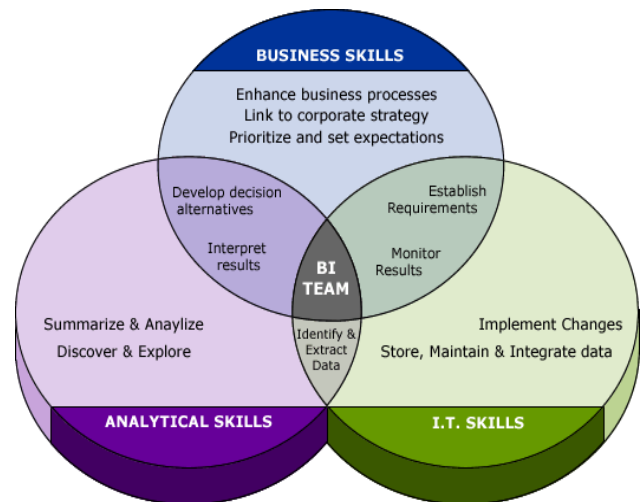


INTRODUCTION

Building the business intelligence (BI) competency center within an organization requires broad commitment and a team with cross functional skills. To be successful the BI team must consist of resources with business skills, technical skills, and analytical skills.

Business Skills

The business representative is responsible for aligning project scope and team direction with corporate strategy. This includes prioritizing functionality releases, and managing the expectations of end users. As the project progresses and end users begin to use the tools the business representative gathers end user feedback and feeds it back to the operations team for business process enhancement. Business representatives also work with analysts to interpret report results and develop decision alternatives.



Technology (IT) Skills

The technology representative is responsible for identifying, gathering, and extracting data to meet end users business analysis needs. The technology team designs the data warehouse, ETL procedures, and configures end user software tools.

Analytical Skills

The data warehouse is designed and built for data analysis. The end users (analysts) who will use the data warehouse on a regular basis are responsible for creating mining data, creating reports, and drawing out information from large data sets. Analysts work with the business users to develop decision alternatives and provide summarized reports and data for executive consumption.

Summary

If an organization is going to be successful with business intelligence and data warehousing they must develop a BI competency center. The competency center can be informal with only a couple people satisfying multiple roles, or it can have a formal structure with dedicated resources. Either way, the organization must work each day to ensure the proper resources are included.