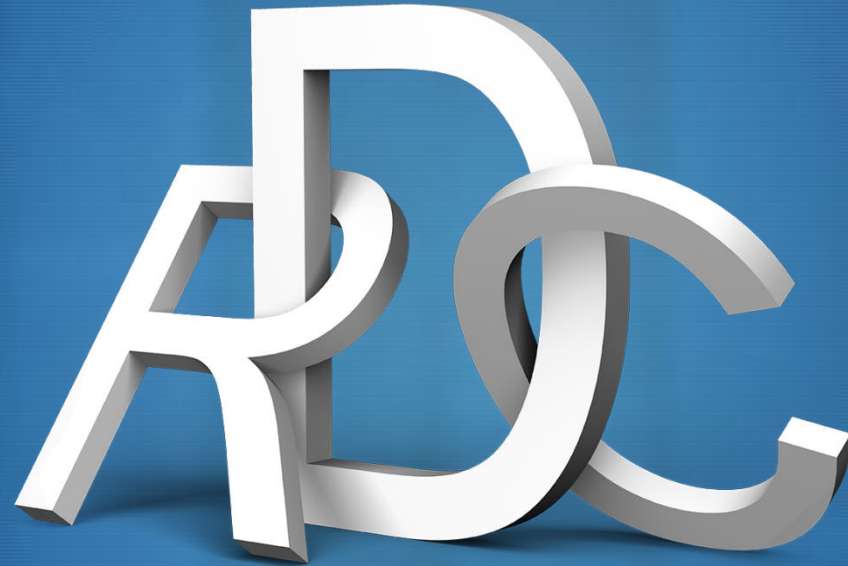


RDC's Theory of Five's



BUSINESS SOLUTIONS
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We Do Business Intelligence Engineering (BIE)



RDC's Theory of Fives and Methodologies were developed to support BIE and enforce the necessary change process which is "A-T-A".



We Do Business Intelligence Engineering



Business Intelligence Engineering embodies “A-T-A”:

- **Analyze** an Organization’s digital strategy,
- **Transform** the current state to align with Management’s initiatives, and
- **Achieve** results through the adoption of enabling technologies to be leveraged by the Enterprise. . .

All of this in pursuit of an organization’s goals and objectives.

RDC's Theory of Five's



From a DM Review Article . . .

Inmon & Kimball



- ❑ Both agree that . . . the big bang theory of building the warehouse based on the operational systems has proven excessively time- and resource-consuming with limited return to the business.
- ❑ Both methodologies promote . . . some variation of a Bottom-Up approach to development.
- ❑ Both experts agree that . . . the success of the warehouse/marts depends on effectively gathering the business requirements first. These requirements drive the design of the mart which, in turn, drives the data required in the warehouse.

RDC's Theory of Five's



- 1) Pick **Five** business line VPs with an information problem
- 2) Gather the top **Five** key performance indicators (KPIs) that each VP needs to see in the morning
 - Once gathered, prioritize need and value to the business
 - Select the VP that goes first

RDC's Theory of Five's



3) Deliver **Five** answers in a portal for the selected VP

This requires **Five** things

- ❖ Web interface
- ❖ Security
- ❖ Supporting tables
- ❖ ETL process
- ❖ Content

Content = **Five** KPI objects

- ❖ **Five** charts
- ❖ **Five** drill reports

RDC's Theory of Five's



4) Perform a postmortem

- Identify at least **Five** areas for improvement in your delivery process
- Enact those corrections
- Ensure you have commitment and funding to proceed to the next step

RDC's Theory of Five's



5) Repeat steps 3-4 until you have satisfied **Five** VPs.

You have delivered a repeatable enterprise solution across **Five** business lines (subject areas) with big value.

RDC's Theory of Five's



- 1) It adheres to a time-box methodology
- 2) It's a repeatable model for success
- 3) It delivers real value to the organization
- 4) It's easily expanded
- 5) It works!

Data Warehouse Methodology



The Experts Agree . . .



A good data warehouse methodology covers AT LEAST the following phases of a project:

1. Sponsorship, Leadership and Management
2. Requirements Gathering
3. Data Warehouse Strategy and Architecture
4. Legacy System Assessment and Quality Analysis
5. Data Analysis, Modeling and Mapping
6. Implementation and Training

Data Warehouse Methodology

Critical Element #1



Sponsorship, Leadership and Management

The number one cause of warehousing project failure is the lack of sponsorship from the business and the leadership in IT.

Data Warehouse Methodology

Critical Element #2



Requirements Gathering

The correct method is to understand what information drives the measurement of the key processes that deliver the highest payback.

Data Warehouse Methodology

Critical Element #3



Data Warehouse Strategy and Architecture

Taking the right approach for the development of the strategy and architecture will ensure that the initial investments made in warehousing yield high returns on subsequent initiatives.

Building incrementally with the future in mind is a key ingredient in the methodology.

Data Warehouse Methodology

Critical Element #4



Legacy System Assessment and Quality Analysis

"Quality, quality, quality" is the new battle cry of the warehousing project.

The right methodology should address data quality issues thoroughly, or all other steps may be for naught.

Data Warehouse Methodology

Critical Element #5



Data Analysis, Mapping & Modeling

The methodology must address rapid deployment, expandable data architectures, and building of data models for reporting and analytics and ad hoc exploration of data . . . all to improve decision making.

Data Warehouse Methodology

Critical Element #6



Implementation and Training

Data warehouses cause great shifts in workloads and how work is allocated.

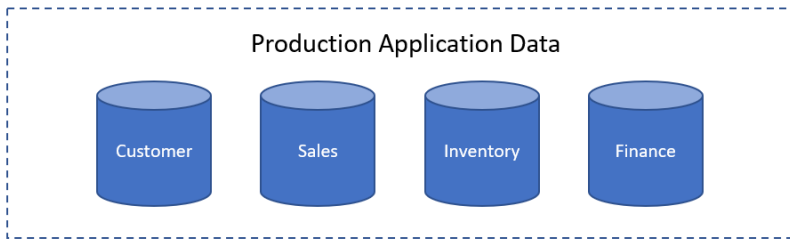
The shift from dependence on IT to the independence of the business user is a major cultural shift for most organizations.

Training can help organizations with this paradigm shift.

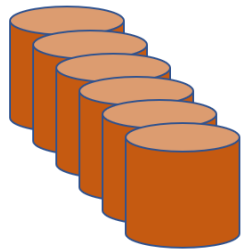
Data Warehouse Methodology Tailor to Requirements



Basic Business Intelligence / Data Warehouse Architecture

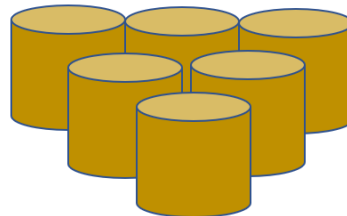


ETL with little-to-no transformation; changed data capture where necessary



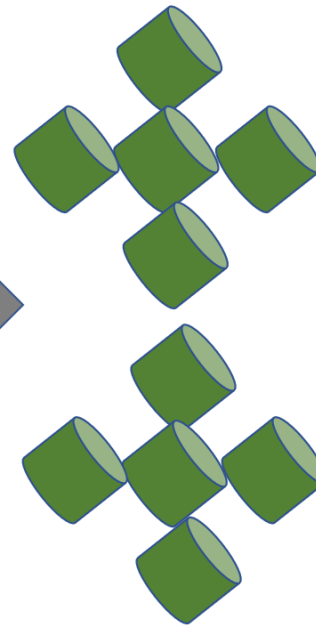
Operational Data Store or Operational Staging Area

ETL with heavy transformation, cleansing, enrichment, SCD processing ...



Data Warehouse

ETL with aggregation



Data Marts

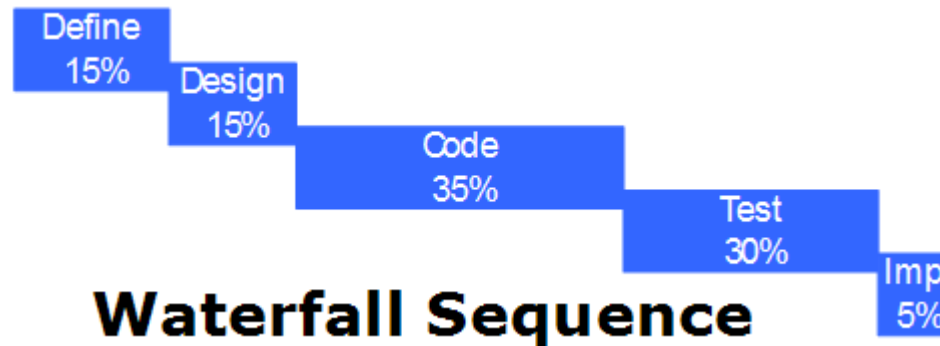
- Corporation Batch Reporting
- Self-Service Reporting
- Guided Ad Hoc
- Analysis & Forecasting
- Browser Apps
- Mobile Apps

RDC's Methodology

Combining Structure & Productivity

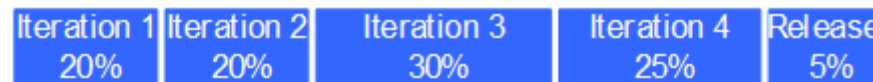


The Structure of Waterfall Methodologies . . .



The Productivity of Iterative Methodologies . . .

Iterative Sequence



RDC's Methodology

Combining Structure & Productivity



- Define the problem
- Define the project and team
- Define the solution
- Define the acceptance criteria

JAD: Joint
Application Design

- Define the time-line
- Define the deliverables

Time-Boxing

- Deliver
- Get Feedback

RAD: Rapid Application
Development

- Revise

Client Satisfaction

- Achieve signoff
- Promote Success

RDC's Methodology

Combining Structure & Productivity



We Lead

Requirements Definition

JAD Sessions

Project Management

Measurable Milestones

Client Satisfaction

We Deliver

- ✓ Findings Document
- ✓ Proposal
- ✓ Project Charter
- ✓ Requirements Document

- ✓ Functional Specifications
- ✓ Gap Analysis
- ✓ Statement Of Work
- ✓ Technical Requirements
- ✓ Investment Analysis

- ✓ Project Kickoff Meeting
- ✓ Detailed Project Plan
- ✓ Technical Specifications
- ✓ Weekly & Monthly Status Reporting

- ✓ Frequent, Tangible Results
- ✓ Change Management

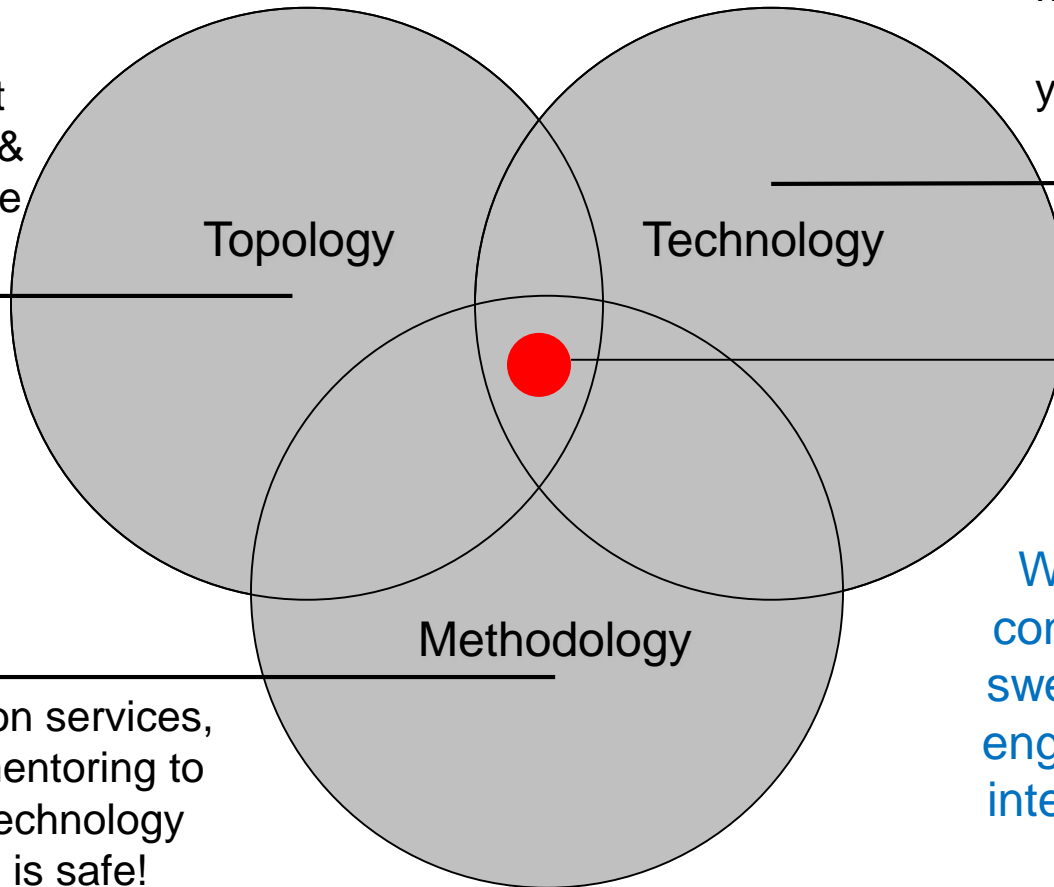
- ✓ An End Result You Are Happy With!

Business Intelligence Engineering Topology, Technology & Methodology



Cover all of your platform, connectivity and information asset needs for current & at least near-future states.

Ensure you invest in the right tools and engage the right vendors for your organization & its culture.

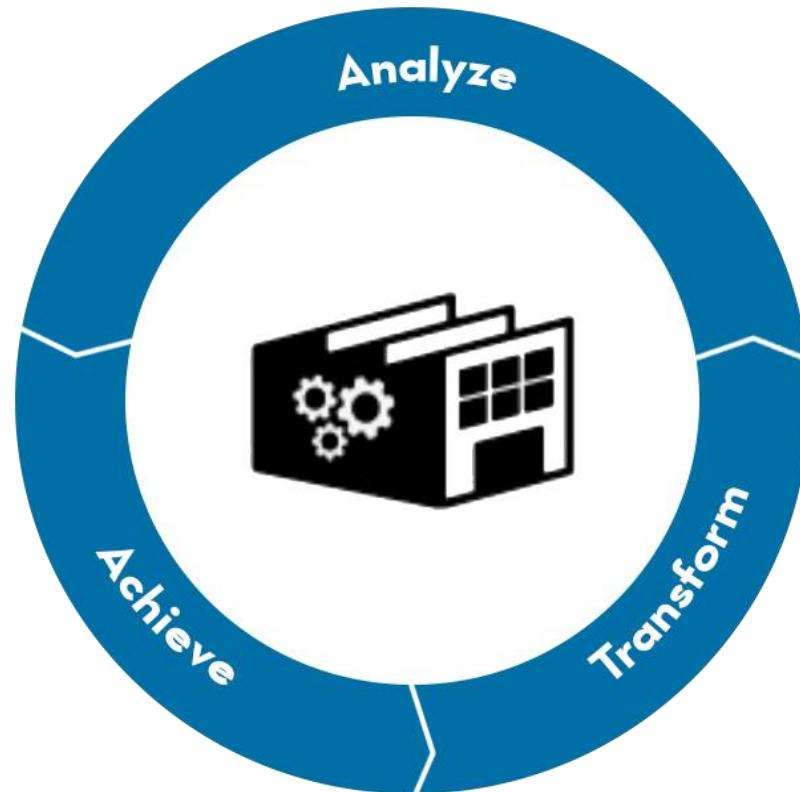


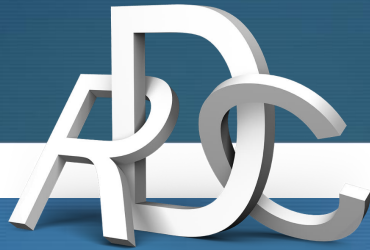
Spend money on services, training, and mentoring to ensure your technology expenditure is safe!

Where the circles converge marks the sweet spot for a well engineered business intelligence solution.

Architects of Digital Strategy & Transformation

We Do Business Intelligence Engineering





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Question & Answer Session

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