

**Business Intelligence (BI)  
Data Store Project  
Discussion / Draft Outline for Requirements Document**

Approval Contacts – Sign-off

Copy Distribution (List of Names)

Revision History

Definitions (Organization & System Acronyms)

Related Work Papers – References / Supporting Documentation

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## I. Project Summary

### 1.1 Project Background

- Charter / Commissioners / Sponsors (Letter co-signed by top management)
- Sponsor Organizations
- BI Group – History & Current State

### 1.2 Definition of BI Data Store Project and Scope

- BI Reporting Data Store Description
  - What It Is
  - What It Is Not
- Differences from Other Data Warehouses / Marts
  - Data
  - Usage

### 1.3 Business Drivers / Case for BI Data Store

- Problem Statement / Opportunity
- Business Questions Addressed
- Benefits / Improvements Summary
  - Consolidated
  - Timely
  - Accurate
  - Flexible
    - Top Down
      - Management Reporting
    - Bottom Up
      - Customer ROI / Needs Management / Service
  - Expandable

### 1.4 Methodology / Approach

- Project Team

### 1.5 Assumptions

- Review / Control Procedures
- Sign-Off

## 1.6 Project Constraints

- Adequate Resources
- Adequate Information
- Adequate Tools
- Adequate Communication
- Adequate Budget

## 1.7 Dependencies

- Other Projects

## 1.8 Risk Assessment

- Acceptance / Adoption
- Organizational Plan
- Business Case
- Technical
- Information Security
- External Dependency

## 1.9 Requirements – Mission Objectives and CSF's

- Customer Focus
  - Contact
  - Opportunity / Lead Generation
  - Referrals
  - Performance
  - Customer Needs
- Business Intelligence
  - Marketing Analytics
    - Client Acquisition
      - Closure Rate
      - Net Growth
    - Client Retention
    - Householding
      - Demographics
      - Product Penetration
    - Share of Wallet
    - Client Satisfaction / Needs
    - Market Size / Share
    - Competitors
    - Economic Outlook
  - Product Development & Marketing
    - Features
    - Pricing
    - Targeting / Segmentation
    - Campaigns
- Sales Associate Support & Sales Management
  - Organization / Hierarchy
    - Relationship Definition / Change Management
    - Effectiveness Ratings – Associate / Branch / Region / LOB
      - Revenue Ranking
      - Net Sales Growth Ranking
      - Wtd. Average Customer ROI Ranking
      - Client Recommendation / Action Ranking
  - Coverage Team
  - Deal Team

- **Financial Management Reporting**
  - **Accounts / Assets**
    - **Managed**
    - **Un-Managed**
  - **Revenue**
    - **LOB**
    - **Region**
    - **Branch**
    - **Associate**
    - **Customer Type**
    - **Product**
  - **Profitability**
  - **Life Time Value**
  - **Net Interest Income**
- **CSF's**
  - **Holistic View**
    - **Enterprise Adoption / Agreement**
    - **Enterprise Information Integration**
    - **Single Reporting Platform**
    - **Reusable Components**
    - **Single Associate Model**
  - **Quality Assurance**
    - **Timely**
    - **Accurate**
    - **Consistent**
      - **Householding Definitions**
    - **Reliable**
    - **Real-Time**
  - **Increased Revenue & Balances**
  - **Increased Profitability**
    - **Lower Total Cost of Ownership**
  - **Increased Referrals & Closure**
  - **Deepened Customer Knowledge**
    - **Investment Objectives**
    - **ROI Improvement / Applied Investment Analytics**
    - **Advice Driven / Proactive Culture**
    - **Customer Feedback / Customer Driven Improvements**
  - **Improved Productivity**

#### 1.10 Project Plan & Phases – Expected Delivery Points

## II. Project Background

### 2.1 Current Architecture – ‘As Is’ State

### 2.2 Current Business Processes – Data Sourcing & Development

- **Marketing**
  - **Roles**
    - **Users vs. Requestors**
    - **Business Strategy & Development**
    - **Communications**
    - **Campaigns**
    - **Program Management**
    - **Segment Marketing**

- Marketing Systems
  - SAS Datasets
  - Excel / PowerPoint Output
- External Data
  - Credit Reporting Bureaus
  - D&B
- Line-of-Business
  - Sales Reporting
  - Relationship Reporting
  - Financial Reports
  - Householding
- Brokerage Services
- Investment Management

### **III. Project Requirements**

#### **3.1 Operational**

- Organization
  - Management / Planning / Status Reporting
  - Technical Development
  - Operations / Administrative Portal
  - Data / Help Desk / Request Management

#### **3.2 Audit**

- Activity Logs
- Inventory / Documentation

#### **3.3 Legal/Regulatory**

- Compliance Reporting

#### **3.4 Branding (TBD)**

#### **3.5 Security**

- Authorizations
- Encryption
- Access Controls

#### **3.6 Functional Requirements**

- Community / Roles – Data Usage – Use Case – Data Flows By Role/System/Function/Process
  - Marketing
  - Line-of-Business
  - Investment Management
  - Risk Management
  - Products
  - Research

- **Needs Assessment for BI Data Store**
  - **Information Requirements for BI Data Store**
    - **Database Architecture (Data Models)**
      - **Existing Data Models**
        - **Management Reporting Systems**
      - **Dimensions**
        - **Customer**
        - **Associate**
        - **Account**
        - **Product**
        - **Contract**
          - **Price**
          - **Risk**
          - **Recommendations**
        - **Type**
        - **Time**
      - **Measures**
        - **Account Balances**
        - **Transactions**
        - **Activities**
        - **Returns**
      - **Relationships**
        - **Account-Customer-Associate**
        - **Product Hierarchy**
        - **Sales Organization Hierarchy**
        - **Transaction Type**
        - **Product Type**
        - **Customer Type**
      - **Source Data vs. BI Data Store**
        - **Frequency**
        - **Retention**
        - **Maintenance**
    - **Metadata Management**
    - **Data Acquisition / Sourcing**
      - **Data File Inventory**
    - **Data Analysis**
      - **High Level Data Dictionary**
      - **House Hold / Client Definitions**
    - **Data Cleansing**
    - **Extract / Transform / Load (ETL) Jobs**
      - **Cross System Data Transfers**
      - **Data Standardization Procedures**
      - **Data Tagging / Source Identification**
    - **Disaster Recovery**
    - **Change / Release / Project Management**
  - **Functional Requirements for BI Data Store**
    - **Capabilities**
      - **Who**
      - **What**
      - **Why**
      - **When**
      - **Where**
      - **How**
      - **How Often**

- **Workflow Requirements for BI Data Store**
  - **Requests**
  - **Users**
  - **Processing**
  - **Tracking**
  - **Approvals**
  - **Notification**
- **Integration Requirements for BI Data Store**
  - **Shared Services / Applications**
  - **Job Scheduling**
- **Delivery Requirements for BI Data Store**
  - **Single Point of Reference / Portal**
    - **Sales Desktop Portal**
  - **Standard Data Files**
  - **External Systems – Communications Parameters**
- **Content Management Requirements for BI Data Store**

### **3.7 Technical Requirements for BI Data Store**

- **Development**
- **Test**
- **Conversion**
- **Production**
- **Performance / SLA's**
- **Networking**
- **Access**
- **Back-Ups**

## **IV. Notes on Requirements (TBD)**

### **V. Impacts**

- **Organization**
- **Process**
- **Technology**

## **VI. Open & Closed Issues**

### **Appendix**