments <ul style="list-style-type: none"> Newspapers Inserts Magazine Publishers Dept of Education Retailers IEC UCT Africa
	Key Resources <ul style="list-style-type: none"> Plants Presses Paper Ink Water Energy Operations staff Engineering staff 		Channels <ul style="list-style-type: none"> Direct delivery Collection 3rd party distributors Home addresses 	
Cost Structure <ul style="list-style-type: none"> Fixed: Labour, rent Variable: Cost of Sales (paper etc), machine maintenance, returns Discount negotiations Economies of scale 			Revenue Streams <ul style="list-style-type: none"> Commercial Books Magazines Government Bargaining (negotiations) Proofing copies 	

BUSINESS MODEL CANVAS²

Business Process		Estimating	
When? <ul style="list-style-type: none"> Request date Proposal date Required delivery date Promised delivery date Planned start date 	How? <ul style="list-style-type: none"> Quote system Standard process/models Acceptance eMail Online 	Who? <ul style="list-style-type: none"> Prospect Client Estimator Call centre agent Engineering Designer Approver 	
Where? <ul style="list-style-type: none"> Plant Collection address Delivery address 	How Many? <ul style="list-style-type: none"> Tonnage Paper unit price Discounts Est turnaround days No. of pieces Delivery cost Price VAT 	Who? <ul style="list-style-type: none"> Quote # Proposal # Job # Finished product Stock items Value add service 	
Why? <ul style="list-style-type: none"> Regular job / Retainer Promotion Re-print Ad hoc POC 			