



## BBBT Podcast Transcript



### About the BBT

The Boulder Business Intelligence Brain Trust, or BBT, was founded in 2006 by Claudia Imhoff. Its mission is to leverage business intelligence for industry vendors, for its members, who are independent analysts and experts, and for its subscribers, who are practitioners. To accomplish this mission, the BBT provides a variety of services, centered around vendor presentations.

For more, see: [www.bbbt.us](http://www.bbbt.us).

<b>Vendor:</b>	<b>Dell Software Group</b>
<b>Date recorded:</b>	<b>July 26, 2013</b>
<b>Host:</b>	<b>Claudia Imhoff</b> , President, BBT
<b>Guest(s):</b>	<b>Peter Evans</b> , Product Technologist Consultant, BI and Analytics
<b>Run time:</b>	<b>00:09:33</b>
<b>Audio link:</b>	<a href="#"><u>Dell Software Group Podcast</u></a>
<b>Transcript:</b>	[See next page]
<b>Transcribed By:</b>	CastingWords



---

Claudia Imhoff: Welcome to this special edition of the Boulder BI Brain Trust podcast. I'm Claudia Imhoff and I'm here in Grants Pass, Oregon, at the Humphrey Strategic Communications annual Pacific Northwest BI Summit. I'm pleased to have the opportunity to interview each of the vendors attending this event.

CI: With me is Peter Evans. Peter is the Product Technologist Consultant for Business Intelligence and Analytics for the Dell Software Group. Boy, that's a mouthful, Peter. Welcome. [laughs]

Peter Evans: It's a large title now, yes.

CI: It is. Tell me about it, this Dell Software Group.

PE: The Dell Software Group basically was born out of the acquisitions that Dell has done over the last three years, Quest being the latest of those acquisitions last year. Basically, what we are looking at now is a group of software vendors who have been brought into the Dell portfolio, which enables us to spread our reach across platforms, across data, and to be able to provide service to an awful lot of people.

We have SonicWALL, which is identity management. We have Quest, which brings in database development, business intelligence. We have Kitenga Analytics, which we purchased just before we were acquired by Dell. That's Big Data analytics and text analysis.

Then we've got things like KACE and Boomi. Boomi is the cloud integration platform, which allows us to integrate applications, massive data management, and databases.

CI: Wow. Dell has really made a concerted effort, then, to create this end-to-end solution. Whatever you need, it sounds like they've got the piece of technology.

PE: Absolutely. The way we're positioning ourselves now is part of the Dell Software Group is the Information Management Group, led by Matt Wolken. The Information Management Group has a remit to be able to provide to vendors an end-to-end solution, not just for software, but for hardware, for services, professional services, installation, maintenance, all



the way across the spectrum. We can support a Quickstart Data Warehouse, which is our appliance, which allows you to go straight from zero to a data warehouse in three weeks. You've got services that are brought in with that.

You've got Boomi that brings in your data from Salesforce, from other relational databases, or from transactional systems. That is all put into the Quickstart Data Warehouse.

We add the Toad BI Suite on top of that that gives you business intelligence and analytics.

Then, if you want to do social-media work or you want to trawl websites, we've got Kitenga Analytics on top of that as software.

Alongside all of that is the ability to also supply the hardware that's required to run all of these systems, the database management to manage the databases, the identity management to manage the systems and the people that are using the systems. It is a full, end-to-end solution.

CI: The other thing that I wanted to talk about with you a little bit is a passion of yours. Certainly, you've been in the BI arena for long enough to know that what's happening in that arena today is that people really do want to collaborate. For years, it seemed like we had these isolated analysts. They weren't really collaborating with each other. Now we're starting to see a real movement toward this collaborative BI. Why don't you tell me about your interest there?

PE: My interest, really, is looking at how collaboration is working. If you look at gen Y, if you look at the grown-ups that are now part of the board, these guys and girls were brought up working with Apple iPads. They were brought up working on Facebook.

CI: Very collaborative in their nature.

PE: Very collaborative nature, so the boardrooms are starting to move that way. Now, traditional BI is all well and good, but it's historical. It has very little movement in it, and there is very little collaboration.



If you look at the way that a traditional BI system is set up, IT takes on the role of governance. They take on the role of masters of management, of masters of the data. The problem is, not all of the data that people need to actually gain insights and make decisions is now based in that area.

Nobody has a handle on Salesforce.com, even in the IT department. To actually gain access to your CRM system, to gain access to how your data looks, you need to be able to join that data in and collaborate with your data-warehouse data and then collaborate amongst the analysts.

At Toad, we've already started putting collaboration platforms into our developer's tools. If a developer has a problem or a query, he can actually write, in the tool, a question. That will go off to the Web and will be answered by another developer, who may be online, who has had that similar problem and knows the answer.

CI: Instant help desk.

PE: Instant help desk.

CI: How cool is that?

PE: We're basically trying to bring that into all of our tools. Going forward with the BI platform, collaboration will be part of that. We've moved our BI platform now so that we can do mobile delivery. It goes out on an iOS app. It's in beta at the moment. It'll be released properly in probably about three months' time. That basically allows us to collaborate around the story on data.

We're not calling them dashboards, we're calling them storyboards, because you're telling a story. You're positioning the data to tell the story to your consumers. The next step from that, obviously, is to make those consumers become information users and information workers.

You're bringing them back from just being static data and looking at a pretty picture to actually saying, "Well, OK, you can then use this tool to bring data in that you may have on your desktop that you think adds benefit to that." Therefore you get a bigger picture straight away.



---

CI: One of the things that we heard this morning in our session was that data does not all reside in a single place, that it is pretty much somewhat scattered. We have our data warehouses. We have our operational systems. People may want to bring data in from their spreadsheets. That was one of the themes that we heard. The other one was the idea of collaboration -- or storyboarding, if you will -- storytelling -- that data by itself, or analytic results by themselves, don't really tell the story. They are just a number, right?

PE: Absolutely.

CI: I want to pursue this idea of storytelling with you a little bit and get your take on what that really means.

PE: If you go back 10 years, dashboards basically told a story. They were very static. They were a pretty picture that you put up on the wall. The problem is, with collaboration and with interactivity that we now have in data and in tools, you need to be able to position your data so that the people that are actually working can gain insight from it. But also, feed that insight back to the company.

I think of it as any great leader -- I'm ex-Royal Navy. I used to work in the Submarine Service. The captain of the submarine would, for an analogy, take all of his data, look at the result set.

Then he would ask the rest of the team and say, "What do you think to this?" He may make the decision, but he takes all of the insight from his skilled members.

Now, there are an awful lot of skilled people in business today. They don't all reside in the business room. They don't all reside in the boardroom, per se.

You can get skilled people who have insight and something to add to the story, but you need them to have the facility to be able to add to that story, to embellish the story, to make the story better, so that, going down the tree, it becomes the full story, not just one view of that story.



That's where I'd like to see business intelligence go, so that you take the data, you collaborate around it. You put it all into one place where you can work on it, you work on that data, you provide your view of that data.

Somebody else, two weeks later, may look at that and think, "Hang on a minute. I've just had a call, but I can add something in to show why we're doing this."

They can open that dataset up. They can open the storyboard. They can collaborate and annotate that storyboard, and then send it back for other users to look at and say, "Oh yeah, that's why it went that way. We understand."

It's understanding. Understanding drives insight. Insight drives revenue. Revenue drives companies up. It's as simple as that.

CI: It is as simple as that. I do appreciate your time, Peter. It is always so good to talk to you. Again, it's Peter Evans. He's the product technologist consultant for BI and analytics for the Dell Software Group. Thanks so much, Peter.

PE: Thank you again

CI: Thank you for listening to this special edition of the BBBT podcast, and thanks to Scott Humphrey for giving me this opportunity and for hosting the Pacific Northwest BI Summit.