

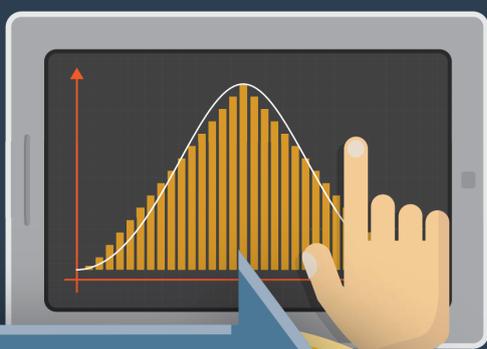


The Business Intelligence Maturity Model

Understanding your organization's business intelligence (BI) maturity is important. We can help your organization plan strategically as you invest more in business intelligence and seek to yield greater enterprise value from BI.

1. UNDIRECTED

- ★ Unaware of business intelligence (BI) tools or business value
 - ★ Data lives in spreadsheets
 - ★ Reports are built on request or handled on a one-off basis
- Enterprise value: Unrealized**



TURN INSIGHTS INTO ACTION

BI HELPS IMPROVE DATA QUALITY

2. CONTAINED

- ★ BI used in specific areas of the business
 - ★ No executive sponsorship or IT investment to leverage BI enterprise-wide
 - ★ Data is inconsistent
- Enterprise value: Low**

MAXIMIZE EFFICIENCIES

BETTER UNDERSTAND YOUR BUSINESS AND PLAN FOR THE FUTURE

3. INVESTED

- ★ BI is being applied to address specific business needs
 - ★ Establishment of a BI team that supports business units on a project-by-project basis
 - ★ Data quality shows improvement
- Enterprise value: Increasing**

QUICKER ANSWERS TO BUSINESS RELATED QUESTIONS

FACT BASED DECISION MAKING

4. STRATEGIC

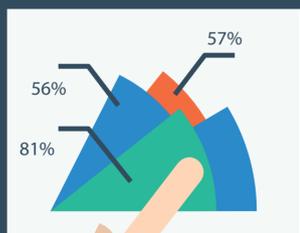
- ★ BI is critical to executing business objectives
 - ★ BI Team is an important part of the business
 - ★ Data governance and policies are defined and enforced
 - ★ BI is being used to analyze data and improve processes
- Enterprise value: High**

5. PERVASIVE

- ★ BI capabilities are extended to suppliers, customers and business processes
 - ★ BI is being used across the enterprise
 - ★ Self-service BI enables users to see and share data
 - ★ Dashboards deliver business metrics
 - ★ BI is leveraged to make informed business decisions
- Enterprise value: Critical**

Self-service BI to visualize data

Empowering users to create front-end visualization allows for self-service BI. The beauty of self-service BI is that the business users get answers quickly and IT can focus on more strategic initiatives.



Check out our website to see what we've been doing to help clients with Office 365, SharePoint and moving to the cloud.

We have a team of business intelligence experts that understand what it takes for a successful deployment of a business intelligence solution.



LEARN MORE ABOUT HOW KIEFER CAN HELP YOU DEPLOY POWER BI