

TDWI BI EXECUTIVE SUMMIT

Basic Keys For Managing Change In Business Transformation



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Business Transformation

- **Definition**

change in form, appearance, nature, or character

- **Types**

- Reinvention
- Centralization
- Mergers & Acquisition

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- Sources
- Symbolism
- Significance

CIO Pressure Points

- Performance

- Business results
- Transformation efforts

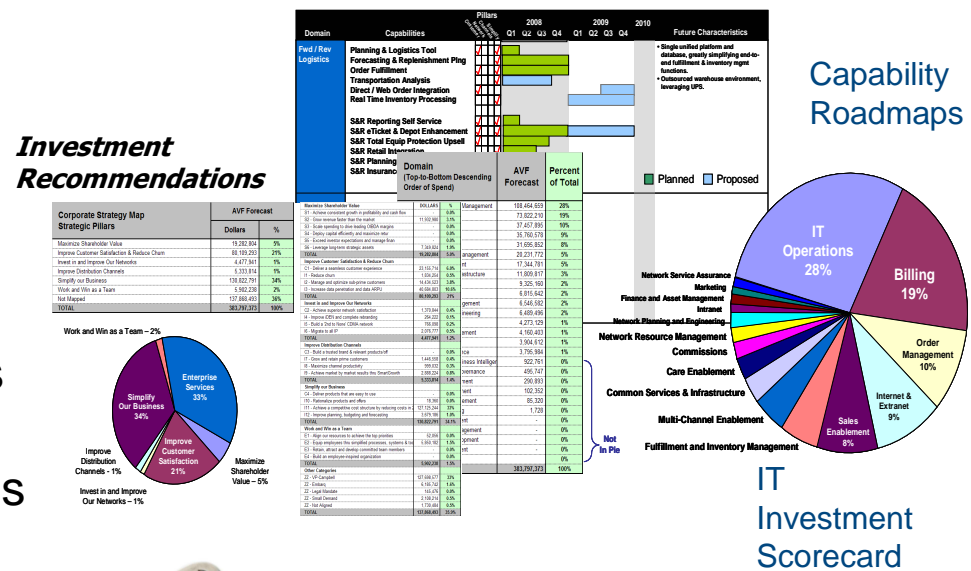
- Delivery

- Pre-transformation priorities
- Post-transformation priorities
- In-transformation priorities

- Synergies

- IT Dependent (Business, Corporate)
- IT Discrete (Svcs, Dev, Ops)

Business Architecture

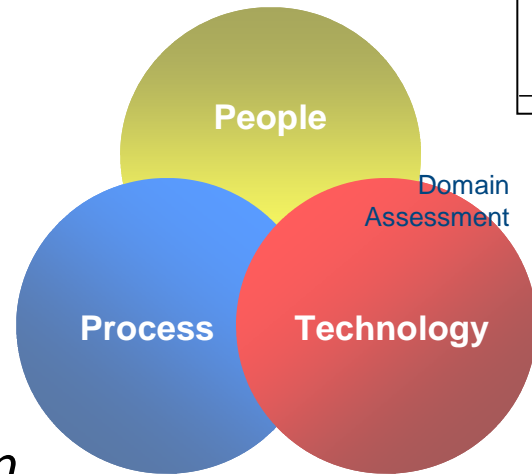


- Results
- Recognition
- Resolve

IT Techniques/Methods

- Approach

- Holistic
- Transparent
- Balanced
- Integrated



Business Transformation

- Implementation

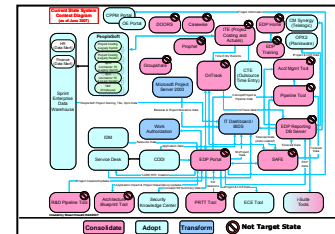
- Roadmaps (Business, Systems, Techn)
- Financials (Targets, Funding, Budget)
- Prioritization (Capacity, Partners)



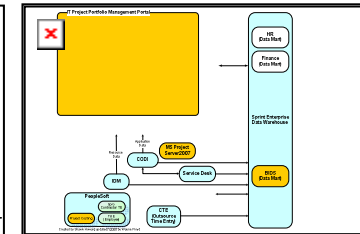
- Organization
- Openness
- Obligation

Application Architecture

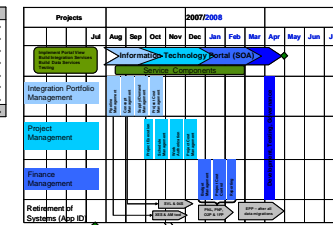
Current State



Target State



Weighted Scoring of Categories	Clarity	MBFT	Internal	Weighting
Integration Portfolio Management	23.3%	17.8%	13.3%	25%
Project Management	24.0%	18.0%	18.0%	25%
Financial Management	17.8%	13.8%	18.8%	20%
User Experience - Behavior	14.3%	11.3%	12.8%	15%
Development	3.5%	2.5%	3.3%	5%
Governance	5.0%	4.8%	4.2%	5%
Testing	4.0%	3.3%	3.0%	5%
Final Weighted Score	35.68%	28.45%	25.93%	100%



Domain Roadmap

Change Management

C ommunication

U nderstanding

L istening

T raining

U rgency

R ecognition

E mpower



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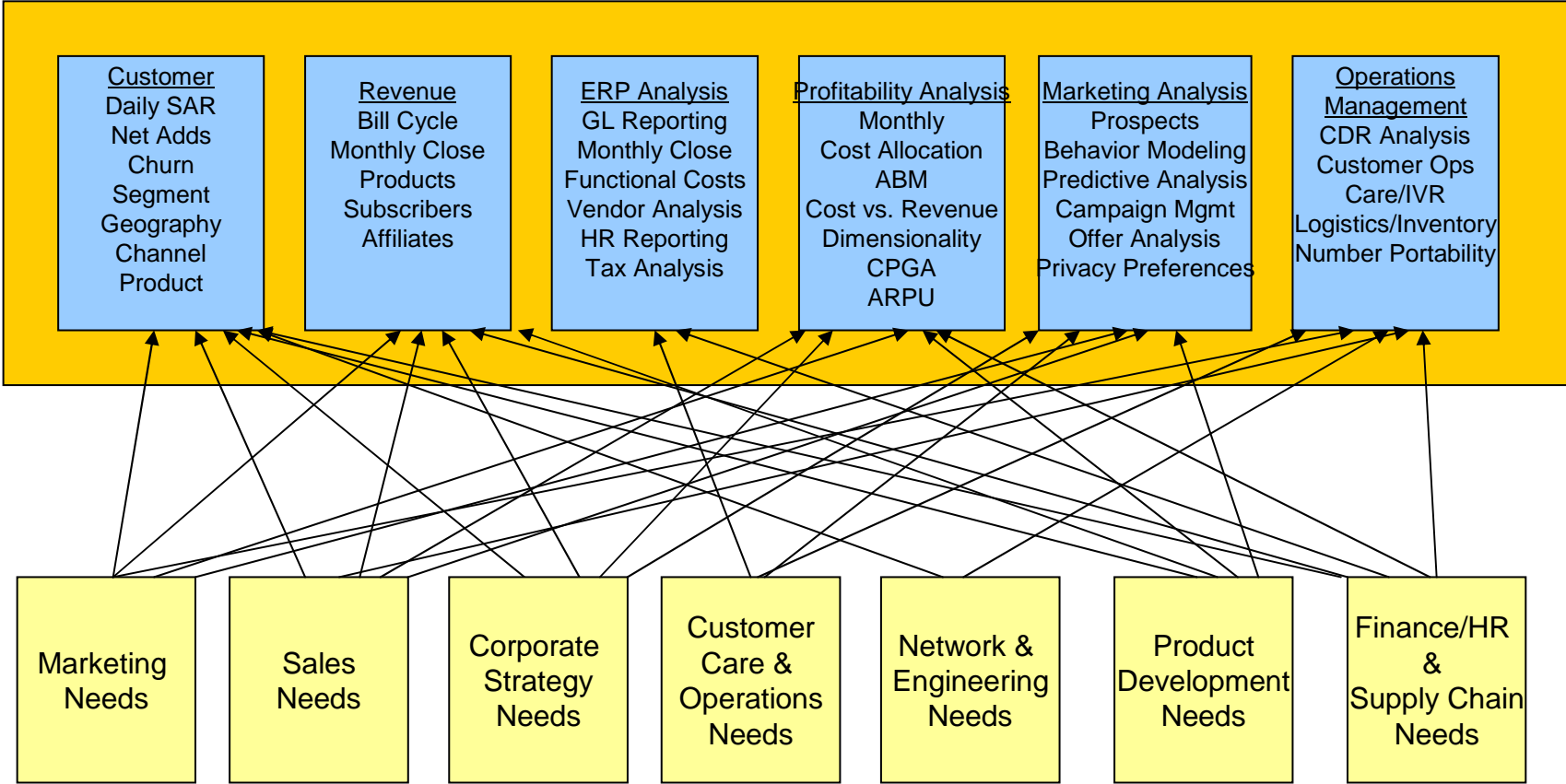
Ignoring the human dynamic in any kind of transformation effort is a recipe guaranteed to fail.



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It is the number one reason for failure in implementing change.

Business Intelligence/Data Warehousing



- Traditional \$\$\$ (Apps, Technology)
- Transformation (**Opportunity**)

BI/DW Opportunities

- Aggregation (Validate “the clean room”)
 - *Electronic stapling – daily, quarterly results*
 - *Cleansing, ETL – key data stores, applications, information flows*
 - **Benefits** – *quick identification of business rule differences, decisions*
- Assessment (Unparalleled vantage point)
 - *Diagnosis – most important, critical path application rationalization decisions*
 - *Redirection – ability to alter predetermined priorities based on facts*
 - **Benefits** – *ability to influence, technique to insure program success*



Summary

- Importance – Early Warning System
- Relevance – Crucial Conversations
- Significance – Conflict Resolution

Thank You



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