

# IBM Consulting



G-Cloud 15  
IBM – Business Intelligence

Service Definition Document

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# Business Intelligence

## Key features of this service

- Evaluate current Business Intelligence (BI) landscape to identify gaps, challenges, and opportunities.
- Establish strategy-aligned objectives to generate actionable insights.
- Define performance frameworks and KPIs for trusted, high-quality, scalable insight.
- Develop a prioritised, practical roadmap to strengthen BI capabilities.
- Design a scalable BI operating model, including roles, governance, ways-of-working.
- Enable governed self-service analytics and automation to accelerate insight delivery while maintaining controls and ensuring data trust.
- Embed user-centred design to improve adoption and ensure insights are accessible and actionable for business users.
- Advise on the right BI tooling and platform strategy to meet business needs and optimise operational costs.
- Rationalise the existing BI landscape to simplify, improve efficiency, and eliminate waste.
- Implement new BI tools and manage platform migration to modernise the BI environment and reduce technical debt.

# Business Intelligence

## Why this service is needed

Many organisations struggle to turn data into meaningful insight and are often frustrated by reporting capabilities that are outdated, inaccurate, and highly manual — resulting in too many reports that are inconsistent, duplicated, or lack trust. The IBM Business Intelligence services help organisations overcome persistent reporting and insight challenges when there is limited direction, alignment, and capability, or capacity to transform business intelligence into a strategic asset.

The common challenges our IBM Business Intelligence Service address are:

- Organisations are unable to deliver reporting aligned to strategic business objectives, due to undefined & unclear KPIs/performance frameworks.
- Organisations have large amounts of manual and inconsistent reporting, due to a lack of trust in data and complex data models.
- Organisations struggle to maintain & scale their reporting solutions, due to the absence of an operating model & specialised data skills.
- Organisations are concerned about the cost of BI operations and licenses without seeing equivalent business value or opportunities to continue scaling & modernising their BI landscape.

This is a range of **business drivers** for why an organisation would need this service, including:

- It wants all reporting and analytics capabilities directly linked to business strategic objectives.
- To eliminate fragmented, duplicated, or error-prone reports, and have consistent, high quality and scalable frameworks.
- To provide timely, accurate, and actionable insights.
- To establish robust BI operating models, governance, and skilled teams that can maintain, scale, and evolve reporting and analytics solutions effectively over time.
- To reduce manual processes and leverage AI and automation.
- To streamline BI operations, platforms, and licences to reduce waste and ensure that BI investments deliver measurable business value.
- To upgrade legacy platforms, embed self-service analytics, and leverage AI-enabled insights to drive innovation, agility, and long-term organisational growth.
- It wants to have effective engagement between its business and IT functions during data delivery.

# Business Intelligence

## Key benefits of this service

Our services are designed to transform data into a **strategic asset** that directly supports business objectives. You can expect the following benefit realisation:

- Clear BI strategy and direction aligned to business priorities and outcomes.
- Improved decision-making through trusted and actionable insights.
- Modern, scalable BI platforms that reduce complexity and technical debt.
- Higher business adoption via self-service and user-centred design.
- Lower costs and operational risk through platform rationalisation and improved governance.

## Key IBM differentiators

- IBM has deep skills and a broad breadth and depth in data, analytics and business intelligence. Our professionals enable us to own end-to-end delivery from strategy and assessment to platform implementation and adoption.
- IBM has an extensive range of accelerators and assets to support strategy definition, BI operating model design, capability development, and delivery execution.
- IBM has invested in AI-enabled automation to accelerate insight generation and optimise processes.
- IBM put significant focus on user-centred design, leveraging research and proven methods to drive adoption and maximise value.
- IBM has defined Industry best practices and collaborates with other Market leaders, such as AWS, GCP and Microsoft to ensure alignment and access to emerging trends and technical expertise.
- IBM has a proven track record of working with small, large and complex organisations to transform Business Intelligence capabilities.

# Business Intelligence

## Service Description

50-word summary:

Our Business Intelligence services deliver strategy-aligned reporting, scalable operating models, and modernised platforms, combined with self-service analytics and AI-enabled automation. We provide trusted, actionable insights, optimise costs, and accelerate decision-making, helping organisations transform data into a strategic asset and drive measurable business value and long-term growth.

## Service

Business Intelligence is critical to enabling confident, data-driven decision-making and transforming data into a strategic asset. Our Business Intelligence services provide an end-to-end approach that assesses current BI maturity, defines a clear strategy and operating model, and modernises platforms to deliver trusted, actionable insight aligned to business objectives.

Through a structured, outcome-led methodology, we establish consistent KPIs and performance frameworks, design scalable BI operating models, and deliver prioritised roadmaps that focus on measurable business outcomes. User-centred design is embedded across all solutions to drive adoption, while governed self-service analytics and AI-enabled automation accelerate insight delivery without compromising trust, security, or control.

These services are strategic enablers, empowering informed decision-making and delivering deeper insights to optimise operations. Continued investment ensures high-quality, trusted access to information while driving efficiency, scalability, and long-term value. By strengthening BI capabilities, organisations are better positioned to meet customer expectations and enable business users to perform at their best.

# Business Intelligence

## Service Options

### BI Maturity Assessment

evaluating the current BI landscape to uncover challenges and opportunities, we establish clear strategic objectives. Our structured methodology translates these insights into actionable recommendations and a practical roadmap to strengthen BI capabilities and align outcomes with business strategy.

### BI Target Operating Model (TOM)

designing and defining a client's BI Target Operating Model to maximise data-driven insight. This includes roles and responsibilities, governance and security, ways of working, user-centred design (UCD), and data architecture.

### BI Platform Modernisation, Rationalisation & Migration

modernising and optimising BI platforms through improved data models, AI-enabled automation, and self-service capabilities, while embedding UCD principles and reducing operational costs.

# Business Intelligence

## About IBM

### This is IBM in the UK

We have worked together with organisations in the UK for over 100 years, with a rich history of joint innovation and achievements, built on trusted relationships.



#### Cloud

Together, IBM and Red Hat are working to deliver the world's only **next-generation hybrid multicloud platform**



#### Changing the world

IBM was awarded **World Changing Company of the Year 2019** by Fast Company



#### Tech talent

IBM runs P-TECH schools in 18 countries, helping **>100,000 students build skills for careers of the future**



#### Economy

IBM has been **integral to the UK economy for >100 years**, and is one of its largest tech employers



#### Royal recognition

**29 UK IBMers received honours from the Queen** for contributions to tech and society



#### Inventors

IBM UK is home to many Master Inventors, with **>250 patents filed last year alone**



#### R&D

In the UK alone, IBM **invests £170 million in R&D each year**



#### Diversity

IBM won the **Global Diversity Award 2019** and the **ENEI's Gold Standard**



#### Quantum

IBM Q, the world's most advanced quantum computing initiative for commercial use, is being used by CERN



#### Graduates

IBM is committed to developing future talent – we are **Target Jobs' Graduate Employer of the Year 2019**



#### Environment

IBM's focus on sustainability began in 1971 with our first environmental policy



#### Volunteering

IBM dedicates **>20,000 volunteering hours every year** for a better society



#### Artificial Intelligence

IBM develops **watsonx based generative AI solution** for the Austrian federal armed forces to provide **fact-based evaluation and classification** for the ability to remain capable of acting in the light of risk scenarios.

IBM