THE DEATH OF BUSINESS INTELLIGENCE AS WE KNOW IT
13 years with VELUX

Head of Global Business Intelligence

Part of the Global Finance Organisation

The VELUX Group is one of the strongest brands in the global building industry.

**Solutions**
- Roof windows and skylights
- Modular skylights for commercial buildings
- Flat-roof windows and sun tunnels
- Blinds and roller shutters
- Flashings and installation products
- Products for remote control

**Locations**
With manufacturing companies in 11 countries and sales companies in more than 40 countries, our products are widely available. We employ 10,000 people, and our company is headquartered north of Copenhagen, Denmark.
OUR BI JOURNEY

First we focused on information sharing.

Now we are focusing on advanced analytics.

2005  2008  2010  2013

ONE TRUTH  CENTRALIZED BI DEPARTMENT  BI SELF-SERVICE  PREDICTIVE ANALYTICS  PERFORMANCE CULTURE
FINANCE IS ONE AREA WHERE WE HAVE SUCCEEDED

Tools/Systems

<table>
<thead>
<tr>
<th>ONE DATA WAREHOUSE</th>
<th>CENTRAL BI DEPARTMENT</th>
<th>BI SELF SERVICE</th>
<th>DATA MINING &amp; PREDICTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEWS PLANNING SYSTEMS</td>
<td>IN MEMORY DATABASE</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2005  2008  2010  2014

Finance strategies

<table>
<thead>
<tr>
<th>ONE TRUTH</th>
<th>VELUX PERFORMANCE MODEL</th>
<th>INFORMATION SHARING</th>
<th>MORE ANALYTICS IN FINANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>VELUX PERFORMANCE PROCESS</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
TRENDS IN OUR BUSINESS

ONE VELUX

GLOBALIZATION

CUSTOMER INSIGHTS

DECISIONS = DATA
TRENDS IN OUR USERS

- SPEED
- AGILITY
- APP CULTURE
- USABILITY
- MOBILITY
TRENDS IN OUR ANALYTICS

BIG DATA

INTEGRATION

MORE SOURCES

COMPLEXITY
ENTERPRISE BI @ VELUX

HOW SOME USERS MIGHT SEE US
ENTERPRISE BI @ VELUX

HOW WE WOULD LIKE TO BE SEEN
THE PROMISE OF DEPARTEMENTAL BI

- FAST TIME TO MARKET
- EASY TO USE
- MODEL YOUR DATA
- CHEAP TO GET STARTED
- FAST RESPONSE TIMES
- NO NEED FOR IT SKILLS
WHEN DOES DEPARTEMENTAL BI WORK

- FEW USERS
- SILOED DATA
- NO SERVERS NEEDED
- FEW DATA SOURCES
- NO SUPPORT NEEDED
- LITTLE SHARING NEEDED
WHAT TO CONSIDER

DEPARTEMENTAL SOLUTIONS ARE DIFFICULT TO SCALE

ONCE BIG THEY WILL SUFFER FROM THE SAME CHALLENGES AS ENTERPRISE BI

THEY DO NOT ASSIST IN CREATING GLOBAL MINDSETS AND COLLABORATION

THEY OFTEN TAKES TIME AWAY FROM THE TRUE PURPOSE OF IMPLEMENTING THEM: ANALYTICS
THE APP CULTURE

DEPARTEMENTAL BI IS AN ATTEMPT TO CREATE ONE “APP” FOR ONE PURPOSE

WHEN YOU HAVE MANY DEPARTEMENTAL SOLUTIONS THEN YOUR APP NUMBER GROWS

YOU DUPLICATE DATA, SKILLS AND CREATE MULTIPLE VERSIONS OF THE SAME STORY

YOU INCREASE THE TOTAL TCO AND MAKE IT DIFFICULT TO NAVIGATE FOR USERS
THE BEST OF BOTH WORLDS?

BI Distribution

Report  Dashboards  Mobile

Analysis

Corporate BI integration

Analytical Application

Advanced Analysis and simulation

Local Data Marts

Departmental BI integration

Central Data Management Platform

Data Delivery and quality

SAP  non-SAP  File  DBMS
THE ALTERNATIVES

OR

IF SOMEONE TELLS YOU THAT ALL THAT IS COMPLEX ABOUT BI AND ANALYTICS WILL DISSAPEAR BECAUSE YOU BUY A SMART SOLUTION THEY ARE LYING!
WE NEED TO THINK ABOUT

IF WE SHOULD SEE OURSELVES MORE AS DATA BROKERS RATHER THAN SYSTEM OWNERS

THE QUALITY OF THE FRONT ENDS WE OFFER COMPARED TO BEST OF BREED

THE LEVEL OF SELF SERVICE WE PROVIDE WITHIN OUR PLATFORM

WE NEED TO EVOLVE THE PLATFORM WITH OUR USERS AND EVALUATE OUR SERVICES
MERGING TRANSACTIONS & ANALYTICS

WITH SAP S/4HANA TRANSACTIONAL DATA AND ANALYTICAL DATA WILL MERGE

THE WORLD OF BUSINESS INTELLIGENCE AND TRADITIONAL IT WILL MEET

SKILLS WILL BE CHALLENGED

WE ARE ALREADY TALKING ABOUT HOW TO APPROACH THIS PARADIGM SHIFT