



Business Intelligence Systems

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Universidad de Puerto Rico

Recinto de Mayaguez

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About Nagnoi, Inc.

Leading Performance Management and Business Intelligence firm in Puerto Rico

- Largest dedicated Business Intelligence Practice in Puerto Rico with unparallel international experience
- Consultants coming from reputable companies such as, Accenture, McKinsey, PricewaterhouseCoopers, Deloitte Consulting, Gartner Group, Microsoft, KPMG
- International experience helping Fortune 500 companies and Government institutions with their BI needs

Recent Nagnoi Achievements

- 2010 Microsoft Country Partner of the Year
- 2009 Business Intelligence Partner of the Year Finalist in Latin America
- 2008 2nd Runner-up in the world-wide BI Demo Contest sponsored by Microsoft
- Strong *Thought Leadership* in BI through articles, blogs, cases, frequent speakers in conferences, among others:
 - Most visited blogs for SQL Server BI in LATAM (3 blogs)
 - MVP in SQL Server (BI)
- Implementations in most sectors: Healthcare, Insurance, Government, Hospitality, Education, Retail, and Consumer Products

Nagnoi Staff Quick Stats

- 80% are engineers
 - 50% of those are Computer Engineers
 - The other 50% are Electrical, Mechanical, Systems, etc.
 - 1 Industrial Engineer (BRAVOO!!!!)
- 20% are MIS, marketing, MBAs, and administration
- 38% of our consulting staff are women
- 5 new Colegio students this year.

Business Intelligence (BI)

- *“**Business intelligence (BI)** is a business management term which refers to applications and technologies which are used to gather, provide access to, and analyze data and information about their company operations”
(www.wikipedia.com)*

Gartner Survey Of 1,527 CIOs

1,527 CIOs in more than 30 countries; \$138B+ in IT spending

Gartner: “Business Intelligence is the #1 priority for CIOs this year.”

- Predicts 2010 BI sales will reach \$2.5 billion
- Average BI budget will increase by 4.8%
- InformationWeek article on BI Spending
- 77% of respondents
 - Less than a quarter of workers use BI software today
 - Only 8% report more than half of employees use BI software
 - But, 38% say more than half of their employee’s will use BI software in two years

Global Perspectives



Expedia.com



Energizer



SKANSKA

SIEMENS



Tourism: Bahamas

“More than 5 million people visited the Bahamas in 2005, spending more than \$2 billion -- two new records for the government-run Bahamas Ministry of Tourism, based in Nassau. BI helped the government and hoteliers **better understand visitors and develop unique marketing programs to increase tourism**. Before the system, the Bahamas had lots of data about tourists, but it wasn't very accessible.”

- Gary Young, Director of Research and Development, Bahamas Ministry of Tourism

"It's difficult to quantify right now," Young said. "But we had more than 5 million visitors [last year] for the first time and this is the first time spending has been over \$2 billion."

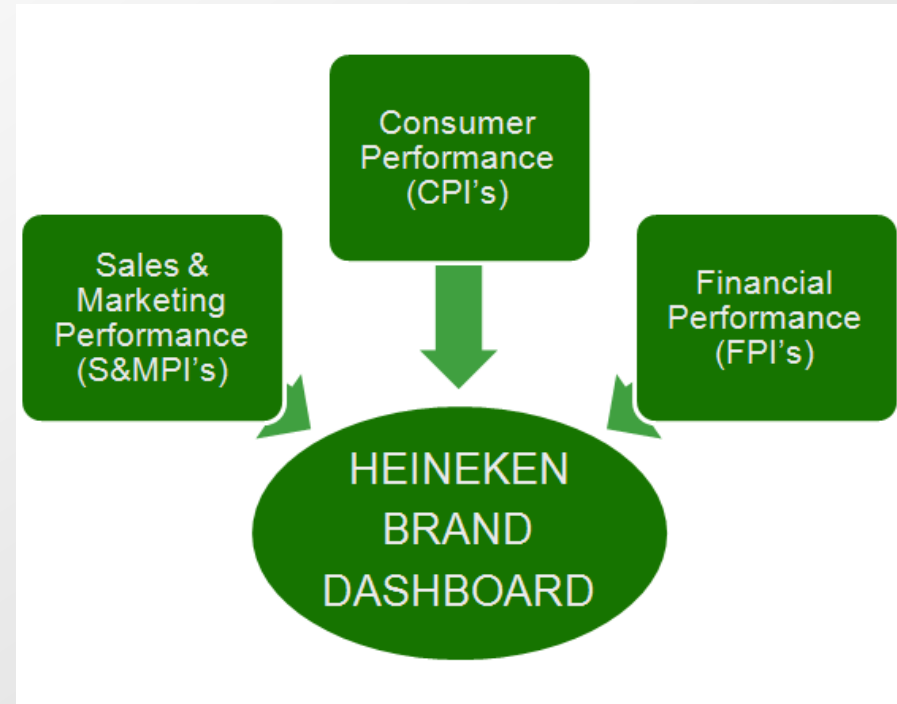
I.

Heineken built a brand dashboard that focuses on analyzing markets and brands overtime. In order to achieve that, Heineken decided to concentrate their Performance Management on three main categories of Key Performance Indicator (KPIs):

1. Consumer KPIs
2. Sales and Marketing KPIs
3. Financial KPIs

The objective is to obtain insight on:

- Brand impact
- Brand imprint (image measures)
- Perceived value and quality
- Brand awareness
- Brand usage
- Brand appreciation
- Brand desirability



How do these companies apply Business Intelligence in their operations? Wait to hear some of the most interesting cases.

- Amazon
- WalMart
- Sam's Club
- Major League Baseball
- Procter & Gamble

Business Intelligence for the Masses

Improving organizations by providing business insights to **all** employees leading to better, faster, more relevant decisions



Business Intelligence Demystified

BI is simpler than what you might think

Dashboards & Scorecards



Reports created in real-time based on the central data repository and shared across the organization

Data collection



Repository of data pulled from existing systems

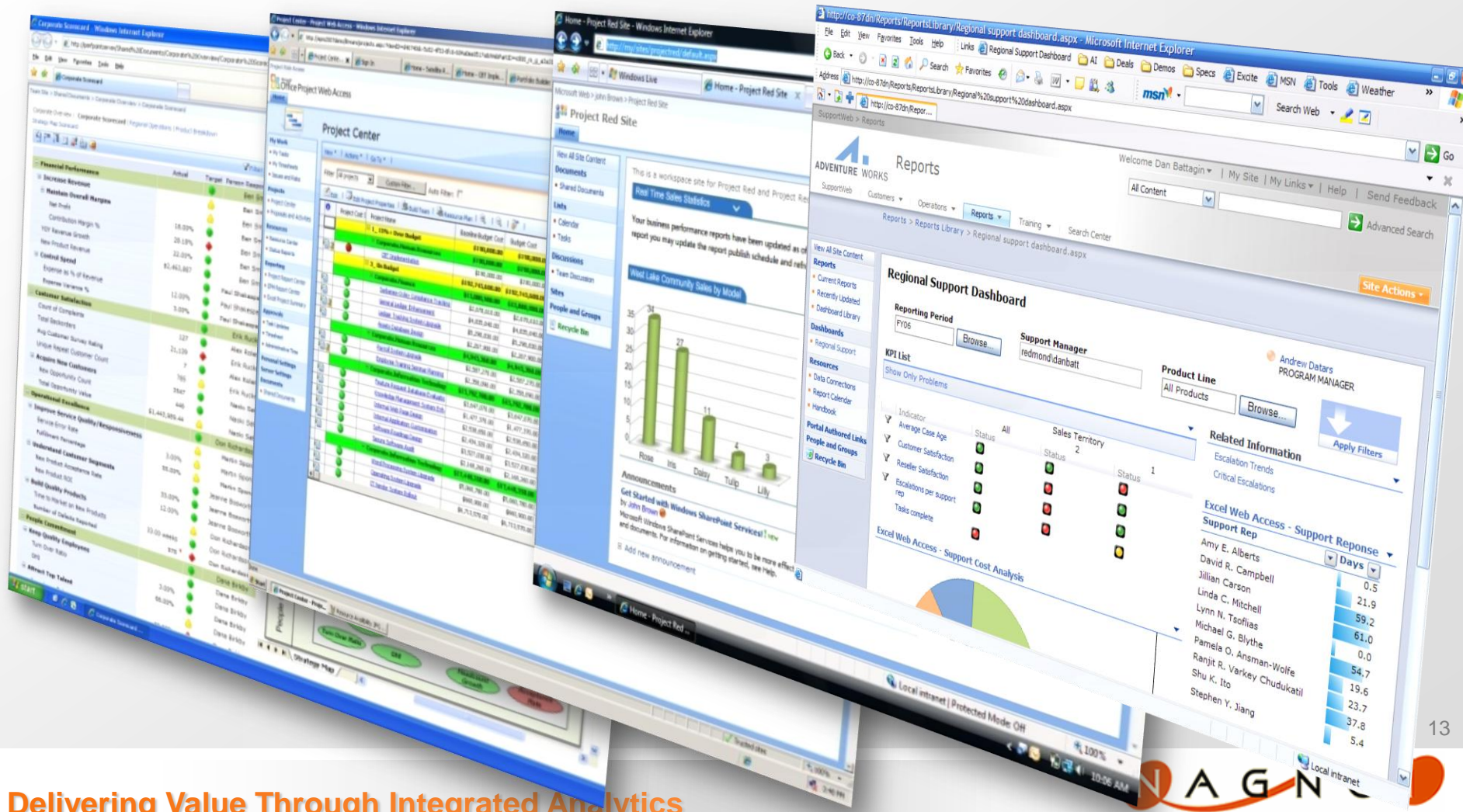
Your existing systems



Data collected in your systems like CRM, HR, Finance, etc.

Familiar Environment Drives BI Adoption

Amplify the impact of your people with the tools you already know how to use



Delivering Value Through Integrated Analytics

Customer Data Integration (Unique Client View)



“If you cannot measure it, you cannot manage it”

“In God We Trust, everyone else bring me the data”

E. W. Demming

Q&A