CS SOLUTIONS,INC.
Shaping Ideas, Building Solutions

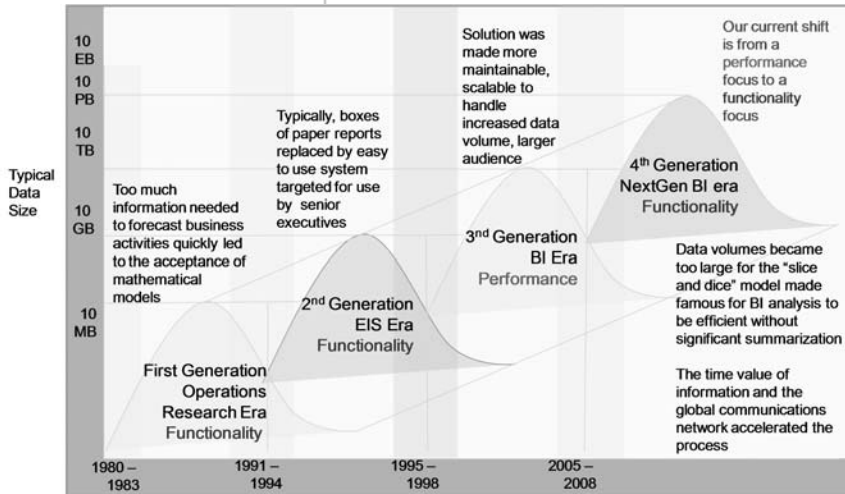# Insights:

Provide Stakeholders With Trustworthy, Just-in-Time Information to Create the Connected Enterprise

Attempting to Build the Connected Enterprise

We are currently in the midst of the fourth attempt to deliver the connected enterprise to stakeholders through data excellence. During the past several years, the focus of delivering

Business Intelligence and Data Warehousing systems to knowledge workers was to squeeze every ounce of performance out of these systems so that a single version of the truth could reach as large an audience as possible.

However, the amount of data presented to knowledge workers has increased exponentially as well as the frequency of publication. And the speed of business has increased dramatically, which is challenging some of the basic premises used to architect solutions for knowledge workers.

The purpose of this article is to discuss why this is happening, and to identify what actions should be taken to serve stakeholders with just-in-time trustworthy data.
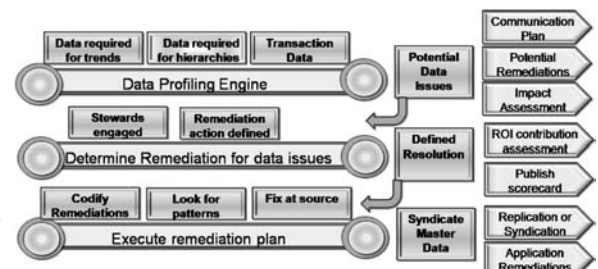
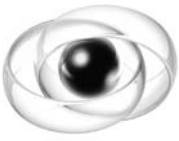## What are the conditions behind the shift?

There are four major issues driving this shift:

- The sheer amount of data collected has challenged the processes used to determine what level of detail to backup and what level of summarized data to present to stakeholders. There is no vehicle to present the appropriate level of detail around material events while providing the right amount of information that will not drown stakeholders in a deluge of data.

- The internet and improvements in global communications have reduced available reaction time; but the sheer volume of data requires more time in order gain insight from information

- The sources and formats of information to be gleaned have increased, but the necessary practices to effectively integrate information have not

- The basic premise to test and publish information for analysis is to use analysis tools, but this is largely a manual process for validating data and maintaining hierarchies.

What is required to deliver just-in-time trustworthy information?

Trustworthy information requires a repeatable process that ensures issues compromising the trustworthiness of data are uncovered prior to stakeholders finding them. This requires a data profiling engine

continually looking for data items that just don't look right, whether you have or previously encountered a similar condition or not.

Trustworthy information also requires engaging stakeholders to determine what to do with items uncovered during the profiling process. Ultimately, the stakeholders are accountable for the information presented and must select the appropriate remediation plan from the one or more alternatives presented to them.

It is imperative to the entire process that an ROI be communicated so there is a reason for stakeholders to continually remain engaged. After all, just as you experience competition for your time and attention, so do your stakeholders; and an ROI model that is compelling to their initiatives is mandatory.

What are the business reasons for adopting such an initiative?

In today's global economy, there is less time to deliver the appropriate information that facilitates:

- Create and support top-line revenue growth

- Enable and support operational and bottom-line efficiency

- Visibility and consistency of information to support a connected business

- Know your customers and what they want.

- Enhance customer loyalty and retain your customer

- Build new business and continue supporting your customers

- 360 degree view of your business: Visibility and timely information promotes agility

- Spotting and promoting opportunities

- Finding resources and competencies to exploit opportunities

- Collaboration for a innovative, synergistic and adaptable business

- Manage risk and change

Not having trustworthy, just-in-time information available to the stakeholder means information will not be available for the decision making process.

Having too much data undermines the of the connected enterprise by increasing the time required to identify and validate information, making information similarly unavailable for the making decisions.

What do I need to do?

The key to providing required information the connected enterprise is to first understand what information is required, then construct foundational information required for a collaborative environment capable of using trustworthy just-in-time information.

The identification of information worthy of collaboration managed by a repeatable process is the foundation.

This includes:

- Synchronizing master data to serve as the foundation for collaboration

- Determining the means to integrate master data into the operational suite of applications which are the system of record for collaborative information.

- Using an application profiling strategy to identify the integration points and mitigate risks associated with enhancing operational systems to utilize data deemed worthy of collaboration.

How should I get started?

A major contributor to success is selecting a partner who assists you in reviewing the architecture used to publish information more frequently; facilitates a process that ensures information can be tested — even with the more frequent publication cycle; and has the know-how to deploy a repeatable process that garners the trustworthy, just-in-time information required to lead your organization to becoming a connected enterprise. CS Solutions is such a partner. CS Solutions is a global information management consulting that is in tune with the evolving business landscape and marketplace and delivers information management solutions that solve real business problems.

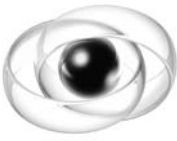For more information visit CS Solutions at www.cssolutionsinc.com.

About the Author

Mark Albala, Practice Leader, Data Integration Services

Mark leads the Data Integration practice development for CS Solutions and related services. He brings more than 25 years of experience in data warehousing, business Intelligence and data integration in numerous leadership roles strategist to lead architect.

Prior to CS Solutions, Mark served as director of solution services at Conversion Services International. He has also held various leadership roles in companies such as Answer Think, DMR Consulting and Coopers & Lybrand. He has advised clients within a broad cross-section of companies in several industries, both local and overseas. Some of the clients he has advised include J.P. Morgan, Goldman Sachs, Robertson Stephens, Rockwell Collins, Cigna, GE, IBM, Fannie Mae, UPS and other Fortune 500 companies. Mark has also served as a speaker at Oracle Applications User Group (OAUG), Data Management Association (DAMA), taught classes at TDWI and authored several white papers on the benefits of DW and BI.

Mark holds a master's degree in economics and bachelor's in political science, economics and accounting from Syracuse University.

Quick Facts about CS Solutions

- Corporate HQ: Bloomington, MN
- US Offices: CA, GA, IL, NJ
- Global: India
- Established in 1996
- Ranked twice as fastest growing private company
- ISO 9001 Certified

Financial Stability

- 100% owned by original owners
- All growth has been self-funded and organic
- 98% customer retention
- Profitable since the first year

About CS Solutions:

- 21st-century Global Information Management Consulting Organization
- Delivery practice leadership with more than 25 years of direct industry experience
- In tune with evolving Business Landscape & Marketplace
- Clients' Trusted Advisor
- Solutions for F500, F2000 and SMB markets

Our Experienced Team

- Focused on delivering high impact business value to our customers
- Global and Industry Experienced Management and Thought Leaders

Proven services and innovative industry solutions:

SERVICES	Financial Svcs	Healthcare	HT&L	Public Sector	Retail	Telecom	Emerging Business
INNOVATION BY INDUSTRY	Regulatory Reporting Customer Info Cross Sell Market Consolidation	RFID Patient Info & Intimacy Regulatory	Trade Partners Loyalty Programs Selling Partners		RFID Channel Integration Cross Sell Channel Integration		
CDI / MDM	Customer Data Integration center of excellence • Data Profiling, Quality Management and Stewardship Center of Excellence						
BI 2.0	Enhanced Real Time / Near Real Time Center of Excellence (EASE) • Extended Architecture (Structured/Unstructured Data)						
APPLICATION & DATA REMEDIATION	Metadata and Application Inventory Services•ERP Analytics•Data/Process Integration						
	Information Architecture and Application/data impact analysis						
MIGRATION PLANNING	Application Consolidation and Data Planning						
DATA INTEGRATION	ETL, EAI, SOA, Middleware						
DW DESIGN	Data Modelers • Data Base Practitioners						
BI SERVICES	BI Specialists • Tool Specialists						
	QA & Testing Services • Strategic Scorecard						