



Dynamic Analytics Drive Action: Make Decisions Now!

Adaptive and Learning Organizations Use Enterprise Search 2.0 Platforms to Drive Their Businesses

The diversity, complexity and amount of information impacting business operations are growing at staggering rates. Unrelenting competition, constantly changing markets, and continually accelerating rates and diversity of new technology adoption have put tremendous strain on IT and business infrastructures. The challenge for many organizations is that the proliferation of best of breed business solutions and point solutions has put the integration and accessibility of this knowledge ecosystem out of reach for informed and unified decision making.

Accessibility to actionable knowledge continually sparks the debate about Business Intelligence versus Analytics and what role do they play in making informed decisions.

In the past, organizations struggled to find people who would sift through the mountains of data to do the proper level of analysis to make smart decisions; they often relied on gut feelings and experience to make important decisions. BI made this process easier than ever before by bringing Analytics to the forefront as part of the company's strategic decision making process. Unfortunately, for many companies, striving to reach the nirvana of running the entire company based on BI has fallen rather short for a number of reasons. As noted above, those same people that companies needed to sift through the mountains of data are now trying to manage the deluge of data required to create the all-encompassing warehouse or the universe, as some call it. BI infrastructure and design—similar to many IT integration projects in the current era—face the fact, that by the time they are completed, they are out of date because the mass proliferation of applications and solutions in the business

eco-system keeps adding new sources of data, making it almost impossible for the organization to keep up. On top of this we have a veritable explosion of data. Moreover, the needs of the organization change in real time, so that the needs of tomorrow need to be known today to ensure BI result relevance—a feat which is, in practicality, impossible.

This debate has probably been in progress since the inception and branding of Business Intelligence as a standalone discipline for organizations. I relate to BI as a complete end to end platform that consists of tools, processes, business models and best practices that allow for “how” to get information, “what” information is needed and “why” does it matter. Analytics at this level is really about the predictability of the business, the “how” and “what” become static in the warehouse with the “why” answering a set of finite, preconceived business questions based on the potential variances from the preconceived business norms. Analytics is actually part of the BI process. The bigger concern in the debate over BI vs Analytics is more where the source of data and information is coming from and how dynamic is the access and navigation of information to really make the Analytics representative of true Business Intelligence. There is a business transformation and paradigm shift to leveraging Enterprise Search 2.0 Platforms as the source to drive Business Intelligence and Analytics.

IS MEASURING THE VARIANCE IN PREDICTABILITY REALLY ANALYTICS?

Business Intelligence as a platform has significantly improved the ability of businesses to have insight into how to answer some of their most important performance questions. The designer of

the warehouse painstakingly sifts through the myriad of business questions that the business leaders say is important to run their business, looking for the appropriate data that will provide the answers. Once found, they create the models and viola—the information is now being captured and monitored. So the question now is, since this is a planned metric, where did the analysis take place? We assume that it took place at design time which then tells us that this metric has now become predictable. Why? The only thing this metric can now tell us is what the model was designed to tell us; for example, that this is the relationship between parts and suppliers and it can never fall below 20 percent inventory or we will turn on an alert and someone will come and order new products. Good designers will look for all the possible combinations they can think of to understand why parts would drop below 20 percent and put in metrics, scorecards, dashboards etc. to show what is happening. But what do we do when something unexpected happens for which we have not pre-planned?

WHEN STATIC ANALYTICS CANNOT ANSWER THE QUESTION, WHAT'S NEXT?

What's next is Dynamic Analytics. However there is a big problem. The models generated to create the Business Intelligence warehouse are static in nature so if additional information might be needed, an entire, involved process of rebuilding the model, extracting the data, loading the data and republishing the warehouse needs to be accomplished before this new data is available to analyze the new question that needs to be asked. Often, little sub-warehouses are created to speed this process up so that so much data is not moved, and the time to publish is



faster—but isn't this contributing to the issue of proliferation of data mentioned above? Is this not duplicating data that then needs to be updated in more than one location? Our conclusion is that Business Intelligence is great at static analysis or pre-planned conditions measuring predictable results.

SO HOW DO I GET DYNAMIC ANALYTICS?

If we were to look at the public internet as an example, one could do what I call dynamic analytics quite easily. First thing I would do is go to a search box and type in "species of frogs." I could then count the number of species, what about just bright green frogs? Search "bright green frogs!" Because this data exists on the internet and is in no particular structure, I can enhance my search to find it. This is fun: "Bright green frogs found in South America," "bright green frogs in South America that live in trees," these queries are all possible with each one providing me with more information. So what is different between this and the Business Intelligence environment? Every day I could go to the search box and type in "bright green frogs in South America that live in trees," and each day I potentially could get a different answer, maybe some new data was added on the fact that destruction of the rainforest caused a species of green frogs to become extinct or scientists discovered a new species of green frogs in another area South America..... you get the picture.

BUSINESS TRANSFORMATION AND PARADIGM SHIFT TO ENTERPRISE SEARCH 2.0 DYNAMIC ANALYTICS FOR BUSINESS.

When my business is made up of many non-integrated, siloed applications, business systems, and data stores, how

could I possibly have that kind of flexibility? The paradigm shift has started: Innovative and advanced organizations see the value and power of a unified search platform for their business. Using a series of state-of-the-art data connectors to each disparate data system in your information ecosystem, this information can be pulled into a common unified index that can consolidate, correlate and normalize the data in real time— and provide ubiquitous access to this information. Isn't that what the internet is, a common index of information that is accessible by everyone? Not only is it the same, but Enterprise Search 2.0 platforms can then enrich this environment and provide dynamic mashups of key relationships between non-integrated data systems through a search query that

took basically no time to create as opposed to days or weeks to rebuild and recreate the warehouse – which by the way has to move all the data. Paradigm shift #2: The unified index approach does not move the data it only references it, so when new applications or new entities are added to existing applications they dynamically become part of the index and accessible.

CAN YOUR BUSINESS INTELLIGENCE SYSTEM ANSWER THIS QUESTION: WHAT IMPACT DID THE TSUNAMI FROM JAPAN HAVE ON PRODUCTS USING PART NUMBER #24564?

Enterprise Search 2.0 Platform can answer that question. Adaptive and learning organizations use Enterprise Search 2.0 platforms to drive their businesses. ■

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