



Actionable Reporting in Applications



George Dealy
VP, Business Development
gdealy@dimins.com



DATA → INFORMATION → ACTION



Information Week January 18th, 2010

- Global CIO Column (Bob Evans)
- Top 10 CIO Issues for 2010
- #5: Business Intelligence
- **Quote:** *You've got plenty of data, but how much insightful information? Are you able to see over the horizon? CIOs who seize the initiative will have a huge advantage.*



Objectives

- Explore the "Data Paradox"
- Discuss Approaches to get from Insight -> Action
- Describe Implementation Techniques
- Provide "How To" Examples



Challenge #1: Too Much Data - Not Enough Information

"Boiling the Ocean"



Dimensional Insight IDS™ (Information Delivery System)

Operational Systems

- EMR
- Financial
- HR
- Supply Chain
- Ancillary



External Data sources

- Customer surveys
- Pricing data
- Benchmarking data



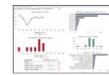
Internal Data Sources:

- Spreadsheets
- Other databases



The Challenge:
How to tie together important information with user constituencies

Executive and operational dashboards and scorecards



Multiple data visualization options



Reports



Ad-hoc analytical clients



Real time email alerts



Spreadsheets

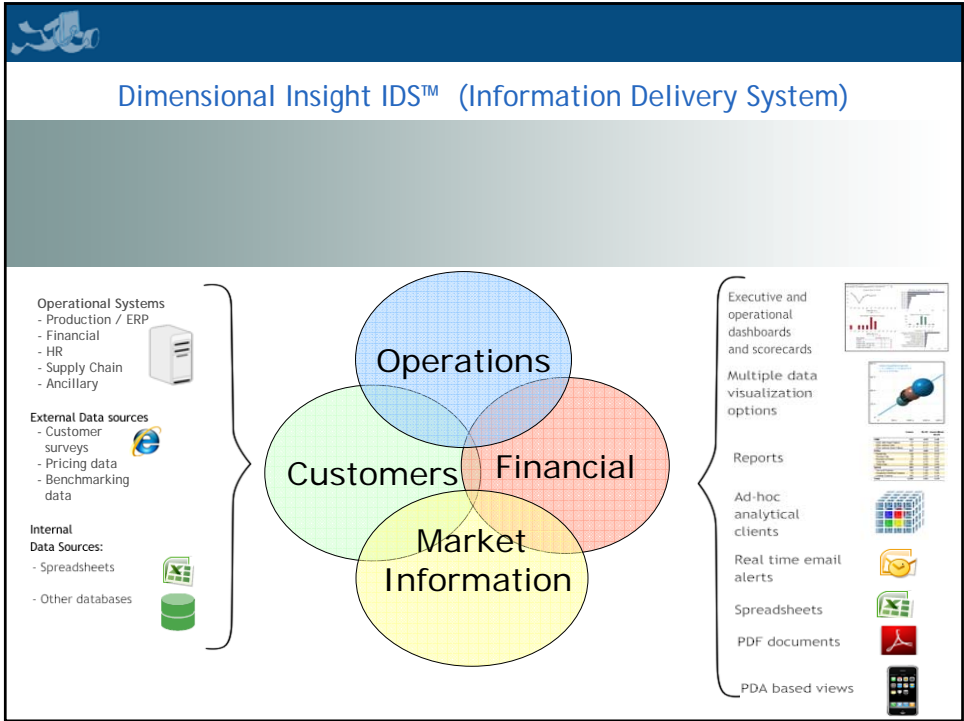


PDF documents



PDA based views





Challenge #2:
Useful Meaning is Hidden within the Data

"Seeing the Forest through the Trees"

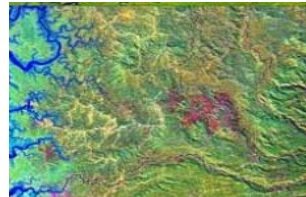
The slide presents a challenge in data analysis, titled "Challenge #2: Useful Meaning is Hidden within the Data". It includes the idiom "Seeing the Forest through the Trees" and a photograph of a lush green forest. The image shows a dense stand of tall, thin trees with sunlight filtering through the canopy, creating a dappled light effect on the forest floor. This visual metaphor suggests that focusing too closely on individual data points (the trees) can obscure the overall trend or meaning (the forest).



Challenge #2:

Useful Meaning is Hidden within the Data

*"Seeing the Forest
through the Trees"*



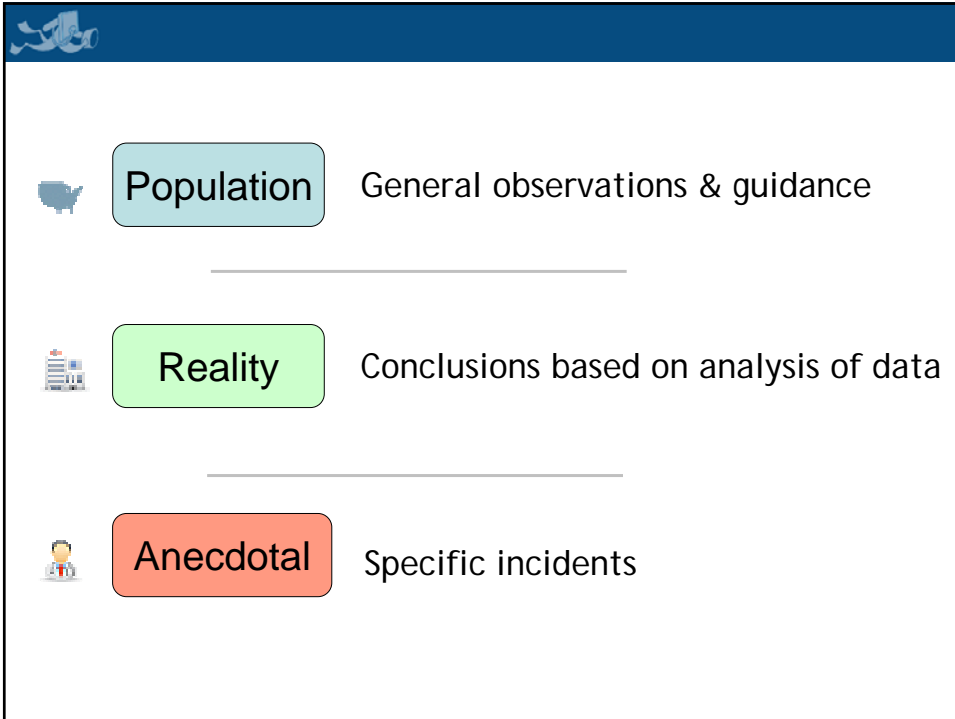
Population

General observations & guidance



Anecdotal

Specific incidents



Challenge #3:
Discovering Relationships between Observations

"Connecting the Dots"

The image shows a 3D maze with a path of red dashed lines winding through it. The maze is made of white walls on a light gray surface.

Dimensional Insight IDS™ (Information Delivery System)

Operational Systems

- EMR
- Financial
- HR
- Supply Chain
- Ancillary

External Data sources

- Customer surveys
- Pricing data
- Benchmarking data

Internal Data Sources:

- Spreadsheets
- Other databases

**Low Tech
"Connect the Dots"
Solution**

Executive and operational dashboards and scorecards

Multiple data visualization options

Reports

Ad-hoc analytical clients

Real time email alerts

Spreadsheets

PDF documents

PDA based views

A Drawback of Spreadsheets . . .

THE MBA GUY

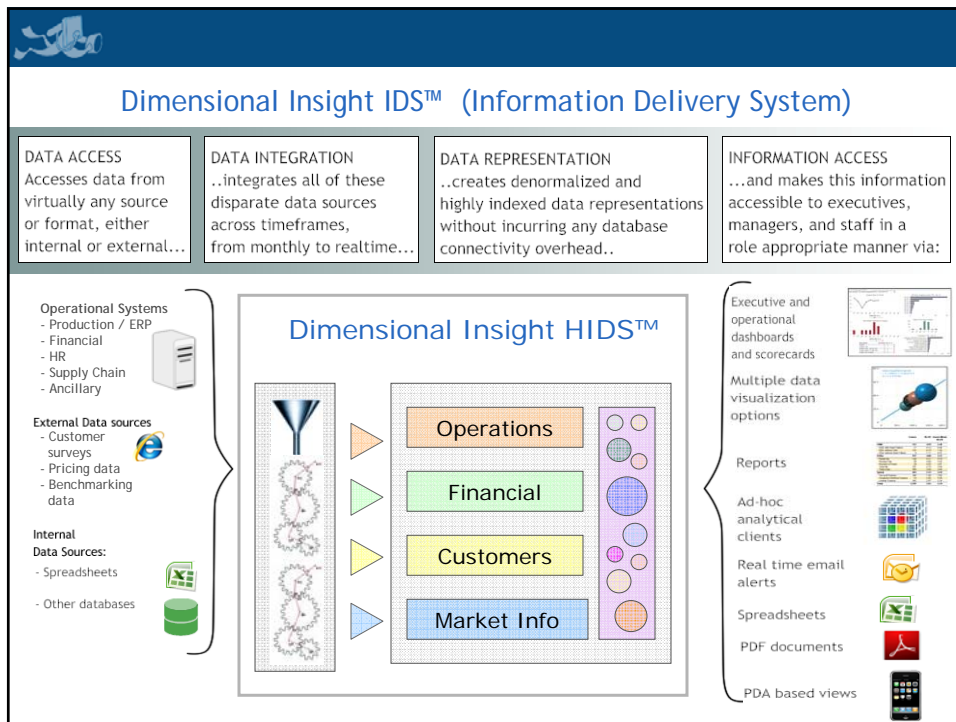
I PUT TOGETHER A SPREADSHEET THAT MIGHT INTEREST YOU.

OW! OW! IT'S SO BORING, IT HURTS MY HEAD!

MY BRAIN IS TRYING TO ESCAPE THROUGH MY EAR!

I GET THIS A LOT.

www.dilbert.com
scottadams@aol.com
© 2001 Scott Adams, Inc./Dist. by UFS, Inc.



- Actionable Reporting: Strategies & Techniques**
- Variance – from expected / desired behavior
 - Exception – identifying, monitoring & refining
 - Summarization – finding the right “level”
 - Alerts – drawing attention to events of interest



Example #1

▪ Context

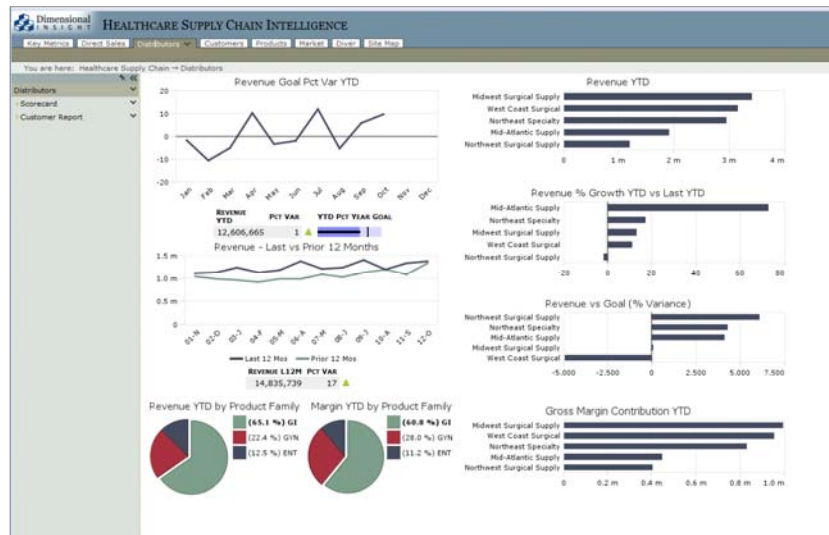
- Domain: Supply Chain / Medical Device Manufacturer
- Solution Focus: Tracking Sales Activity
- Challenge: Detect & respond to variances from plan

▪ Strategy

- Technique: Variance
- Complications to Overcome:
 - Multiple distribution channels
 - Indirect view of customer activity
 - Multiple measures of variance
- Goal: Determine & perform specific action



Demo Scenario



Example #2

Context

- Domain: Healthcare / Hospital
- Solution Focus: Identifying inefficiencies (Surgery)
- Challenge: Highlight “Late Starts” for Procedures

Strategy

- Technique: Exception
- Complications to Overcome:
 - Source system = very granular data
 - Limited visibility into process efficiency
 - No basis for facilitating timely action
- Goal: Communicate quickly & specifically

Demo Scenario





Example #3

Context

- Domain: Healthcare / Hospital
- Solution Focus: Staff Productivity (Nursing)
- Challenge: Assess Productivity Objectively

Strategy

- Technique: Summarization
- Complications to Overcome:
 - Lagging data
 - Staff and productivity information in different systems
 - Data not detailed enough for action
- Goal: Proactively manage productivity



Demo Scenario



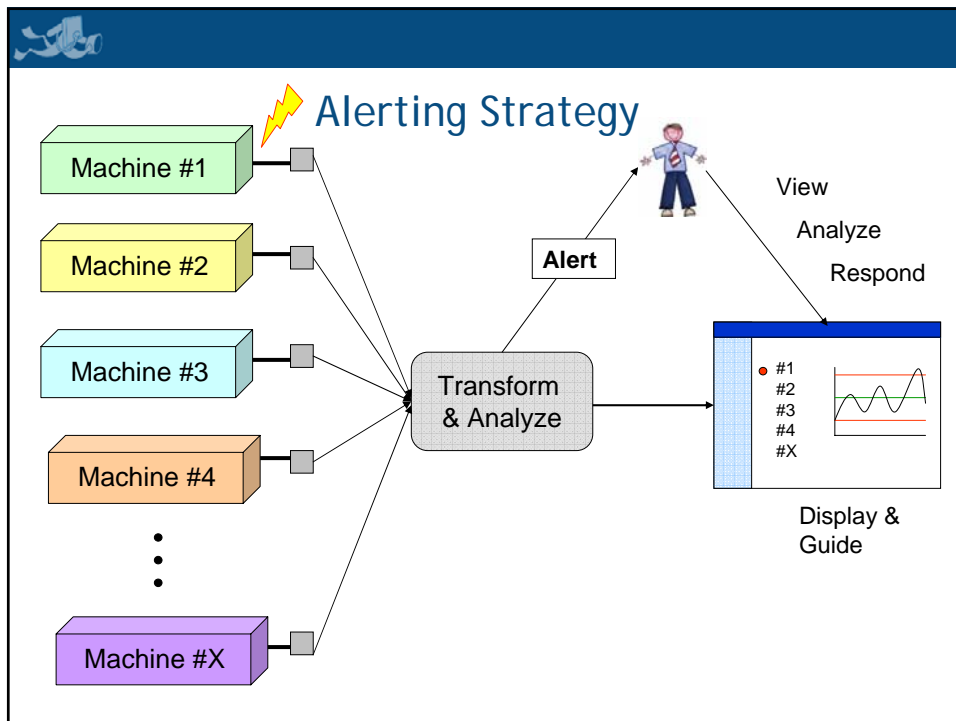
Example #4

▪ Context

- Domain: Manufacturing
- Solution Focus: Production Efficiency
- Challenge: Filter out noise, focus on real concerns

▪ Strategy

- Technique: Alerting
- Complications to Overcome:
 - Lots of data, limited information
 - Detect patterns that don't represent discrete events
 - Guide response
- Goal: Maximize availability of productive capacity





Actionable Reporting in Applications



George Dealy
VP, Business Development
gdealy@dimins.com