



FRAZIER & DEETER, LLC
CERTIFIED PUBLIC ACCOUNTANTS AND ADVISORS

BUSINESS INTELLIGENCE

PANEL DISCUSSION - BUILDING A SUCCESSFUL BI STRATEGY

Geek Week 2010



Introductions

Moderators

Elton O'Neal – Cox Enterprises

Chris Kyriakakis – Frazier & Deeter

Panelists (Tentative)

Bob Ruprecht – Deloitte Consulting

Kathryn McCray – IBM Cognos

Jason Gulick – CDC Software

Monica Moore – Cox Enterprises



Panelist Introductions

- Panelist introductions and overview of Business Intelligence in their organization

Question 1: How is business intelligence being used in your organization?





Panelist Discussion



Question 2: What issues has your company experience regarding the corporate data?

- **Visibility into corporate data**
- **Sharing of disparate data across the enterprise**
- **Reaction time to respond to events**
- **Strategically using data**



Panelist Discussion

Question 2a: What specific areas of the business (functional, operation, or strategic) have historically benefited from business intelligence?

And, looking forward, where will there be a bigger impact?



Panelist Discussion

Question 3: Over the past 2-5 years what goals did your organization set out to achieve regarding BI? What barriers have existed to achieve the organization's goals?





Panelist Discussion

Question 4: What direction are you taking with BI over the next 2-5 years? What barriers will exist?





Panelist Discussion

Question 5: Has the innovations related to ERPs kept up with the reporting/analysis needs of the organization?

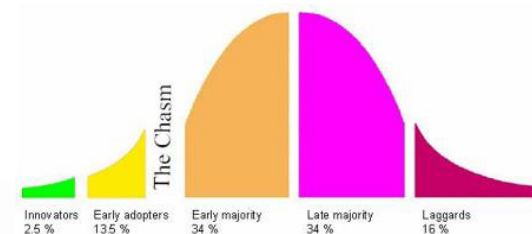




Panelist Discussion

Question 6: Have there been adoption issues in parts of the organization to fully utilized BI?

Please describe strategies that have helped you overcome it.





Panelist Discussion

Question 7: Where have there been challenges in developing and deploying BI (data, hardware, software, integration, etc.)?



Panelist Discussion

Question 8: What trends do you see in BI deployment?



Where will the most value be generated in an organization through deployment of BI.



Summary

- Parting words of wisdom for deploying BI
- Questions and Answers