

# Business Intelligence & Analytics Strategic Roadmap

## A strategic plan to maximize the value and impact of your BI & Analytics investment

*Transform your business and maximize your investments by aligning your Business Intelligence & Analytics initiatives to your organizational business strategy.*

### Every Successful Journey Starts with a Roadmap

Where is the business value? Where should you invest? Is your organization ready for change? What about a cloud BI deployment? Most organizations recognize the need to ensure accurate and timely data is at the fingertips of their business for decision support purposes, but how do you determine the right information to deliver? How do you make sure it is supporting your overall business strategy? Moreover, how do you deliver this information and what technologies do you use?

The answer is you start with a business driven, strategic roadmap for Analytics. For any BI & Analytics program to be successful, it is essential to ensure your path forward is properly aligned with your organization’s business strategy and geared towards delivering specific business value at near-term intervals along the way. More importantly, your roadmap should be specifically tailored to your organization, taking into account not only your business strategies, but your culture, people and process, to make sure you are set up for a successful voyage and with the full alignment of the Business and IT.

### Business Transformation through Data & Analytics with Messina Group

Messina Group’s Strategic Roadmap engagement is a complete review of your organization’s people, process and technology to develop a BI roadmap comprised of a pragmatic, phased approach to delivering business value through data and analytics. All organizations are different and roadmaps often fail because they do not take into account the uniqueness of each situation. Our Strategic Roadmaps are crafted into a sequence of specific steps your organization can realistically take, given the current state culture, organizational structure, available resources and your upcoming initiatives.

- Data Warehousing**
- Data Visualization**
- ETL/Data Integration**
- Advanced Analytics**
- Budgeting, Planning & Forecasting**
- BI as a Service (BlaaS)**
- Data Governance**
- Master Data Management**
- Organizational Change Management**
- Platform Selection**

## Proven Methodology

The Messina Group Roadmap methodology is comprised of five distinct phases, each geared towards answering the critical questions that will define your path forward.



As your trusted advisor, Messina Group guides your passage up the BI maturity curve by ensuring your investments are positioned properly and garner maximum value by focusing on:

- Business alignment – all BI capabilities are mapped to a specific business strategy
- Collaboration between IT and the business
- Resource optimization towards the highest value activities
- Standard KPIs and metrics to evaluate business performance
- Identification of coinciding projects or investments
- Change management – new technology is only successful if your organization adopts it and uses it to impact decisions

### Business Alignment

**Business Focus: Strategic business goals and specific measures of success**

**BI Capabilities: Critical BI capabilities that must be present to support the business objectives**

**Enablers: Supporting areas that facilitate the execution**

## The Messina Group Difference

- Recognizing that technology is only one component of the solution, we incorporate **people, process and technology** into our roadmaps
- We're a **technology agnostic** group of business intelligence professionals, with deep expertise in all of the leading BI tools, **without the bias** of a reseller; we're here to align your organization with the right technology.
- Expertise in **Organizational Change Management**; we assess your readiness for change and adapt to new process and technology, ensuring our roadmap is designed for **maximum adoption** of your resources, complete with staff enablement plans.