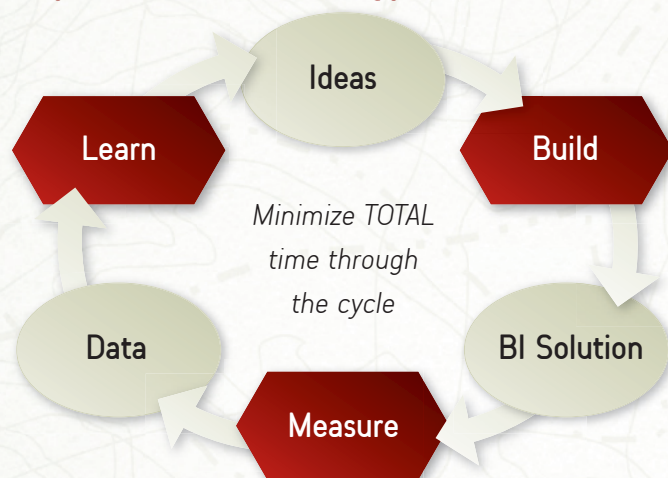


## Business Intelligence

With the volume of internal and external data growing each year, many companies are finding themselves 'data rich' and 'information poor.' As a result, companies lack the ability to deliver relevant, timely and usable information to executives, managers and analysts who need it most. Business Intelligence (BI) done right is a cyclical process that begins with identifying a business problem and concludes with evaluating the outcomes and insights to leverage on the next initiative. It is about speed to insight – getting to the relevant information faster, revealing previously unseen patterns, and allowing more informed, timely and effective business decisions.

Kenway's Business Intelligence Methodology brings together best practices, lessons learned, success criteria and value realization to clients. Whether you are looking to evolve an existing BI program, or seek to establish a new BI program, our BI methodology guides clients through a business-driven, pragmatic effort focusing on achieving quick wins while thinking strategically and developing a BI roadmap for the future.

### Kenway's BI Methodology



- ✓ Turn ideas into BI solutions, measure how stakeholders respond and then learn whether to pivot or persevere.
- ✓ Develop a minimum viable BI solution: the smallest, quickest thing you can introduce to your stakeholders to gauge their response.
- ✓ Promptly validate assumptions.
- ✓ Instead of making complex plans that are based on complex assumptions, make constant adjustments with the Build-Measure-Learn feedback loop.



### What Kenway Will Deliver

- ✓ Business Intelligence projects are broken down into five phases
  - Discovery
  - Component Data
  - Iterative Development
  - QA / Refinement
  - Operationalize
- ✓ Project timelines are generally kept under two months
- ✓ Check points are minimally conducted at the completion of each phase to confirm the plan and progress

### BI Keys to Success

- ✓ Maintain a business focus
- ✓ Establish Data Governance to ensure data quality coming from transactional systems
- ✓ Achieve early success by solving tactical business problems
- ✓ As you continue to achieve quick wins, maintain a vision towards strategic BI and a mature BI culture
- ✓ Regularly assess your organization's BI needs and its level of maturity when considering acceleration – do not move too quickly or skip a step

