

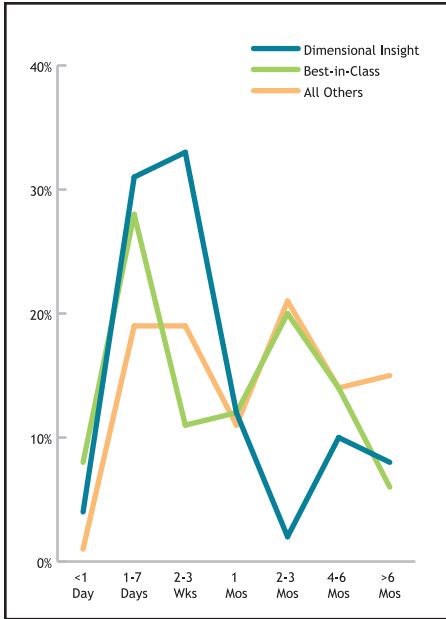
Phased Deployment: An Effective Strategy for Implementing BI in a Challenging Economy

Phased deployment is a strategy that favors an incremental approach to rolling out Business Intelligence (BI) solutions, typically starting with a single department or application within a company. In contrast to enterprise-wide deployment, phased deployment builds vendor credibility and establishes end-user acceptance by demonstrating application success one department or project at a time.

This implementation approach makes sense on several levels, allowing customers to “test drive” a BI vendor and their platform on a small scale before committing to a more involved relationship. For example, customers can gain first-hand experience with the vendor’s turnaround time on support requests, general suitability of the platform for solving the key strategic and operational problems confronting the business, and determining how easy the application is to scale when adding additional users, departments, and business units.

This strategy is not without its detractors. For companies that typically consider only a few capital-intensive IT budget requests annually, the smaller incremental requests to fund phased deployments may disrupt the established budgetary process. Secondly, departmental infighting may engender a “not built here” sentiment that acts as a roadblock to a wider rollout regardless of demonstrated initial success. Finally, customers who have an urgent need for an enterprise-wide solution may not require the incremental approach to prove value. They are acutely aware of their needs and they need a BI solution “yesterday”.

Despite these potential drawbacks, phased deployment is garnering increased attention in the current economic climate as CFO’s balk at committing to expensive enterprise-wide BI rollouts that often span months or years before demonstrating value to end-users or delivering significant Return On Investment (ROI).



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**PERCENT OF
 RESPONDENTS BY
 TIME-TO-COMPLETION
 OF BI PROJECTS**

DIMENSIONAL INSIGHT’S PROVEN PHASED DEPLOYMENT ROADMAP Since 1989, Dimensional Insight (DI) has been helping its customers realize rapid ROI and reduced Total Cost of Ownership (TCO) using the phased deployment strategy to roll out The Diver Solution™, DI’s all-inclusive reporting and analytics platform. Based on customer surveys conducted by Aberdeen Group, a leading fact-based technology research firm, for the 2008 report entitled “Managing the TCO of Business Intelligence: A Roadmap to Capabilities, Licensing and Deployment Methods”, this paper discusses three factors that provide a foundation for the successful use of this strategy:

- Rapid BI application development and deployment
- A strong commitment to creating in-house BI competence and self sufficiency
- Flexible licensing and seamless application scalability

Aberdeen interviewed hundreds of BI end-users employing dozens of solution vendors and found that the two most urgent issues confronting companies were the need to deliver BI to more end-users and the need to improve application usability for non-technical users. Dimensional Insight’s unique approach to implementation and deployment addresses both of these critical issues.

RAPID BI APPLICATION DEVELOPMENT AND DEPLOYMENT For phased deployment to be viewed as a realistic implementation strategy, rapid BI application development, validation, training, and roll out must be an integral component of a vendor’s overall solution. Simply having feature rich software is not enough, especially if the vendor’s development environment proves cumbersome to work with or forces users to experience a steep learning curve before they can productively utilize the

toolset. According to Aberdeen Research, Dimensional Insight customers experience industry-leading rapid deployment of BI applications, often in less than 30 days.

Several factors underpin DI customers’ successful delivery of BI applications in this accelerated timeframe. First, The Diver Solution is a fully integrated, end-to-end BI solution with a consistent and familiar look-and-feel across the platform. Unlike its larger competitors, whose application portfolio consists of acquired products that are rarely unified by a consistent end-user interface, DI’s growth and application development has been 100% organic.

Users have access to all of the tools needed to successfully build and deploy BI applications, including:

- Data Integrator, a robust Extract, Transform and Load (ETL) tool
- Builder, the data Model construction component
- DivePort, an extensive dashboard development and delivery portal
- Report generation and ad hoc analysis tools such as ProReporter, ProDiver, and NetDiver
- Security and user administration via the DiveLine server
- CellDiver, which enables users to access information from MS Excel spreadsheets
- Automated alerts, exception notification and emailing via DI’s Broadcast component

Secondly, Aberdeen found that Dimensional Insight customers outperform Best-in-Class in automating report generation tasks, allowing users to focus on unlocking information from their data rather than spending time having to learn a new software application.

DI's unique approach to report development means that no SQL code or other cumbersome scripting language is required to build sophisticated reports and graphical data displays. Simple point and click functionality ensures that even novice users can automate the reports needed to perform their jobs more efficiently. A rich suite of customization options allow users to develop visually impactful reports, all without coding. Likewise, role-based report and content dissemination is a straightforward task thanks to DI's Broadcast component.

A third factor contributing to DI's rapid deployment capabilities hinges on The Diver Solution's unique technology. Unlike conventional OLAP tools, Diver does not require an underlying database to store or manipulate data. This frees DI's customers from having to purchase additional database licenses or deal with database scaling issues each time new departments and users are added, thus providing DI customers with yet another avenue to manage TCO.

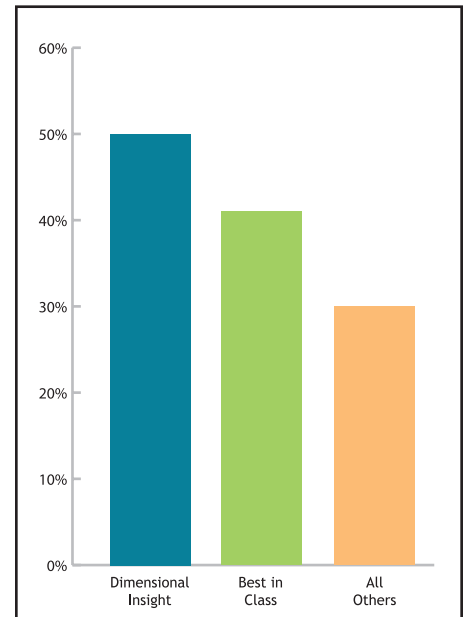
CREATING IN-HOUSE COMPETENCE AND SELF SUFFICIENCY DI's customers derive significant value from DI's train-the-trainer approach to educating their end user community. With training resources located in-house, customers rely less on a vendor's consulting and technical support teams to develop and rollout applications, an important factor in reducing overall deployment time and managing total cost of ownership, thus affording DI customers the ability to rapidly expand BI coverage to additional departments in a cost effective manner. Other aspects of The Diver Solution that are highly valued by customers include the extensive and detailed documentation base and DI's maintenance program. According to Aberdeen Group's February 2008 TCO survey, 89% of customers surveyed benefit from DI's annual software maintenance program compared to only 80% of best-in-class organizations.

DI's focus on self-sufficiency coupled with its unique technology also places significantly fewer demands on internal IT departments, allowing end-users to rapidly deploy their own BI-based project initiatives without IT intervention. Self service reporting ensures that IT help desks will not be logging requests for report creation, while database independence frees IT personnel from the associated maintenance overhead. These factors contribute to DI's ability to successfully and rapidly deploy BI applications at the project level and then transition to providing enterprise-wide BI as the organization's information requirements and needs evolve.

FLEXIBLE LICENSING AND SEAMLESS SCALABILITY As an end-to-end reporting and analytics platform, The Diver Solution offers maximal value and significantly reduced TCO. Users do not have to purchase separate ETL components or dashboard development toolkits in order to rapidly deploy successful BI applications. DI's pricing is transparent and all-inclusive, without hidden costs or expensive add-ons.

But low TCO is not enough to ensure the success of a phased approach to BI deployment. Flexible licensing and deployment options play an equally important role. The Diver Solution was designed with the needs of a diverse user community in mind, including report consumers, analysts, managers and executives. To make pervasive BI a reality, DI's tiered licensing plan offers attractive per-seat pricing for the large population of casual users that can derive significant and rapid productivity benefits from role-based self-service reporting.

As the phased deployment strategy delivers its initial success stories, budgetary and capacity constraints may bottleneck further inter-departmental expansion initiatives. DI mitigates these constraints in several ways:



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PERCENT OF RESPONDENTS CURRENTLY CAPABLE OF AUTOMATING REPORT CREATION

“DIMENSIONAL INSIGHT HAS ALSO ACHIEVED AN AVERAGE VALUE DELIVERED SCORE, RIVALING AND SLIGHTLY BEATING THE SCORES OF SOME VERY LARGE COMPETITORS. THE COMPANY’S FOCUS ON DEVELOPING INDUSTRY-FOCUSED SOLUTIONS HAS RESULTED IN A VERY DEDICATED AND LOYAL FOLLOWING. MANY CUSTOMERS HAVE BEEN WORKING WITH THE COMPANY FOR A DECADE OR MORE.”

ABERDEEN GROUP

- Flexible-timeframe software lease options that can be tailored to cover additional user licenses until the next budget cycle or even longer.
- InterReport, a secure, hosted, browser-accessible reporting and analytics platform that presents The Diver Solution’s familiar user interface and functionality at a low monthly subscription rate.
- For customers with on-premise installations, DI has a proven hardware scalability roadmap that describes how to seamlessly expand existing server capacity to accommodate anywhere from dozens to hundreds or even thousands of additional users.

GAIN THE BENEFITS OF PERVASIVE BI USING PHASED DEPLOYMENT Let Dimensional Insight’s experienced team of consultants show you how our proven phased deployment strategy can make pervasive business intelligence a reality for your company. Empower your employees with The Diver Solution’s user-centric approach to self-service reporting and analytics, while deriving rapid ROI from your early successes without having to break your budget. Find out more by visiting us at www.dimins.com or calling 920.436.8299.

DIMENSIONAL INSIGHT IS THE LEADING PROVIDER OF INTEGRATED BUSINESS INTELLIGENCE AND PERFORMANCE MANAGEMENT SOLUTIONS THAT EMPOWER INFORMATION CONSUMERS THROUGHOUT THE ENTERPRISE WITH DATA-DRIVEN DECISION MAKING ABILITIES.

FIND OUT HOW DIMENSIONAL INSIGHT’S THE DIVER SOLUTION CAN HELP YOU: www.dimins.com