Enterprise Computing

Adaptive Architectures for Business Intelligence
- managing the deployment cost curve

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Today's Agenda

- Enterprise Architectures
  - Enterprise Influences
  - Architecture Integration
- Converging Technologies
  - Data Warehousing
  - Analysis
  - Intranet and n-Tier Delivery
- Summary
Enterprise Influences

- ERP mergers, acquisitions, infrastructure diversity and scalability
- e-channel Integration
- Front office Business Intelligence
  - customer facing CRM
- IT costs and time to deploy
  - web and distributed computing topologies
  - component re-use, scalability
  - support for standards
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Conceptual Architecture phase

Business Functions

sales channels

Financial consolidation

CRM

ERP

Heritage

application integration

BW

Heritage data-marts

Business unit
Enterprise e-Architecture

Business Functions

Financial consolidation

web CRM

ERP

Heritage

application integration

new e-channels

e-world

e-warehouse

Business
Management Information

Financial consolidation
sales
ERP
Heritage
data-marts
operational integration

Business Functions

e-warehouse

e-world
e-portal
Front Office Intelligence

Customer Relationship Management, Data mining...

Reporting on R/3, BAAN...Supplier Management

e-Discovery, Balanced Scorecard.....etc

Financial consolidation

operational integration
The Scalability Cost Curve

Thick client / best of breed

n-tier SAS 8e distributed components

Department → Business Unit → Enterprise
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Operational Applications

business process
operational system
asset data

transaction data

operational process view
Analytical Applications

business process

operational system

asset data

data view

transaction data

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Analytical Techniques

More than just OLAP!
Enterprise Analytical Strategies

- **Business Internal Processes:**
  - Supply Chain Optimization, Forecasting, Project Management

- **Business to Business:**
  - Supply Chain Optimization (SRM, SPO)

- **Business to Consumer:**
  - Forecasting, Data Mining (Customer Segmentation, Loyalty, Profitability, LTV)
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Intranet and n-tier Client-Server

Data Warehouse server

business analysis logic; results gallery; presentation

client HTML request

web server
Information Delivery Management

SAS server

OEM data servers

Publish and subscribe channels

Users

Format services

XLS

HTML

PDF

RTF

Portal!
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Enterprise Influences: Review

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Re-use of Distributed Components!

Data warehouse

Data Access

Analysis

Integration Technologies

web delivery

Scalable storage

Data mining
Enterprise Computing

SAS 8e
Enterprise Computing

- Thank you for your time
- Questions?