

ANALYSIS BEYOND SPREADSHEETS

How business intelligence empowers fact-based risk and integrity management decision making

5 GUIDELINES FOR BI PROJECT SUCCESS

1. DEFINE THE OUTCOME.
2. FOCUS ON THE ACTIONABLE RESULTS.
3. PLAN BEYOND PRODUCT IMPLEMENTATION.
4. CONTINUALLY IMPROVE THE DATA.
5. SELECT A BI SOLUTION DESIGNED FOR YOUR MARKET.

The management of pipeline assets is generating more data than ever before. The value and potential within this data is critical to making informed decisions for safe and reliable operations. Risk based decision making is only as good as the data, integration process and analytics available. Integrating and analyzing pipeline data from a variety of sources and systems succinctly is beyond the capabilities of spreadsheets. So now what?

Business intelligence (BI) applications bridge the gap between data and actionable strategies. With BI you are able to see what has happened in the past, what is currently happening in real time, understand why it is happening, predict from trends and patterns what will happen in the future, and better identify how to affect the outcome. *In essence, BI empowers fact-based decision making.*

Deploying BI as part of your pipeline risk and integrity management systems provides users with the power to make data driven and insightful risk based decisions. The combination of integrated data with BI applications provides users the necessary support required to leverage contextual and information based analysis.

Once you have decided to move ahead with a BI solution, the following five guidelines will help ensure your BI project is successfully implemented, adopted and delivering value for years to come.

1 DEFINE THE OUTCOME

At the beginning of the project, map out what success looks like with the end user group using SMART goals.



2 FOCUS ON THE ACTIONABLE RESULTS

The majority of BI solutions have the ability to present data in dashboards through charts and graphs. When designing the dashboards, it is imperative that each dashboard provide insights and tells the story about your pipeline system to provide context and support decisions. Dashboards that only present data might be visually appealing but they have no value and diminish the usefulness of the BI system as people don't know what they are looking at. Continually evaluate the dashboards and purge those that are no longer driving action within your organization.



3 PLAN BEYOND PRODUCT IMPLEMENTATION

Implementing a BI solution is only part of the journey. Other critical components include building out a support team that will manage the BI solution into the future. The support team will be responsible for the growth, education and adoption of the solution going forward. In addition, ensure continued executive involvement and support of the solution to ensure it is woven into the culture and way of doing business.



4 CONTINUALLY IMPROVE THE DATA

People will not use a BI solution if they do not trust the data. To avoid this, establish a process to identify and correct data quality issues quickly.

**5 SELECT A BI SOLUTION DESIGNED FOR YOUR MARKET**

The BI market is growing at a rapid rate and there are now many solutions available. All will demonstrate great data visuals in their demonstrations and collaterals but not all are designed for your specific industry. Be sure to select the solution designed specifically for your industry. When evaluating BI solutions, ensure the product works with your data sources and unique pipeline data types.



When implementing a BI solution remember it is not an IT initiative but rather as the name implies a “business” initiative and may require input from multiple stakeholders (IT, Engineering, GIS, Projects, Operations). Beyond “what” and “how” it’s important to consider “why” and “who”. When implemented correctly and supported from both the technology and human aspects, BI solutions will pay a generous return on investment.

ONCE THE BI APPLICATIONS ARE IN PLACE, A PROPER SUPPORT MODEL TO ENSURE THEY ARE UPGRADED AND MAINTAINED WITH MINIMAL DISRUPTION IS CRITICAL FOR LONG TERM SUCCESS.

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ABOUT US

Dynamic Risk's business intelligence applications, DataView and Query, provide organizations the ability to analyze pipeline information at a scale, complexity and speed not easily achievable with traditional spreadsheets or alignment sheets. DataView and Query allow you to go deeper to analyze changes in your pipeline network and plan intentional, confident responses to the data and avoid reacting to events.

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