

DATA MANAGEMENT AND BUSINESS INTELLIGENCE | DMBI-030

Business Intelligence Strategy and Implementation

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Course content

Why Attend

Many organisations have multiple reporting tools and conflicting numbers but little real insight. A clear BI strategy aligns data, tools, people and processes to deliver trusted information.

This Aractech course covers BI strategy development, requirements and use cases, architecture and tool selection, self-service and governance, data quality, BI competency centres, adoption and measuring value. Participants develop a BI strategy and roadmap.

Course Methodology

- Strategy workshops
- Case studies
- Tool comparison exercises
- Group discussions
- Roadmap development

Course Objectives

- Develop a BI strategy aligned with business goals
- Gather BI requirements and prioritise use cases
- Select BI architecture and tools
- Balance self-service with governance
- Establish a BI competency centre
- Drive adoption and measure BI value

Target Audience

- BI managers
- IT and data leaders

Course content

- Business analysts
- Finance and performance managers

Course outline

Detailed course outline

Day-by-day outline for Business Intelligence Strategy and Implementation.

Day 1 - BI Strategy

- 09:00-09:45 | Role of BI
- 09:45-10:30 | Maturity assessment
- 10:30-11:00 | Vision and objectives
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Vision and objectives (continued)
- 11:45-12:30 | Stakeholders
- 12:30-14:00 | Exercise: BI maturity review

Day 2 - Requirements and Use Cases

- 09:00-09:45 | Requirements gathering
- 09:45-10:30 | KPI frameworks
- 10:30-11:00 | Prioritisation
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Prioritisation (continued)
- 11:45-12:30 | Single version of truth
- 12:30-14:00 | Workshop: Use-case prioritisation

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Day 3 - Architecture and Tools

- 09:00-09:45 | BI architecture
- 09:45-10:30 | Tool landscape
- 10:30-11:00 | Selection criteria
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Selection criteria (continued)
- 11:45-12:30 | Cloud BI
- 12:30-14:00 | Exercise: Tool evaluation

Day 4 - Governance and Organisation

- 09:00-09:45 | Self-service BI
- 09:45-10:30 | Governance
- 10:30-11:00 | Competency centres
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Competency centres (continued)
- 11:45-12:30 | Data quality
- 12:30-14:00 | Case study: BI programme

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Day 5 - Adoption and Value

- 09:00-09:54 | Training
- 09:54-10:48 | Change management
- 10:48-11:00 | Value measurement
- 11:00-11:30 | Coffee break
- 11:30-12:12 | Value measurement (continued)
- 12:12-13:06 | Roadmap
- 13:06-14:00 | Capstone: BI strategy

Seminar dates

Available seminar dates

Live dates and pricing for Business Intelligence Strategy and Implementation generated from the course details page.

Date	Location	Format	Fee
2 - 6 November 2026	London	Classroom	€2,315
21 - 25 December 2026	Rome	Classroom	€3,460
18 - 22 January 2027	Istanbul	Classroom	€1,978
15 - 19 February 2027	Cape Town	Classroom	€1,625
15 - 19 March 2027	Barcelona	Classroom	€2,815
19 - 23 April 2027	Paris	Classroom	€3,825
17 - 21 May 2027	Frankfurt	Classroom	€1,875
21 - 25 June 2027	Barcelona	Classroom	€2,815
19 - 23 July 2027	Geneva	Classroom	€4,315
16 - 20 August 2027	Rome	Classroom	€3,460

Seminar dates

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18 - 22 October 2027	Cape Town	Classroom	€1,625
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20 - 24 December 2027	Paris	Classroom	€3,825
2 - 6 November 2026	Online / Live	Online / Live	€1,815
21 - 25 December 2026	Online / Live	Online / Live	€1,815
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19 - 23 April 2027	Online / Live	Online / Live	€1,815

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