



# Business Intelligence, Intelligent Business: IPM Beyond EVM

40 BUILDING ON  
YEARS OF  
COMMITMENT

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# Beyond EVM; IPM and Business Intelligence

For businesses to realize the maximum benefit from EVM, EVM needs to be more than a compliance activity/contractual requirement.

- Success comes when everyone rows in the same direction.
- Everyone rows in the same direction when they know where they are going.
- They know where they are going when there is a clear goal/vision.
- When others believe in your vision they want to help you achieve it.



# Business Intelligence, Intelligent Business

## Takeaways:

- Start thinking about EVM in a bigger context of IMP, Business Intelligence and best management practice
- Definition of a mission is not rocket science but it does take hard work
- Having a clear mission for your team will optimize team performance and allow you to clearly articulate your value proposition to any stakeholder
- For a mission to be useful it must be used



# Beyond EVM Bigger Context



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# Business Intelligence Defined

- From Wikipedia

Business intelligence (BI) can be described as "a set of techniques and tools for the acquisition and transformation of raw data into meaningful and useful information for business analysis purposes".

- From Tech Target

Business intelligence (BI) is a technology-driven process for analyzing data and presenting actionable information to help corporate executives, business managers and other end users make more informed business decisions.



## Conveying Value of BI, IPM and EVM

- Tools and Techniques for acquisition and transformation of raw data
- Meaningful and useful information for business analysis
- Help (everyone) make more informed business decisions.

# Take a BIGGER look at your value proposition



# Earned Value Management at CGI Federal

CGI Federal EVM Office Mission:

Our goal is to make performance measurement more reliable and, thereby, make project management easier.

We collaborate with projects using a comprehensive framework to effectively organize scope, schedules and budgets.

We consolidate objective performance data enabling projects to make evidence-based decisions.



# Defining a Mission

## Why, How and What



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# Business Intelligence at CGI Federal

CGI Federal BI Mission:

Enable better business decisions and optimized business performance through access to and analysis of evidence-based data.



# The Why, How and What

Enable better business decisions and optimized business performance through access to and analysis of evidence-based data.

Credit goes to Simon Sinek, [Start with Why](#)

Why: better decisions leading to optimized performance

- KPI optimization and Statistical inference, Budgeting and forecasting
- Standardization of metrics and nomenclature. Standardization of report development/methodologies/usage/understanding
- Removal of redundancies and creation of efficiencies – management and analysts spend more time looking at data instead of generating data



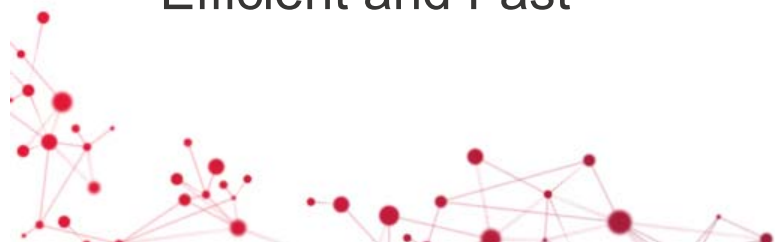
# The Why, How and What

How: access to (pushed and self-service reports) and analysis of (actionable data, plus raw data)

- Pushed reports: role based reporting packages that are pushed weekly, monthly and quarterly
- Self-service reports: fast access between pushes
- Actionable data: analytical alerts (trends, stoplight charts, etc.), exception based reporting, development of CGIF wide thresholds etc.
- Raw data: continue access to raw data for those that need/want it

What: evidence based data. Performance standards for data:

- Reliable, Traceable,
- Timely,
- Efficient and Fast



# Why, How, What – in that order

Why - What problem are you solving?

- Business problems
- People problems

How - How will you solve the problem?

- Use SMART as a framework for describing the how

What - The Specifics

- What exactly is the service/value you offer?

BONUS

Who are you solving it for?

- Direct and Indirect Stakeholders



# Haloa Aina

Háloa Áina Mission:

Háloa Áina is a native Hawaiian forestry and education organization committed to economic prosperity and environmental responsibility being guided by cultural values for a more sustainable Hawaii.

<https://youtu.be/R75HjEswAmc>

Breakdown the BI mission

- Why
  - a more sustainable Hawaii
- How
  - committed to economic prosperity and environmental responsibility being guided by cultural values
- What
  - a native Hawaiian forestry and education organization



# Using Your Mission Articulating Value and Setting Priorities



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# Your Mission

- Create a Mission together
  - Don't be tempted to reuse someone else's mission
  - Do it as a group to get engagement, buy-in, all perspectives
- Share your Mission
  - Make your Mission visible
  - Put your mission on the wall, on a mug
  - Post it on your collaboration site
- Use your Mission
  - Prioritize tasks and initiatives using your mission
  - Communicate value to other stakeholders using your mission
  - Live your mission

