Unlocking BI Potential

Adrian Wong

Head of Business Insights, APAC Commercial Operations

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Data is the strategic asset for every organisation

 # 1

technology category that organisations plan to invest in *

* Gartner 2018 CIO survey

45%

planning to increase investment of BI or data analytics solutions in the next year **

** Gartner 2018 CIO survey

$90B

estimated market opportunity for databases & analytics ***

*** IDC, 2018

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Genesis

Architecture
No server; Packaged workbooks were distributed via Corp-wide File Server

Use Cases
Pipeline hygiene

Traffic
< 40 views / week

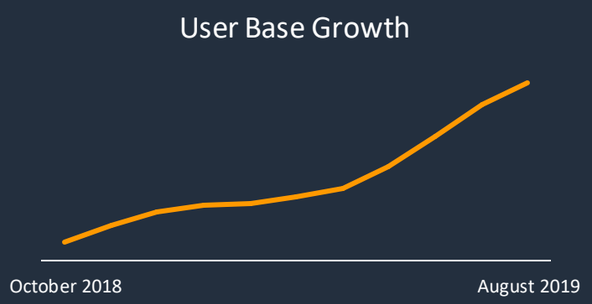
Service Launch

Architecture
Win 64 server backed by 3-node Redshift cluster

New Use Cases
Sales insights
Pipeline management

Traffic
~ 100 views / week

10x more users
15x more content
25x more traffic



Today

Architecture
Win 64 server backed by 12-node Redshift cluster

New Use Cases
Dashboards for 150+ performance metrics

Traffic
~ 2500 views / week

Jul-18 — Oct-18 — Aug-19

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How did we get there?

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[1]

"The most important single thing is to **obsessively focus on the customer**. It's our job everyday to make every important aspect of the customer experience a little better."

Jeff Bezos, Founder and CEO, Amazon

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[2]

Know your data. There is no shortcut to understanding the data structure in detail, knowing where it comes from and how it is generated and defined.

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[3]

"If you **double** the number of **experiments** you do per year you're going to **double** your **inventiveness**."

Jeff Bezos, Founder and CEO, Amazon

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[4]

Be an enabler by educating your users, actively working with them and providing specific enablement resources as they advance in BI maturity levels.

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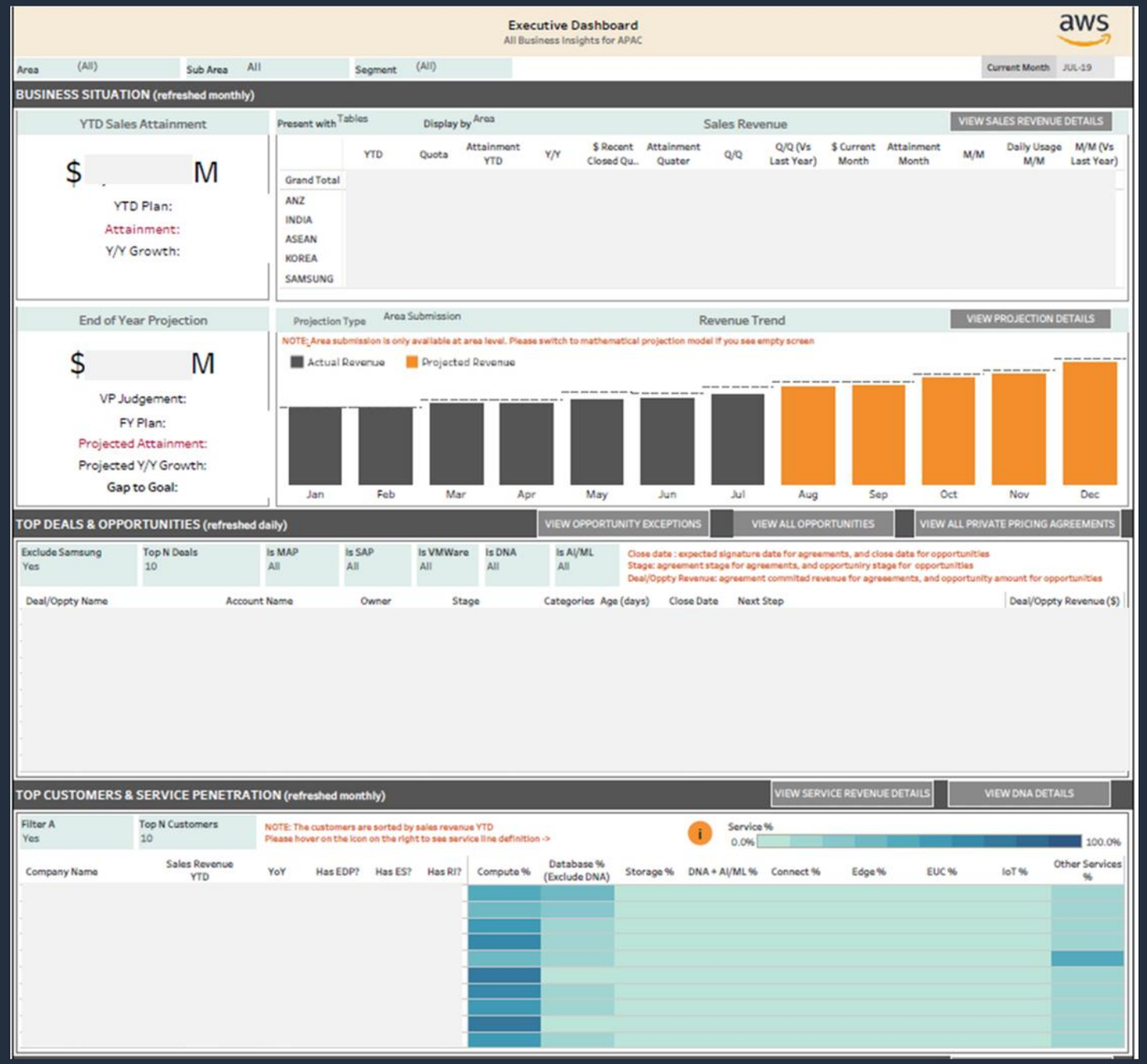
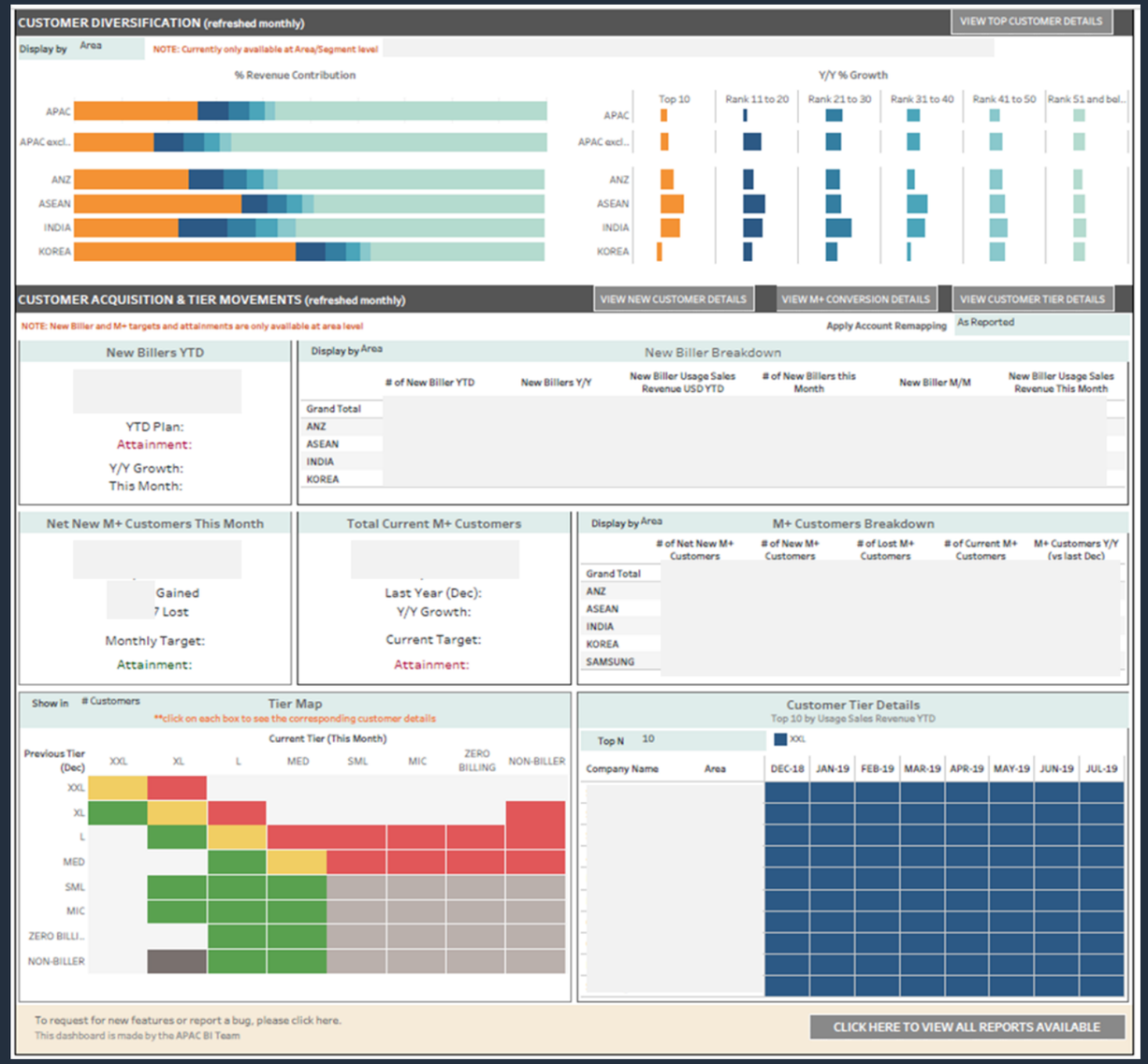
Business Dashboard Example





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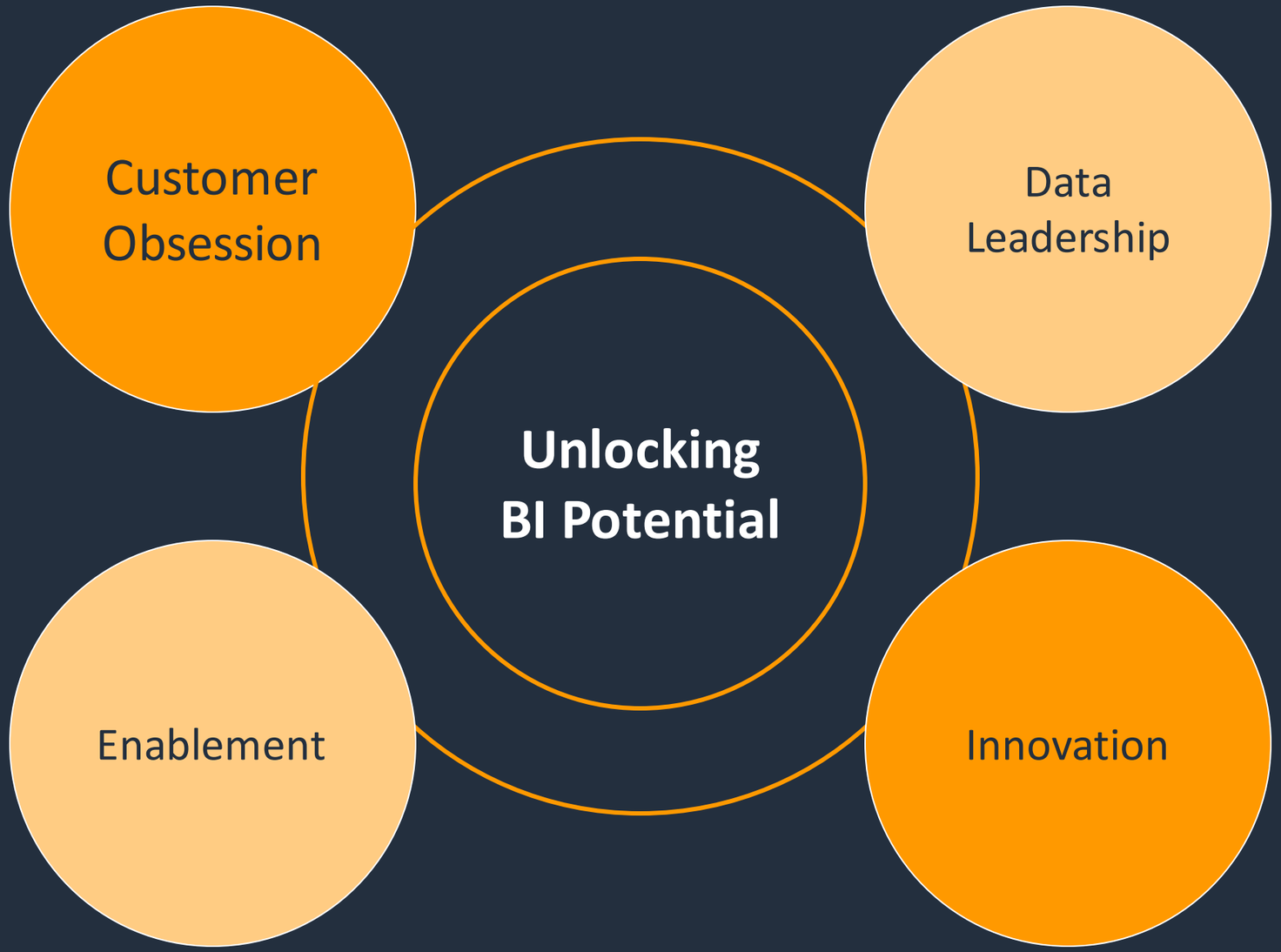
Our 4 Key Organising Principles



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What is your journey?

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