TDWI’s Business Intelligence Maturity Model

The six-stage BI Maturity Model shows the trajectory that most organizations follow when evolving their BI infrastructure from a low-value, cost-center operation to a high-value, strategic utility that drives market share. The model provides a big-picture view of where a BI program is, where it needs to go, and how to get there. No organization evolves through the six stages at the same rate or in the same way. Many whilst characteristics of multiple stages at the same time, few move clearly and precisely from one stage to the next.

BI Adoption Curve

Most organizations go through six stages when evolving their BI environment from a low-value, cost-center operation to a strategic resource that drives the business and shapes the market. The bell-shaped curve indicates that most organizations have reached stages five and four in the BI adoption model, marked by unstable funding, force usage, and the continued presence of agreements.

Local Control versus Enterprise Standards

In the early stages of BI, users were equipped with spreadsheets and臃肿 local control over the content and display of information. This control declines in subsequent stages as departments, divisions, and finally, the entire organization integrates information standards. Once all data is modeled and managed in the BI environment, business users equipped with powerful BI tools create new views, analyses, and reports more quickly than ever, finally balancing the dual need for standards and flexibility.

BI Usage

Information is primarily exploited by power users in the early stages of BI, but the changes rapidly as organizations deploy dashboards and scorecards that graphically monitor performance and chart individual and group progress toward achieving strategic goals. These user-friendly BI tools guide users through the data in a structured fashion so they can investigate problems and issues without getting lost in the data.

BI Insight

Organizations rely on BI to answer different types of questions at each stage in their evolution. Initially, users build awareness and understanding of the business by analyzing historical trends. In subsequent stages, users evaluate right-time information to work proactively to solve problems and optimize performance. In the final stages, organizations automate decision-making using statistical models embedded in applications.

Business Value and ROI

The business value of BI solutions grows rapidly in the first two stages as organizations struggle to correlate analytical results, deliver a consistent view of information, and empower users with BI tools that forecast the way they work. Business value and ROI accumulate in the last three stages as BI becomes an enterprise resource that drives revenue critical processes and delivers rich insights for a competitive advantage.

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