



# IM, BI and Analytics

Capability overview



# IM, BI and Analytics

General overview of Novon services



# Our commitment to business value

IM, BI and Analytics are disciplines designed to improve your businesses core operations. Where we see most of these types of initiatives fail is in their ability to either clearly establish or remain aligned to improved business outcomes and their associated measurable benefits. As a value add professional services provider we specialise in working collaboratively with you to ensure that regardless of the stage of your initiative the decisions you make and the direction you take ultimately improves the way you do business.

In addition to full end to end capability in IM, BI and Analytics we specialise in the following areas which we believe drive your initiatives to realise significant business value:

## **Information Strategic Alignment**

Whether establishing an IM strategy, defining your BI operating model, establishing Data Governance or implementing Analytical insights we work with you to understand your key strategic business drivers and ensure that your roadmap for delivery and prioritisation of investment aligns to the things your executive leadership has identified are required to drive your business forwards

## **Information Change Management**

IM, BI and Analytics are facilitators of behavioural change. They improve the ways in which the personnel in your organisation operate. To maximise the effectiveness of change it's important that you gear your people for these changes. We specialise in helping you apply the critical soft skills that will make your technology project a success

## **Information Benefits**

Setting your project up for success is about being able to clearly articulate the benefits of the business process improvements your initiative will facilitate. We help you establish a clear set of outcomes for your initiative, map quantifiable benefits to those outcomes and help you establish owners and metrics for reporting on those benefits. Done correctly benefits management and their realisation demonstrates to your executive and key business stakeholders the day to day business improvements generated by your initiative.

# Capability overview

Novon has full end-to-end capability in assisting you deliver successful outcomes from your Information Management, Business Intelligence or Analytics initiative

- IM business case and executive coaching
- IM, BI and Analytics assessment and health check
- IM strategy and roadmap
- BI 3.0 blended strategy and roadmap
- Analytics strategy and roadmap
- Knowledge management strategy
- Information benefits management
- Data architecture and business architecture alignment
- IM change management
- Data quality strategy

Setting your information direction



- BI and Analytics Target operating Model (ToM)
- Data governance and stewardship
- Self service BI lifecycle management
- BI and Analytics Centre of Excellence (CoE)
- IM policy and procedures
- Data privacy management
- Master and reference data management
- Data lineage
- Meta data management
- Document and content management

Establishing care of your information



- Agile BI project management and development
- Mobile BI design effectiveness
- Data integration and ETL optimisation
- Data migration
- Unstructured data management
- Data warehouse design and optimisation
- Data quality management
- Information security
- Database management (RDMS, In-memory, Big data)
- BI and analytics testing services

Delivering quality information to your business



- Executive dashboards and insights
- Self service reporting
- Management reporting
- Collaboration
- Mobile workforce reporting
- Data visualisation
- Analytical business insights
- Corporate performance management
- Business glossary
- Social media analytics
- Geo-spatial insights
- Data mining
- Predictive analytics
- Natural language query

Increasing business usage of information



- Increased marketing effectiveness
- Improved customer experience and satisfaction
- Greater cross and upsell opportunities
- Reduction in customer churn rates
- Reduction in data processing errors
- Rapid consolidation and period end close
- Improved regulatory compliance
- Reduced operational risk
- Reduction in audit costs
- Reduced cost and impact of fraud

Driving business value from information



# Setting your information direction



Novon has the capability to support you in establishing how your information can be best managed and utilised in support of your strategic objectives and help you set in place the foundations for realising that information value

- IM business case and executive coaching
- IM, BI and Analytics assessment and health check
- IM strategy and roadmap
- BI 3.0 blended strategy and roadmap
- Analytics strategy and roadmap
- Knowledge management strategy
- Information benefits management
- Data architecture and business architecture alignment
- IM change management
- Data quality strategy

Setting your  
information  
direction



## When

You are struggling to establish the business case for investing in IM, BI or Analytics

Your current Business Intelligence processes aren't meeting the needs of your business customers

You don't know how best to utilise new wave BI technologies alongside your current capability

The Information initiative you've invested in isn't being adopted in the way you wanted

Your information and project delivery is consistently undermined by poor quality data

## We can help

We have significant experience in helping define business cases for investment in IM, BI and Analytics initiatives. We help you to ensure that your proposed initiative will deliver business outcomes and measurable benefits that align to the strategic objectives of your key executive stakeholders. We believe that we can help you not only obtain business case approval but also take your executive owner along the information journey and help you drive the initiative to success

Most BI capabilities struggle because they are not agile enough to meet changing business needs for information. Novon are adept at helping organisations structure their BI capabilities to be more agile in design and delivery and work collaboratively with IT delivery functions and business users to strike the right balance between governance and enablement that will invigorate your ability to deliver quality business insights through your BI platform

We have significant experience in helping organisations choose and implement modern BI technologies in a way that actively complements existing BI tools and processes. Our focus is to help organisations structure their BI capabilities in a way that utilises each technology for its designed purpose and presents a unified BI delivery platform where information not technology is the focus for the user

At Novon we believe that all information initiatives are essentially change management projects with a technology flavour. By taking this stance we are able to work with you to implement processes and people enablement plans that actively take your business users on the information journey needed to make sure your initiatives are adopted in a way that maximises the positive business outcomes you defined at the start of your initiative

Typically information initiatives and projects are hampered in either time to delivery, functionality or cost by a failure to properly appreciate data quality challenges and plan accordingly. We specialise in helping you clearly identify the impacts of data quality issues and implement processes and procedures that allow you to consistently address those issues in the right place, at the right time, saving you time and money

# Establishing care of your information



Novon has the experience to help you establish the organisation competencies needed to ensure that you realise the business outcomes and associated benefits of your information initiatives

- BI and Analytics Target operating Model (ToM)
- Data governance and stewardship
- Self service BI lifecycle management
- BI and Analytics Centre of Excellence (CoE)
- IM policy and procedures
- Data privacy management
- Master and reference data management
- Data lineage
- Meta data management
- Document and content management

Establishing care  
of your  
information



## When

You want to establish a robust process for proactively managing BI and Analytics across your organisation

You need to identify and educate the right people in your organisation to own and be accountable for key information

You want to establish effective controls and consistency in a federated BI and Analytics operational model

You want to establish a single view of your customer base and the products and services you provide them

You need to implement policies and processes that provide the boundaries for information use in your organisation

## We can help

We have a proven framework for helping you establish an effective BI and Analytics target operating model that will ensure that you develop appropriate capabilities in those areas that are critical to successfully embedding a BI and Analytics capability. We believe our framework correctly balances the people, process and technology elements that are apparent in those organisations operating successful BI and Analytics platforms

Novon has considerable experience in helping organisations identify and implement effective information and data governance. From identifying and empowering the right people in your organisation, to establishing data councils, establishing processes for prioritising business critical data and implementing tactical working groups we know how to drive successful data ownership and governance.

At Novon we understand the challenges of control and consistency that operating a federated model brings. We can help you manage those challenges by helping you to establish processes and structures that balance control with empowerment. Our toolkit for enabling federated models includes establishing communities of practice, documented best practices, increasing collaboration and shared learnings, to peer assessments and controlled agile release management

For all organisations having the ability to accurately identify a customer across disparate systems is essential for revenue growth opportunities, effective customer service and reducing the cost of servicing customers. We can help you choose the right approach and technology for effective customer mastering and help you embed processes and train and organise your staff appropriately so that managing customer records effectively becomes a seamless business operation

We have a drop and amend structured framework and set of policies, standards and best practices across all key information management domains that can be easily amended to your organisational needs. So whether you need a strong data privacy policy, guidelines for knowledge management or everything in between we can help you rapidly set the boundaries for information management and use across your organisation

# Delivering quality information to your business



Novon can help you deliver the Information Management, Business Intelligence and Analytics solutions that provide the robust platforms for delivering key information to your business users

- Agile BI project management and development
- Mobile BI design effectiveness
- Data integration and ETL optimisation
- Data migration
- Unstructured data management
- Data warehouse design and optimisation
- Data quality management
- Information security
- Database management (RDMS, In-memory, Big data)
- BI and analytics testing services

Delivering quality information to you business



## When

You want to be able to rapidly deliver reports, dashboards and visualisations to your business users

You want your mobile BI reporting to better support your Bring your own device (BYOD) strategy

You want an effective framework for implementing consistent integration between platforms

You want to establish robust processes for identifying, managing and remediating poor quality data

You want to be able to create a data environment that supports analytical insights as well as structured reporting

## We can help

We believe that effective BI is agile BI. It is able to move and meet business needs for information as demand changes. We can help you establish an agile BI capability that will allow you to rapidly identify key business needs, define data sets, iteratively develop and test reports, dashboards and visualisations within timeframes that will meet the needs of even your most demanding business customer

Whilst most BI technology providers offer the ability to publish to mobile devices the majority of BI functions struggle to develop effective outputs for use on mobile devices. At Novon we specialise in information design for mobile devices which focuses on concise and simplified information for consumption on small screens. We can also ensure that your mobile BI deploys with your Mobile Device Management (MDM) or Enterprise Mobility Management (EMM) platform

We believe that integrating systems effectively is a cornerstone of effective information management and as such we partner with one of Australia's leading Integration companies to provide you with a robust and proven Integration Operating Model that will enable you to establish a greater level of maturity in your Service Orientated Architecture (SOA)

Effective data quality management (DQM) augments strong business process with technology solutions. We can help you set up and optimise your DQ technical tools in a way that supports robust business processes whilst minimising the impact on your day to day operations. Our approach to DQM focuses on helping you remediate issues at the lowest cost point in the data lifecycle and supports reporting on data quality improvements as the processes become embedded across your organisation

We can help you choose and establish the correct technical architecture for supporting your reporting and analytical information needs. Whether it be blending traditional RDMS with real time capability, introducing unstructured data management, choosing between schema on read or on write, or the automated creation of analytical workspaces Novon can help you construct your data environment in a way that supports your current information needs and scales to support your future direction



# Increasing business usage of information



Information based initiatives are ultimately successful if they improve the way in which your business operates. At Novon we understand how to help you drive business usage and engagement with your initiative.

- Executive dashboards and insights
- Self service reporting
- Management reporting
- Collaboration
- Mobile workforce reporting
- Data visualisation
- Analytical business insights
- Corporate performance management
- Business glossary
- Social media analytics
- Geo-spatial insights
- Data mining
- Predictive analytics
- Natural language query

Increasing business usage of information



## When

You want to deliver self service Business Intelligence and Analytics across your organisation

You want to better empower your 'in-field' workforce with information that improves their decision making

You want to be able to better visualise the information that is provided to your business end users

Your budgeting and forecasting processes don't reflect the agility of your reporting and analytical capability

You want to standardise business terminology and use of definitions in reporting across your enterprise

## We can help

Successful self service BI and Analytics requires the right tools, the right data and the right education to be successful. We can help you ensure that your tools and how they are implemented work as your users require, that your data is easily accessible, accurate, timely, well defined and understood and that your users are empowered through structured education to use the tools you provide them to maximum effect

At Novon as well as specialising in information design for mobile devices using traditional desktop authoring Business Intelligence tools we partner with a leading edge BI technology vendor who specialising in providing mobile only BI solutions designed to empower your mobile workforce whilst complementing your existing BI technology stack.

People naturally consume information more effectively when it is in visual form. At Novon our experience in visual information design and working with market leading visualisation tools enables us to assist you in designing visualisations that will enable your workforce to interpret information presented to them more effectively, significantly improving business decision making at every level of your organisation

Whilst budgeting and forecasting is a critical business information function most Corporate Performance Management (CPM) solutions remain out of tune with modern business agility and the matching agility of current BI and Analytics platforms. Novon's 'effective planning' framework focuses on the people, process and technology drivers that you need to implement to make your planning cycles align with your business agility

Having a well defined Business Glossary is essential to ensuring that information produced across your organisation is consistent and consistently understood. We can help you establish an effective Business Glossary that is an integral part of your data governance processes, provides business language taxonomies, supports technical data lineage and is easily referenced from your reporting and analytics platforms



# Driving business value from information



We can help you identify, prioritise, deliver and embed information driven initiatives that will bring significant improvements in the way that you do business

- Increased marketing effectiveness
- Improved customer experience and satisfaction
- Greater cross and upsell opportunities
- Reduction in customer churn rates
- Reduction in data processing errors
- Rapid consolidation and period end close
- Improved regulatory compliance
- Reduced operational risk
- Reduction in audit costs
- Reduced cost and impact of fraud

Driving business  
value from  
information



In certain industries the value of your corporate information could be worth up-to **20%** of your Market Capitalisation.  
Improving how you manage that information could increase its value further. Conversely failing to manage such a valuable asset appropriately significantly increases your operational risk

Over **60%** of organisations report that Data Quality issues are a significant factor in delays to delivering technology projects  
Investing in Data Quality Management (DQM) processes and tools, making data quality an integral part of your software development lifecycle (SDLC) and embedding appropriate data governance into your program and project management processes will help you achieve greater success rates in deploying new applications for your customers and your internal stakeholders

For online merchants the costs occurred in relation to fraud losses means that the real cost of every lost dollar to fraud is over **\$3.00**  
With the cost of fraud increasing as merchants operate across multiple platforms and new geographies investing in real time fraud analytics solutions can significantly decrease your costs of managing fraud, reduce your actual fraud losses and actively improve your customers experience with your mobile and digital platforms

Marketing statistics suggest that you have up to a **70%** chance of selling to your existing customers whilst only a 5-20% chance of selling to new customers, with the cost of servicing customers being up to 4 times greater than that of servicing your existing customers  
Investing in effective master data management (MDM) enables you to better identify your customers and better service their needs at each point of contact, whilst reducing the time and cost of providing those services. Improving your analytical capability can help you design products and services that better meet their needs and vastly improve your ability to up-sell and cross-sell your goods and services

i. Taken from Mike 2.0 methodology

ii. Data Quality and the Bottom line, The Data Warehouse Institute, 2014

iii. 2014 LexisNexis® True Cost of Fraud Study

iv. Marketing Metrics: The Definitive Guide to Measuring Marketing Performance (2nd Edition), Paul W Farris, Neil T Bendle, Phillip E Pfeifer, David J Reibstein

# Why choose to partner with Novon

We are a small specialist professional services organisation that focuses on doing the right things in the right way. We specialise in the things we know how to do well, work hard and ensure that we use our skill and knowledge to help our clients consistently deliver successful outcomes from their projects and programs.



## Trust

We will always act with integrity and in the capacity of a trusted advisor

### Why?

Because we want to establish long term partnerships with our clients and the strongest partnerships are based upon trust



## Value

Our focus is always to provide value add, value for money services

### Why?

Because we only want our clients to invest in initiatives that reward them and to work with a partner that only ever charges appropriately



## Understanding

All of our people have a deep understanding of their area of specialist expertise

### Why?

So that you know that our consultants have the appropriate skills in the technology, industry or domain that you are paying for



## Experience

In addition to a deep understanding our people have years of delivery experience

### Why?

So that you know that our consultants have been there and done it and can anticipate the things that will save you money



## Passion

Our business and our people genuinely care and are passionate about what we do

### Why?

Because we believe that when you really care you go the extra mile to make sure the job gets done and it gets done right



## Pride

We take pride in our own abilities and our ability to ensure you get the right result

### Why?

Because we've worked hard to get here and we'll work just as hard to get you and your project or program where it needs to be

# Contact us



+61 2 9037 3000

[enquiries@novon.com.au](mailto:enquiries@novon.com.au)