

Meet Oliver Glassmann

Solution Architect @ Hitachi Solutions



Oliver strongly champions the establishment of a datadriven culture within every organization

- 25+ years of Consulting, Business Intelligence spent mostly in the Microsoft Ecosystem
- Passionate speaker for all things Business
 Intelligence, from the tiny bits it all starts with to the creation of value for the business
- Tries to weave all the aspects of BI projects into a holistic mesh that enables successful data journeys for the whole organization
- Constantly fostering dialogue and debate with both Non-IT and IT participants, trying to help them see beyond their bubbles' horizons.
- Has badges and stuff...















Our Hitachi Solutions Team

≈3,200 Team Members

1,501

Microsoft Dynamics 365 for Financials & Operations

927

Microsoft Dynamics 365 for **Customer Engagement**

177 Analytics



166 Microsoft Dynamics 365 for Field Service

> 154 Microsoft Dynamics 365 Cloud Solutions Research & Development

> > 166 eCommerce

> > > 110

Marketing, Human Resources, Finance, Management & Administration

SE ASIA & ANZ

350

ABOUT US

Awards & Recognition



50x

Microsoft Partner of the Year

Partner of The Year Awards 2023



Microsoft Dynamics 365 Supply Chain Management and Dynamics 365 Services **Partner of the Year**



Microsoft Partner of the Year Finalist for Government

Our Accomplishments



13

Microsoft Specialisations



18

Years as a Microsoft Gold Competency Partner



13

Microsoft MVP Experts



100

Partner Contribuition Index Score out of 100



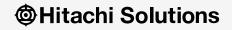
19

Years on Microsoft's Partner Advisory Council



21

Years in Microsoft's Inner Circle



Our plan for tonight

01 ——Icebreaker

02 —

First Act: Goals

03 —

Second Act: Domains

04 —

Third Act: Success

05 —

Fourth Act: Whatabout X?

06 —

Q&A



DOGS > CATS

Garbage IN → Garbage OUT

BI projects encounter more than average challenges during implementation.

I identify as an IT person.

I do >50% of my work on-site.

BI Projects are IT Projects.



What are the goals?

And whose goals are they?



What's BI?

- 5.000+ years of BI
- Modern expectations

Managed (vs.) Self-Service

- Self-Service BI on the shoulders of Corporate BI
- Pros, Cons & Perspectives
- **Broken Promises**

Stakeholders

- Stakeholders <> Customer
- Stakeholders have goals
- Stakeholder commitment is the fuel for your project

Valuable Tools

- Maturity & Capability Assessments
- Corporate Data Culture
- Roadmaps lead to goals



Domains of a BI project

Monsters, Mummies and More



Sources

- Ownership & Permissions
- Keys & Granularity
- Volume & Velocity

Transformations

- All roads lead to Rome!?
- There's No Free Lunch
- Layers; just circles of Hell?

Reports

- Data, Numbers, Facts!
- (Corporate) Design
- Data Storytelling

Putting the POT in POTI

- People
- Organization
- Technology



Fostering project success

We're in this together!



Requirements

- **Design Thinking**
- Catalyst / IDEA
- **IREB**
- Vision & Value

Communication

- **Open Channels**
- Follow-Up
- Co-Location Is King*

Tamed Agility

- But The Rules!
- Learning Curve
- Change Management & Adoption

Stakeholder Management

- **Disruptions Have Priority**
- Investment in Stakeholder Management pays off
- Stakeholder management reduces Risk





We are not only doing BI here!

Hic Sunt Dracones!



dataverse purview ai datalake datamesh edge ml datafabric xr hybrid datascience embedded lakehouse cloud cognitive iot predictive mobile fabric

05.5 **Icebreaker – One More Question**

BI Projects are IT Projects.



