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## The importance of Business Intelligence Competency Center (BICC)

Thirteen years after my first Gartner BI Summit, the recent Gartner summit in London was a walk through memory lane. Yes, the technical innovations, trends and challenges that were being discussed were miles ahead of where we were back in 2001. But then again, despite big data, flashy, mobile-enabled dashboards and the ever-growing data discovery solutions, companies must be prepared to optimally leverage these innovations to be able to remain competitive and effective in their approach to business analytics. What use is the most flexible data discovery tool if there is no data governance, no common defined KPIs and untrained users who don't know what patterns to look for? The lack of skilled resources, the role of data scientists, and the improved self-service capabilities of the solutions in the market place call for strategy that must not be departmentally driven, but central to an integral part of the overall corporate strategy.

The stand-out session at the Gartner Summit was on "BICC2.0 or Analytics Center of Excellence" by Neil Chandler. While the overall theme is still very much the same as in 2001 when I first came in contact with this topic, a growing number of organizations have started adopting a BI Competency Center (BICC). And, the results are in: In addition to more BI users and higher business user satisfaction, organizations with a BICC report significantly higher budgets for analytics, their innovation roadmap is more aligned to current trends (advanced analytics, in-memory, etc.), and their attention to business

process improvements is 50% higher in the organization. Gartner's annual BI Excellence Survey has shown a clear correlation between organizations with a BICC and their BI excellence. Furthermore, Gartner sees an increasing shift of alignment to the CFO that has shown to be more transformative.

But, "one size does not fit all" and the most effective approach will depend on the specifics of the organization, the technical capabilities, available skill sets and businesses processes. One thing is clear; within our hyper-connected world where technology innovation is driving new business models, eradicating business models of the past, every organization must embrace analytics as a central part of its strategy and organize effectively to ensure it stays ahead of the game. Where is your company when it comes to organizing for effective, agile business analytics to lead the market?



**Marc Haberland**  
Managing Director

Leadership Message



# Top 6 big BI mistakes

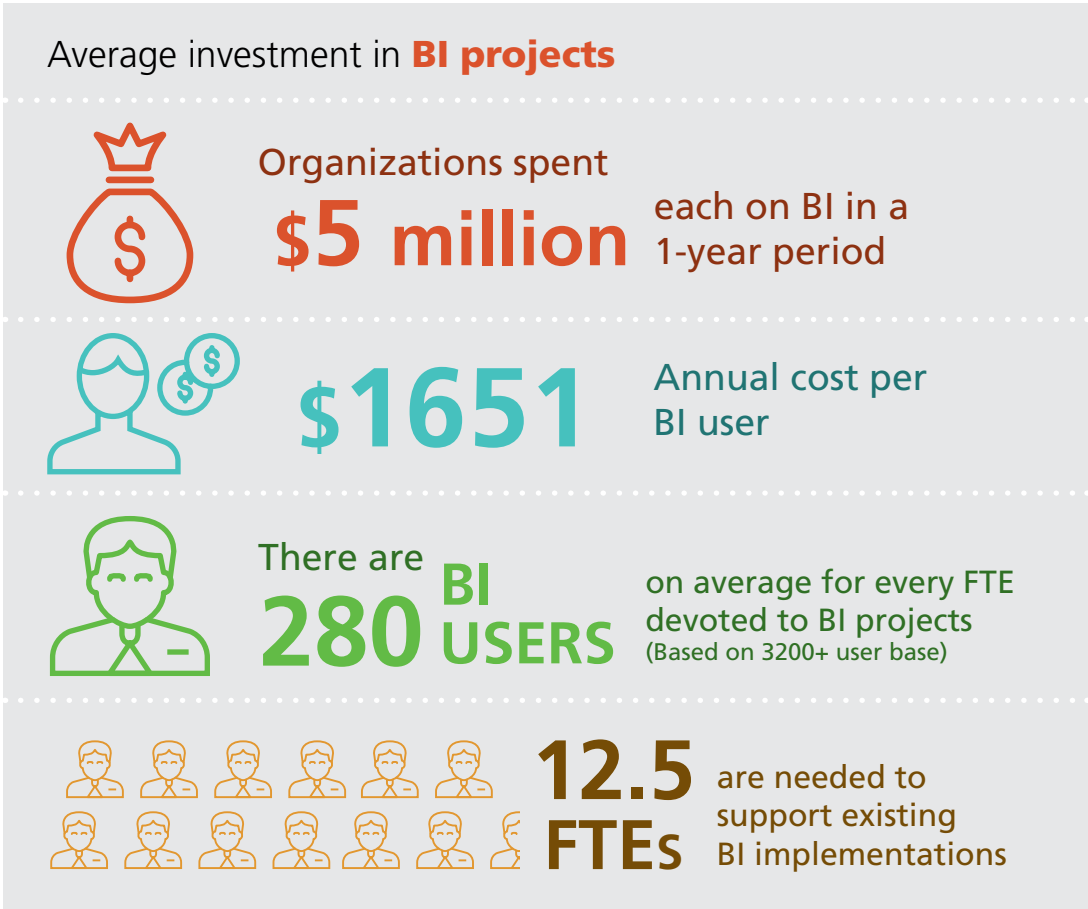
Recently, we came across an article about the [Top 6 Big Business Intelligence Mistakes](#) published by Enterprise Apps Today. We agree in principle with Enterprise Apps Today's list; however we came up with our version of the Top 6 Big BI Mistakes. Check it out below.

- 1 Giving Too Much Control to IT Departments and Not Users
- 2 Ignoring Users' BI Needs
- 3 Trying to Go It Alone and Underestimating the Task
- 4 Going for Big-Bang Approach
- 5 Underestimating the Need for a Responsive System for Users
- 6 Lack of Focus on Data Quality

# The landscape of average investment in BI projects

The Aberdeen Group published a report called Achieving Fast ROI For BI Projects. Below are some key figures extracted from the report about the average investment in BI projects.

For the full report, go to [www.aberdeen.com](http://www.aberdeen.com)



# Leverage your existing BI investment and upgrade to SAP BI 4.1

Facts and Figures

Are you getting the most out of your existing Business Intelligence (BI) investment?  
Are you overloaded with BI report requests? It's time to take action!

Whether you are using Crystal Reports, Web Intelligence, BusinessObjects 3.x or XI R2, it's time to evaluate your current situation and upgrade to a better, more powerful BI solution: SAP BusinessObjects 4.1.



Why should you upgrade SAP BusinessObjects 4.1?

## REASONS FOR BUSINESS USERS

- 1: Empower yourself with BI content at your fingertips.** It's all about having easy, intuitive, self-service capabilities — Create and deliver BI content when and where you need it, ensuring the reports are relevant to your business processes.
- 2: Access powerful visual dashboards.** Monitor your business and specialized charting including geospatial analytics. Empower your team with industry-focused visualisations and spatial analytics.
- 3: Faster and more accurate decisions.** Create and consume BI content from any mobile device. Empower your team to deliver collaborative decisions.

## REASONS FOR IT USERS

- 1: Free your data overload.** Allow business users to answer questions on-the-fly while protecting the underlying data. Eliminate the request queue for reporting with easy, intuitive, self-service BI for your business users.
- 2: Unified, stable BI suite.** With a professional grade BI platform, you will have improved interoperability and usability across the BI suite.
- 3: Scalable, powerful and fast.** Immediate response time regardless of data volume, simplified deployment to accelerate time to value – and don't forget – it's Big Data ready.

Take your BI investment to the next level and move to SAP BusinessObjects BI 4.1 to ensure your organization has one suite for all, one place for all information and one standard for enterprise BI.

[Contact Clariba today](#) and learn how Clariba can take your BI investment to the next level.

## Follow your peers' path: SAP BusinessObjects 4.1

### Client Spotlight



Many of our clients are upgrading to SAP BusinessObjects (BO) 4.1 and are realizing the benefits of the latest SAP BI solution. When an organization partners with Clariba for a project, such as migrating to BO 4.1, our consultants become an integrated part of the client's team and ensure a successful implementation from the beginning to end.



### We are excited to have been part of these recent SAP BO 4.1 projects at the following organizations:

- DP World, UAE
- Elsevier, Spain
- Internal Security Force, Qatar
- Intigral, UAE
- Ministry of Finance, Oman
- Qatar Development Bank, Qatar
- Qatar Petroleum International, Qatar
- Spinneys, UAE
- Supreme Council of Health, Qatar
- Transcom, Spain
- Voodafone, Romania
- Vodafone, Netherlands

## Clariba is participating at SAP Forums

### Clariba Corner

Clariba has committed this year to participate at SAP Forums in Oman, UAE and Qatar. We were at the SAP Forum Oman and UAE where businesses learned how to overcome challenges by harnessing the latest technologies to power growth and profitability. Don't miss out on the opportunity at SAP Forum in Qatar on 16<sup>th</sup> September to:

- Discover how to align innovation with ideas for improving the customer experience
- Learn how today's market leaders stay ahead of the competition through unique and innovative business strategies
- Network with executive peers and learn about other dimensions of business model innovation
- Develop best practices for communicating a top-down approach for innovation throughout the enterprise
- Thrive in your core business and seize new opportunities even beyond your traditional industry boundaries

### Upcoming Big Data Expert Sessions

Clariba would like to personally invite you to a unique event that gives you the opportunity to learn more about how SAP's BIG DATA platform, applications, analytics, and partner services that can help you dive into that ocean of information and extract real business value – in real time.

**Oman Event Date:** 9 June **Venue:** Crowne Plaza Hotel, Muscat, Oman

**Kuwait Event Date:** 10 June **Venue:** Radisson Blu Hotel, Kuwait City, Kuwait

**Bahrain Event Date:** 11 June **Venue:** Intercontinental Hotel, Manama, Bahrain

**Time:** 8 AM – 1:30 PM

[Register here](#)

## Clariba exhibiting at SAP Forum Oman



Clariba Oman Team



Display of Clariba's dashboards



Marc Haberland, managing director at Clariba, part of the Panel Discussion on Networks Drive Net Worth: How Connected Are you?



Marc Haberland demonstrating the latest technology

## Brainbuzz word search

E	I	Y	B	F	Y	P	S	Y	A
T	A	Z	R	K	B	T	P	X	T
L	B	C	B	O	R	L	M	C	A
O	U	D	D	O	M	N	X	W	D
V	W	S	P	J	H	E	H	R	G
G	M	E	L	G	P	G	M	P	I
E	R	O	K	L	E	F	D	N	B
M	O	B	I	L	E	T	V	W	I
C	L	I	K	T	B	G	L	S	R
P	R	K	V	S	T	Y	J	G	F

Find the hidden words in the puzzle below:

- In-Memory
- Big Data
- Reports
- ETL
- Mobile



For more information please contact us at [sales@clariba.com](mailto:sales@clariba.com) or visit our website at [www.clariba.com](http://www.clariba.com)

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