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**News**

**ResiliEnt Business Solutions** provides professional Business Intelligence & Data Warehousing solutions that will stand the test of time, whether your company is large or small.

**ResiliEnt Business Intelligence  
Information Builders Summit User Conference  
May 2007**

- Investing in Your BI Investment
- Zero to Dashboard in 60 Days



**Presenter(s):**

ResiliEnt Business Solutions

Mr. Robin Nursey,  
Director Intersil Corp

# Investing in Your BI Investment

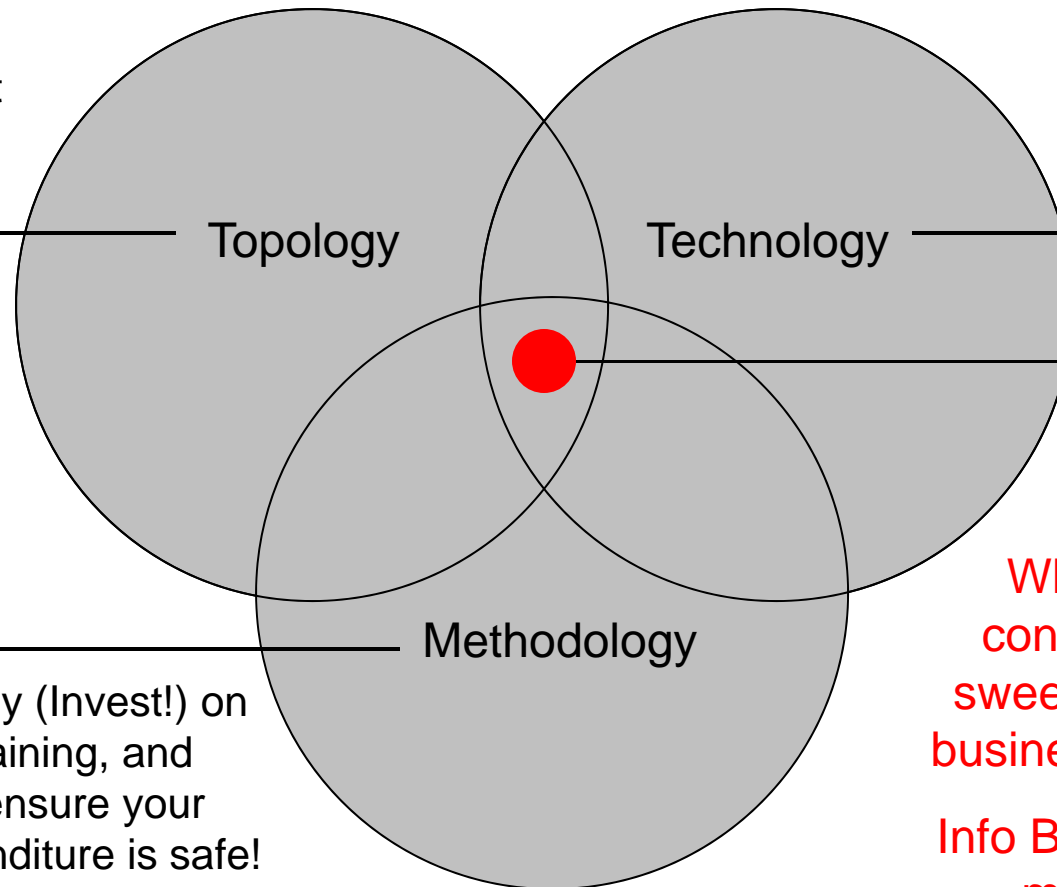
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# Resilient Business Intelligence A Matter of Topology, Technology and Methodology

Cover all of your platform, connectivity and information asset needs . . . Past, present & future.

Ensure you have all of the right tools across as few vendors as possible.



Spend the money (Invest!) on consulting, training, and mentoring to ensure your technology expenditure is safe!

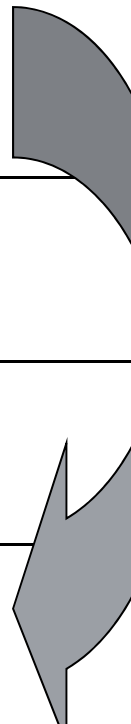
Where the circles converge marks the sweet spot for resilient business intelligence . . .

Info Builders + ResiliEnt marks the spot!!

# Invest for Success

**Nearly 20% of our calls encounter BI tools that have become shelfware!**

# Sales Calls	50	
No BI Tool	17	34%
<b>BI Tools on the shelf</b>	<b>9</b>	<b>18%</b>
BI Tool Underutilized (Unsatisfied)	16	32%
BI Expansion (Satisfied)	8	16%



**Note: Intersil went from the top row to the bottom in 60 days . . .  
That's what investing in your BI investment can do!**

# Consulting will Often Come at 2-3 times the Initial Investment in BI Software

Building a BI application absolutely comes at a cost.  
Hardware, Software and Consulting . . .

Expenses	
Hardware	\$250,000
Software	\$400,000
Labor	\$750,000
Total	\$1,400,000

Column published in DMReview.com, July 13, 2000

## Therefore, You Must Perform a Cost Benefit Analysis to Justify Investing in Your BI Investment

BI Tool License	\$100,000
ETL Tool License	N/A
BI Server	\$50,000
DW Server	\$130,000
Database License	\$30,000
Consulting Services for Pilot Application	\$250,000
<b>Total Initial Spend</b>	<b>\$560,000</b>

**The total “ballpark” projected spend for the implementation of a formal data mart strategy and the deployment of a limited license business intelligence platform (BI & ETL tool combination) and consulting services to deliver a pilot application is \$560,000.**

**Total Savings over 3 years  
\$648,000**

**Total Savings over 5  
years \$1,080,000**

Hours per business unit per month in spreadsheet prep	60
Number of hours per month per year	720
Staff Labor Rate (Salary + Benefits)	\$75/hr
Number of business units	4
ROI Term	3 years
<b>Total Savings over 3 years</b>	<b>\$648,000</b>
<b>Total Savings over 5 years</b>	<b>\$1,080,000</b>

# The Proof is in the Return

- **While the purchase is significant, the purchase is a necessary expenditure that must be made in order for the business units to be served with the information required to keep pace with both growth and change in the business. T**
- **The difficulty in pulling information from SAP (in this example) and the lack of professional grade tools is erased in one fell swoop with this initial cash outlay.**
- **In terms of hard ROI, a case can be made that simply through the elimination of the manual compilation, verification and distribution of spreadsheets throughout the business units that participated in the Assessment will make a significant contribution to recovering the initial expenditure.**
- **Whether or not the client actually realizes the cost savings in true terms is based on a decision to either reduce staff, or the more likely alternative, the reallocation of that staff to more productive business issues.**
- **It also needs to be mentioned that additional consulting dollars or internal IT dollars will need to be spent in order to develop the subject area data marts for business units beyond Finance.**
- **Still, the savings in just this one example are significant when reviewed over 3 year and 5 year ROI terms.**

# Why Don't BI Tools Buyers Spend the Money on Consulting?

- 1. We can do it ourselves . . .**  
**(No, really, you can't!)**
- 2. We don't have the budget for consulting . . .**  
**(Do an ROI study to find the funds!)**
- 3. We didn't know we should spend the money . . .**  
**(Now you do!)**



- Intersil -  
Zero to Dashboard in 60 Days

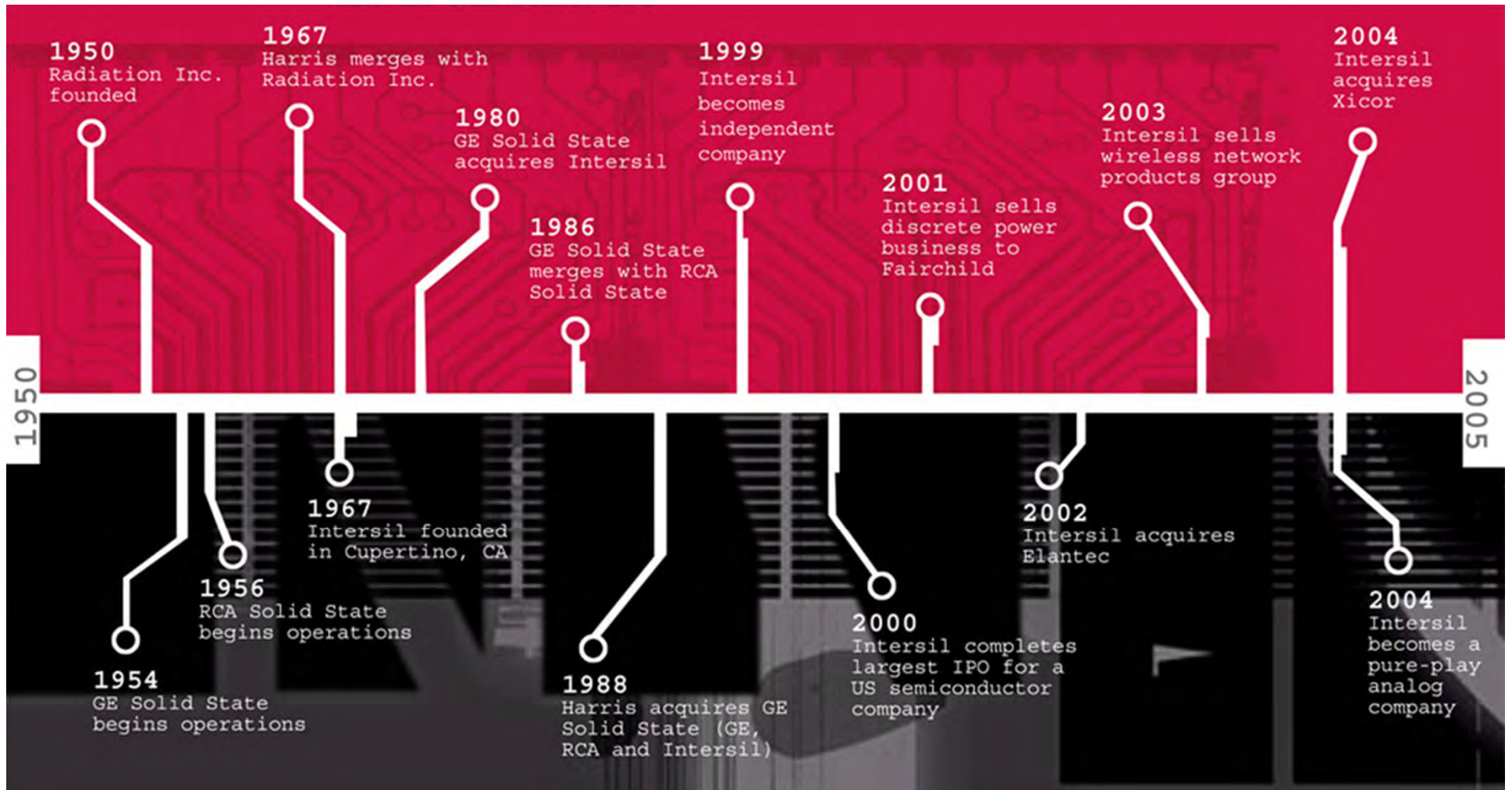
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## Customer Success Story

Zero to Dashboard in 60 Days!

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Our company's roots were planted with Radiation Incorporated in 1950, General Electric Solid State in 1954 and RCA Solid State in 1956. Those three companies would eventually come together as Harris Semiconductor. Harris spun off its entire semiconductor division in 1999 and Intersil was re-born with the largest IPO in American semiconductor industry history. Over the past seven years, Intersil has focused on growth and opportunities in the "pure-play," high-performance analog semiconductor market.



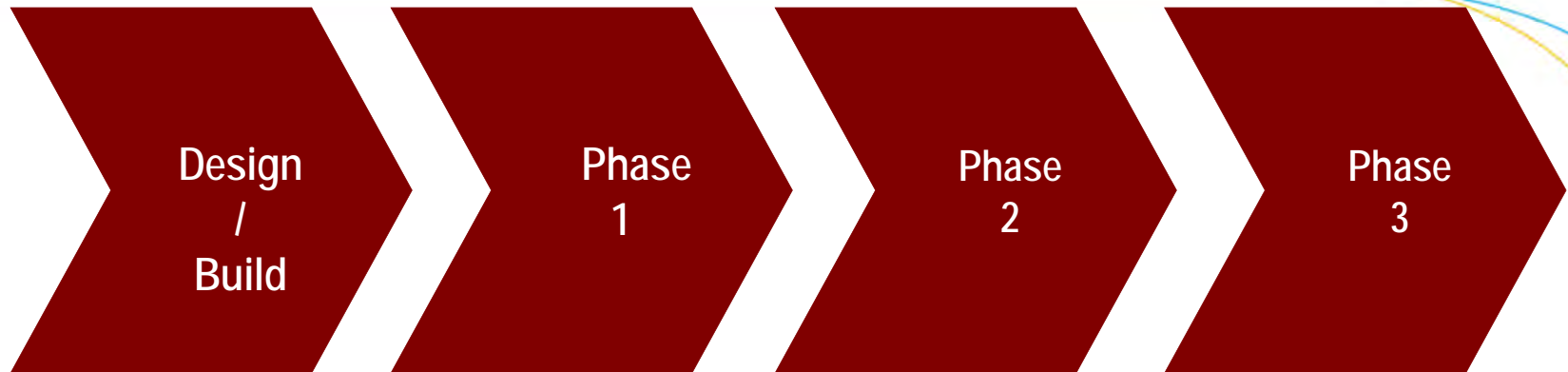
## Intersil Today

- A pure-play, high-performance analog company with 2005 revenue over \$600M
- Headquartered in the heart of Silicon Valley
- Global design, sales and manufacturing with over 1,400 employees
- Recognized market leadership in high-growth markets requiring innovative analog differentiation
- Fastest growing high-performance analog IC company over last five quarters
- Over 40 years of experience delivering highly reliable ICs for infrastructure and military applications
- Stable balance sheet

# Previous State

- **Issues**
  - **Lack of visibility into actionable information**
  - **Time consuming to crunch #'s -> less time for analysis and action**
  - **Not interactive – little to no analytical tools**
- **Solution**
  - **Online interactive analytics & function specific dashboards**
- **Benefits**
  - **Enable business decision makers to maximize the value of information & drive performance improvement**
  - **Single source of information**
  - **Ability to use, create, and manage dynamic reports**
  - **More informed decision making**
  - **Cost savings & Revenue gain**

# BI Roadmap



- Vendor evaluation & selection
- Software purchase & installation
- Steering Committee established

- Bookings, Billings, Backlog
- Financial /Sales Reports
- Inventory

- Operations Metrics
- Design Wins
- R & D Dashboards
- Financial Budget/ Actual

- Business Review Automation
- Sales, Operations, Engineering, Finance Portals

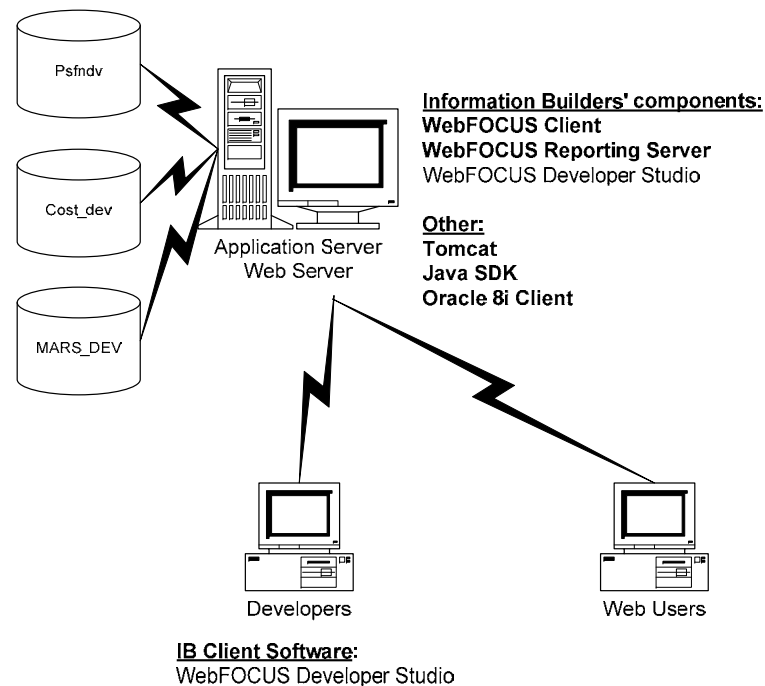
**BI is NOT a one time event!**

# Implementation Plan

- Purchased software - Sep. `06
- Train internal developers
- Engage consulting partners
  - IBI Consulting - Oct. `06
  - **ResiliEnt Business Solutions** - Nov. `06
- Install software DEV, QA & Production - Nov. `06
- Establish pass through password authentication
- Develop first dashboards
- BOD Presentation - Dec. `06
- **PRODUCTION - First week of January 2007 !**

# Platform Specifics

- WebFOCUS 7.6
- Developer Studio 7.6
- Oracle 8i and 9i databases
- Developer machine, minimum 1GB RAM
- Server – Reporting and WebFOCUS Client
  - Dell 2850
  - 2 x 2.8 GHz Dual-Core
  - 8GB
  - Win 2003 Ent.R2







# interim

Welcome to Business Intelligence

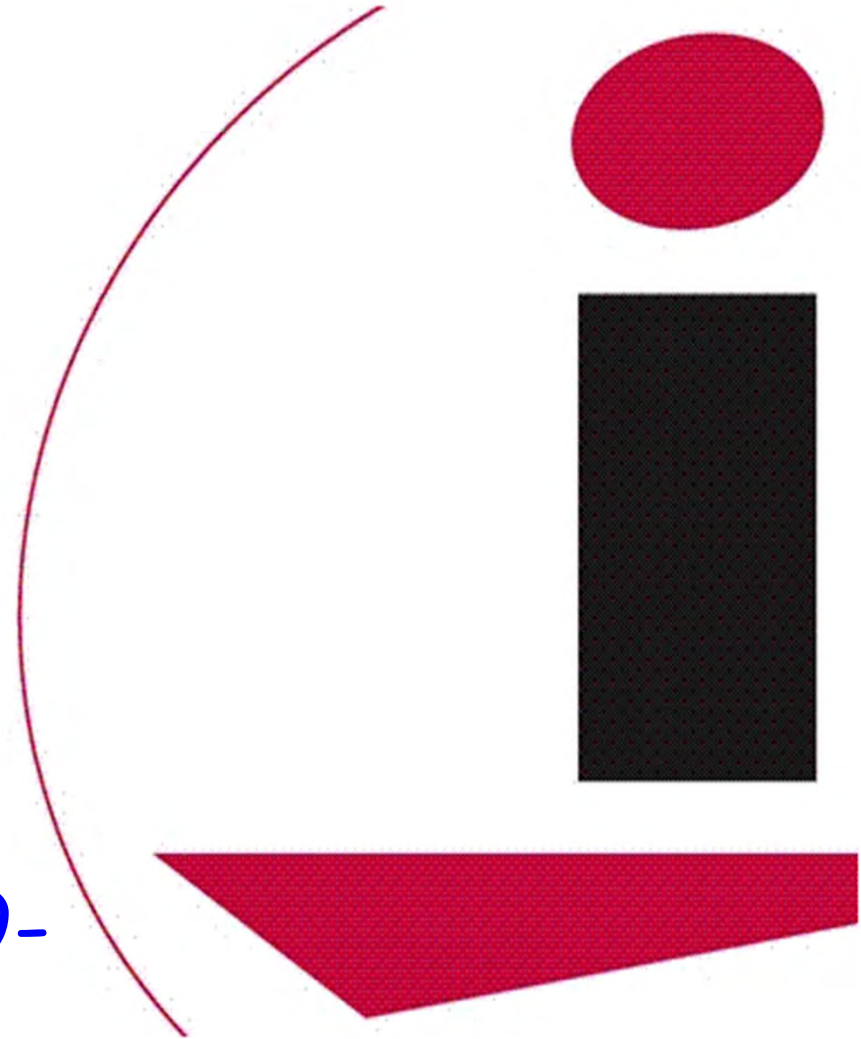
[Sales, Orders and Backlog Dashboard](#)

[Inventory](#)

[Customer Trend Reports](#)

[Sales Status Thru Quarter \(SLS STQ\)](#)

Screen shots of  
production  
dashboards are  
available upon  
request: Call Robin  
Nursesey @ (321) 729-  
5893





# Some Tricks and Techniques used in our dashboards

# Technique – Bursting to Excel Worksheets

```
-----  
-* Set sys variable to display data in  
-* multiple tabs when exported to Excel.  
-* Outer (major) BY Sort field value is  
-* tab name.  
-----
```

```
SET COMPOUND=BYTOC
```

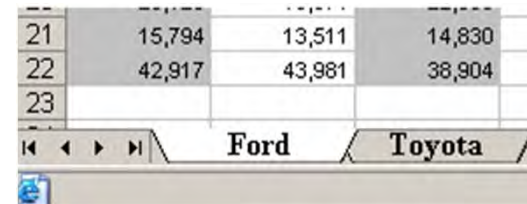
```
TABLE FILE CAR
```

```
SUM ....
```

```
BY CAR
```

```
ON TABLE PCHOLD FORMAT EXL2K
```

```
END
```



21	15,794	13,511	14,830
22	42,917	43,981	38,904
23			

Navigation icons: back, forward, search, etc.

Tab labels: Ford, Toyota

# Trick – Frozen HTML Headings

page 1

```
-*-----CAR.FEX-----
-*
TABLE FILE CAR
SUM SALES
BY COUNTRY
BY CAR
BY MODEL
ON TABLE HOLD AS MYREPORT FORMAT HTMTABLE
ON TABLE SET STYLE *
    UNITS=IN,    SQUEEZE=ON,
    ORIENTATION=LANDSCAPE,
$
TYPE=REPORT,
    FONT='ARIAL',    SIZE=8,
    COLOR='BLACK',    BACKCOLOR='NONE',
$
TYPE=TITLE,
    SIZE=9,    COLOR='WHITE',
    BACKCOLOR='MAROON', STYLE=BOLD,
    CLASS=anchor titlesty,
$
TYPE=TABHEADING,
    CLASS=anchor headsty,
$
```

```
TYPE=SUBTOTAL,
    STYLE=BOLD,
$
ENDSTYLE
END
-RUN
-*-----
-* Include common FEX file for HTML output
-*-----
-INCLUDE APP/FROZEN.FEX
-RUN
```

# Trick – Frozen HTML Headings

```
*-----FROZEN.FEX-----
-* Present the report output in a HTML page.
-* style sheet freezes titles of the report.
*-----
-HTMLFORM BEGIN
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0
  Frameset//EN"
  "http://www.w3.org/TR/xhtml1/DTD/xhtml1-
  frameset.dtd">
<HTML>
<HEAD>
<STYLE TYPE="text/css">
  .contstyle
  { border:none; height: 500px;
    overflow: auto;
  }
  .anchor
  { position: relative;
  }
  .titlesty
  { font-size: 8pt;          font-family:arial;
    font-weight:bold;       color: white;
    background-color:maroon; top: -42px;
    display:table-header-group;
    HIDEFOCUS="true";
  }

```

```
.headsty
  { font-size: 9pt;      font-family: arial
    font-weight: bold;  color: maroon;
    top: -162px;
    display: table-header-group;
  }
</STYLE>
<script>
function func1()
{
  alert ("Hello");
}
</script>
</HEAD>
<BODY onblurr="javascript:func1();">
<br>
<br>
<div CLASS="contstyle">
!IBI.FIL.MYREPORT;
</div>
</BODY>
</HTML>
-HTMLFORM END

```

# Technique – Excel Features

- Excel formulas

- \*-----
- \* all columns used in the formula must display
- \* in the final report
- \*-----

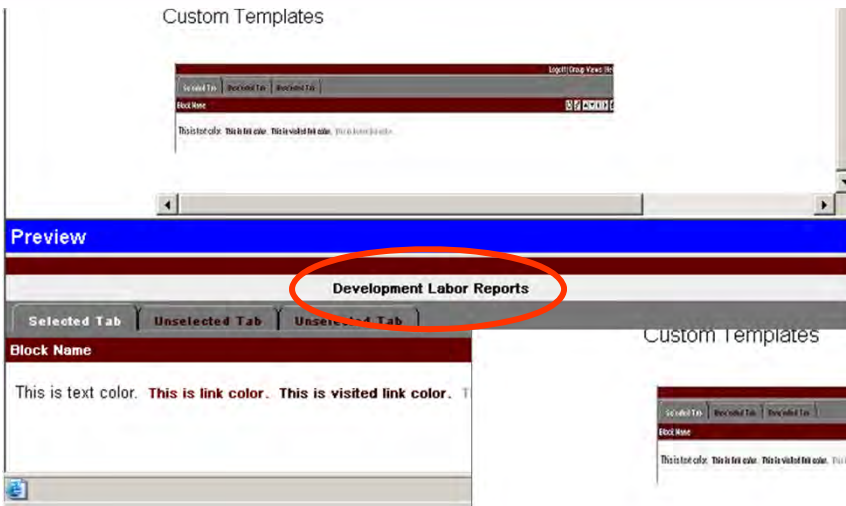
ON TABLE PCHOLD FORMAT EXL2K FORMULA

- Repeating BY Fields in Excel output

ON TABLE SET **BYDISPLAY** ON

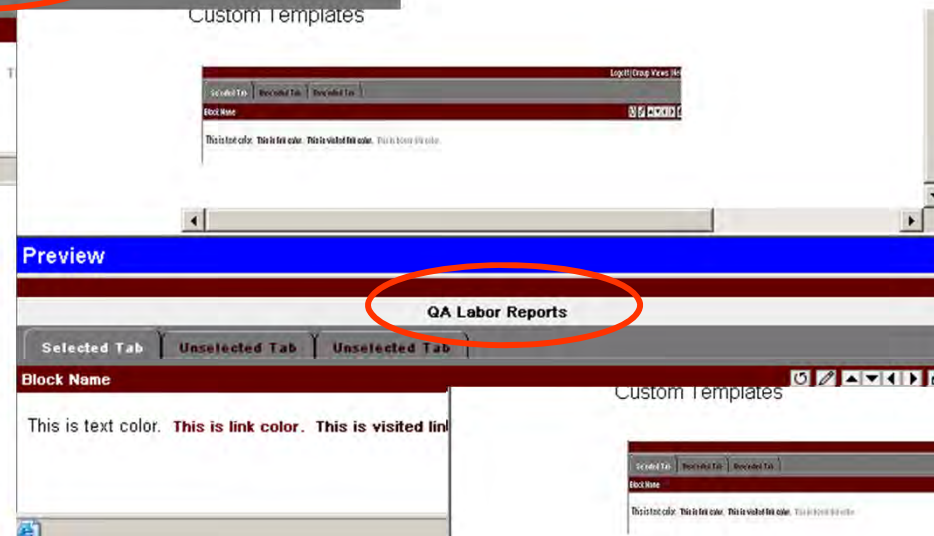
# Technique – Custom Dashboard Look

DEV



- Provides common look
- Platform specific for customer recognition

QA



PROD

