

# PLATON INSIGHT®

THE STRUCTURED APPROACH TO INFORMATION MANAGEMENT

- REALIZING YOUR COMPANY'S BUSINESS STRATEGY
- ALIGNING INITIATIVES AND EFFORTS
- ENSURING REUSE AND SUSTAINABILITY
- DEFINING ACCOUNTABILITY





# PLATON INSIGHT®

## THE STRUCTURED APPROACH TO INFORMATION MANAGEMENT

Platon Insight® addresses all the activities involved in Information Management, broken down into three areas: The first area addresses the program-related activities, the second area addresses the specific solution projects (the how-to on solving specific issues within Business Intelligence and Master Data Management), while the third layer supports the operational and maintenance-related activities.

To succeed in the complex discipline of Information Management there are only three guaranteed directions to follow: The structured one, the structured one, and the structured one. This is true whether you are building Business Intelligence solutions, Master Data repositories, Integration solutions, or addressing data quality issues. The sheer size and scope of such projects and their implications for strategies, architecture, and technology – in fact your whole business – calls for strict structure.

If you agree and have been looking for the best structured approach to Information Management, then look no further: Platon Insight® is an industry-leading methodology that will take you through all stages of

an Information Management initiative; from linking your business and IT strategies to developing an Enterprise Information Management architecture, choosing technologies and carrying out specific solution projects aimed at controlling, integrating or exploiting your company's information assets. Platon Insight® will help you balance the need for long term planning with the need for short term business improvement through standards, policies and careful planning.

The methodology's holistic approach to Information Management will help take your company to a higher level of maturity making your enterprise's IT and information infrastructure a key component in realizing your company's business strategy.



### ALL PARAMETERS ARE REVIEWED

Each activity in Platon Insight® reviews what is to be done, how it is to be done, the roles (competencies) involved in carrying out the activity, which inputs are needed to be able to carry out the activity, and which outputs the activity will generate.

### NOT JUST TALK

#### – PLATON INSIGHT® SHOWS HOW

Platon Insight® describes, step-by-step, how all the activities involved in Information Management are carried out (e.g. conducting a maturity assessment, managing a project portfolio, selecting technology, modeling an EDW, developing ETL etc.). The methodology's recommendations are divided up into guidelines specific to each individual activity, and techniques, which cut across multiple activities (e.g. workshop facilitation and managing change).

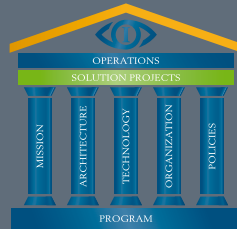
### REALISTIC AND PRAGMATIC

Platon Insight®'s recommendations are essentially best practices, which have been developed based on years of project experience from companies inside and outside Scandinavia. There are different approaches on how to apply these recommendations. In some cases a company will want to focus on a specific solution project whilst ensuring the project is aligned with company strategy as a whole. In other cases, a company will first want to lay a foundation in the form of strategy, architecture, organization etc, before initiating specific solution projects. Platon Insight® pragmatically supports both approaches, and also serves as a reference if you have the need to know how a specific task is to be carried out.

### THREE LAYERS

Platon Insight® defines the three layers that should be present within an Information Management initiative:

**The Program:** The framework processes and activities which constitute the cornerstones of



### SOLUTION PROJECTS

Information Management solution projects are described in detail in Platon Insight® in the form of both a general project management methodology and two different solution types: Business Intelligence and Master Data Management.

an Information Management initiative, including mission, strategy, organization, standards and policies, technology and infrastructure.

**The Solution Projects:** The activities, which include planning, management and execution of solution projects within the areas of Business Intelligence and Master Data Management. Many different types of projects are supported, e.g. EDW implementation, developing isolated data marts, improving data quality processes, implementing master data repositories, etc.

**Operations:** The activities which must be carried out daily to ensure that developed solutions run, data quality is constantly safeguarded, systems are maintained, and to ensure user support.

Platon Insight® shows the sequence and context among the activities and processes within these three layers.

### STRUCTURE AND LEARNING IS KEY

Platon Insight® is also an application which facilitates navigation among activities, guidelines, techniques, roles and document templates. Specific solution projects are configured in the application and, as a project gradually generates deliveries in the form of e.g. documents, they are placed in the application's document management base so that relevant documents can always be easily located on a contextual basis. This enables one project to learn from another, and ensures that documentation is uniform and supports a high level of reusability and learning. Platon Insight® also comes with state-of-the-art project room technology, which supports



### FACTS:

- Over 100 different activities are covered
- Each activity links directly to all relevant information (guidelines, techniques, templates, input, output, etc.)
- Over 120 guidelines describe how their associated activities are carried out, step-by-step
- 25 techniques provide additional support for carrying out activities (in greater detail and with more theoretical background)
- Over 80 document templates are included
- Platon Insight® contains a total of roughly 3,000 pages of descriptions
- 48 Information Management roles are delineated in terms of responsibilities, competencies, and relationships to activities
- Used daily by Platon's own consultants

each individual project with efficient task management, document management, and more.

### ONE SIZE DOES NOT FIT ALL

Platon Insight® is carefully designed to allow modifications and extensions as required within your company as the methodology will often be required to co-exist and even integrate with existing methodologies, corporate standards and policies. We will be happy to help assess how your company could use the methodology, and in conjunction with implementation of Platon Insight®, will provide assistance to help you get well on your way, through classroom based training and one-on-one sessions.

# WWW.PLATON.NET

## **PLATON – THE COMPANY**

Platon is a global independent consulting company, specializing exclusively in Information Management. We are independent in the sense that we only offer unbiased consulting services in our field independent of any vendor or technology. In fact, we do not sell any software or hardware and do not accept commissions, finder's fees etc. You can find additional information about us on our website [www.platon.net](http://www.platon.net).

## **PLATON INSIGHT® – THE OFFERING**

Through the company's 9 years of existence managing more than 500 projects, Platon has had a dedicated focus on capturing, structuring and sharing the knowledge essential for delivering successful solutions in the Information Management field (Data Warehousing, Business Intelligence, Master Data Management and Meta Data Consolidation). The result is a best practice methodology – Platon Insight® – addressing any aspect of managing and utilizing information as a strategic asset on equal terms with people, buildings, machinery and capital.

This covers activities such as developing a strategy for Information Management in a company, defining and running the projects that will implement this step by step (e.g. Data Warehousing and BI solutions, Master Data definition, harmonization and synchro-

nization and integration). Platon Insight® also provides all the structures that will support these projects, such as architectures, technology application, organizational structures, standards and policies. Platon Insight® even covers the day-to-day operations of dealing with information as an asset (e.g. ensuring correct data capture, integration and transformation into daily business value).

What makes Platon Insight® unique is its coverage of the Information Management field. It is both wide, covering all aspects of dealing with information as a strategic asset, and in-depth. It tells you exactly how to perform each of the more than 100 different activities needed. More than 10,000 hours have been invested in development and as best practices change over time, we continue to invest in its development.

What makes Platon Insight® novel is the fact that Platon is now making it available for companies to adopt and utilize. We have taken all our knowledge in the Information Management field, burned it onto a CD, put in a box, and made it available for companies to apply internally, enabling them to build a holistic and coherent program that will make the vision of information as a strategic asset reachable – in the shortest time possible.

