DOLAP 2007

Improving Business Intelligence Speed and Quality through the OODA Concept

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The global business environment is hyper-volatile and therefore behaves chaotically. This means:
- that long-term planning is very "hard"
- we can never fully "understand" the competition
The Fox Strategy vs. The Hedgehog Reaction
(Collins: Good to Great)

Maneuver Warfare: Can Modern Military Strategy Lead You to Victory?
(Harvard Business Review, Clemons and Santamaria)

Boyd’s OODA Loop
(Lind: Maneuver Warfare Handbook)
State of the Art: Fragmented and primarily in OO

Search (Pérez, Llavori, Cabo and Pedersen)
Suggestion #1: Improve Speed & Quality

Integrate Disciplines (Dashboards, Agents, ...) to:
Improve Speed – Reduce Human Interaction
Improve Quality – Understand “Measure Intent”
Use “Measure Intent” to automatically identify “Sentinels” that are reliable early indicators of critical measures.
Suggestion #3: Business Process Intelligence

(Flow: Csikszentmihalyi)
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Identify Core-Competency/Talent by Monitoring Speed and Quality of OODA Loops
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Comments & Questions ?