



Welcome

Welcome to the first BusinessMinds Australia Newsletter.

BusinessMinds Australia celebrates its 1st birthday in July. We have had a very busy and successful first year, having delivered Business Intelligence (BI) advisory and implementation services for 15 Australian customers already. These customers come from a range of industries including Banking, Insurance, Telecommunications, Gaming, Universities, Shipping and Logistics and Government (State and Federal eg. Health and Housing). This exceeded our highest expectations.

Although new in Australia, with our international experience, we are confident we will continue to mature quickly.

BusinessMinds opened an office in the middle of the hustle and bustle of North Sydney in January this year. Our consultants meet here when we are not on site at our customers.

We are delivering a mix of business oriented and technical BI services to our clients, which includes:

- Strategy
- Governance and Organisation: Business Intelligence Competency Centre (BICC) is the latest buzz-word
- Architecture
- Business Requirements and Design, including performance management and dash-boarding and
- Implementation.

The Year Ahead

It is shaping up to be an exciting second year for us. New initiatives on various fronts are aimed at adding value and reflect our commitment to customers, partners and our consultants. In other words, we are growing our business by creating *insight in information* and making this data available for decision makers at all levels in our clients' organisations.

Services We Offer

We consider information delivery as a value chain.

In order to provide a high quality automated management, control, analysis or reporting solution, it is important to have well managed operational data that are integrated, for example via a data warehouse.



- Information management
- Data analysis
 - Sales
 - Logistics
 - HR
 - Procurement
 - Production

- BI/DW-Architecture
- Data Quality
- Data Management
- Data Modeling
- ETL/EAI
- Metadata Management

- Basel-2
- Credit Scoring
- CRM
- Profitability
- Target Marketing
- Consolidation
- Data Mining
- Six Sigma
- Activity Based Costing
- Supply Chain Management

- Performance Management
- Budget and Forecasting
- Management Cockpit
- Balanced Scorecard
- Risk Management
- Process Measurements
- Business Activity Monitoring
- Fraud Management

BI Strategy and Organisation

Method, project management, **review & audit**, courses & workshops, test, frame work

Calendar of Upcoming Events:

BI Networking Group

Our first BI Networking Group meeting will be held in Sydney (CBD or North Sydney) on the 15th August, 2007 at 6 PM. The topic of the meeting will be 'BI Strategy'. So, register your interest today to avoid disappointment by emailing info@businessminds.com

BI Courses

We conduct the following courses in BI:

◆ BI-1, Business Intelligence and Data Warehousing Foundation

This foundation course gives you a solid introduction to how you can best use data. You learn about the business related activities, such as creating a business intelligence strategy, a business case, do a cost benefit analysis and techniques for project and resource prioritisation.

Next course scheduled: 20th–21st August, 2007

◆ BI-2, Business Intelligence and Data Warehousing Modelling and Design

This course focuses on the heart of Business Intelligence and Data Warehousing: Data

Next course scheduled: 27th–28th August, 2007

◆ BI-3, Business Intelligence and Data Warehousing Workshop

This workshop focuses on the participants' own experiences and the newest business intelligence and Data Warehousing trends.

Next course scheduled: On demand

For additional course details please email courses@businessminds.com

Feature Article Review of the 8th Annual BI Conference

Conference themes, ideas and challenges:

Politics can destroy a BI initiative, so a strong sponsor is needed; the CFO normally has both a strong voice & dollars.

People management is fundamental to success.

Process improvement may be the one differentiating factor between competitors. New entrants, who do BI as their core operation & don't have to reengineer their processes or silos, have a huge advantage.

Expect transformation & big wins: if you're getting only marginal returns, you may not be doing BI.

Runs on board are essential (even if you are doing BI on the sly): address high value issues; get quick wins in doable 90 day projects; build on previous projects till BI presence & value is unmistakable; balance visible results with progress in essentials (data quality, infrastructure).

You must build BI in your organisation, you can't buy it. It is a journey, with no end. It is not about a tool or pre-packaged solution. It is not about technology or IT, but about change management, optimized processes and strategic implementation.

BI is essential like word processing software - but you still have to justify it with results. BI is an investment not a cost. Benefits are often soft or strategic.

The 8th Annual Business Intelligence Conference was held at the Sydney Harbour Marriott on 19th – 20th July 2007. The conference theme was on "Leveraging competitive advantage, superior corporate performance and market leadership through enterprise-wide Business Intelligence".

BusinessMinds was one of two Associate Partners this year. Last year we were a Documentation partner.

About 80 people attended and the quality of the conference papers was high and ranged from cutting edge issues like implementing and analysing tacit knowledge (that gut feel that great executives use to make successful decisions) to pragmatic case studies on how BI was implemented in a range of organisations. The presenters represented industries such as Telco, Health, Insurance, Banking and Education. The venue was wonderful and there were lots of great opportunities to network and really build on the interest and energy in BI.

- BusinessMinds participation in Vodafone's Dashboard Consolidation was acknowledged by Neil Fraser whose presentation was of great interest due to organisations' needs for rational decisions in short time cycles and the size and complexity of their environment (eg 5 levels of Dashboard for business performance management) .
- BusinessMinds did a joint presentation with James Dawson from the University of NSW regarding their data warehouse initiative which has been successful, building on earlier attempts and overcoming challenges common to all BI projects.



BusinessMinds staff at our booth (from Right to Left): Hanne Breddam (Director), Erik Larochelle (Senior Consultant), Philip Parslov (CEO) and Susan Day (Senior Consultant)

Practical tips from the conference

- Get a team with the right skills (business focused, persuasive, know data, have BI skills)
- Prototyping is valuable: identifies real requirement and user base; great for communication, influence and signoff; validates vendor capability; reassures business they will get what they want
- Win over business users: deliver to handhelds, self service portals, dashboards
- Don't give up: some organisations have had multiple attempts at BI (4 or 5) prior to success



Winner of Best Bowl of Smarties at the conference: BusinessMinds

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Intelligent Solutions

Our Background

Philip Parslov and Hanne Breddam founded BusinessMinds in Denmark 10 years ago, and BusinessMinds Australia one year ago. BusinessMinds is now an international organisation with offices in both Denmark and Australia.

We are able to combine more than 20 years international experience in the BI and DW field and have assisted many organisations establish or mature BI and DW. In Australia alone, we have already worked for 15 different clients. Internationally we have more than 50 reference sites.