

Business Analytics Training Workshop
A Proposal to

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From

Dr. Kevin McCormack

 **drk**research

SITUATION

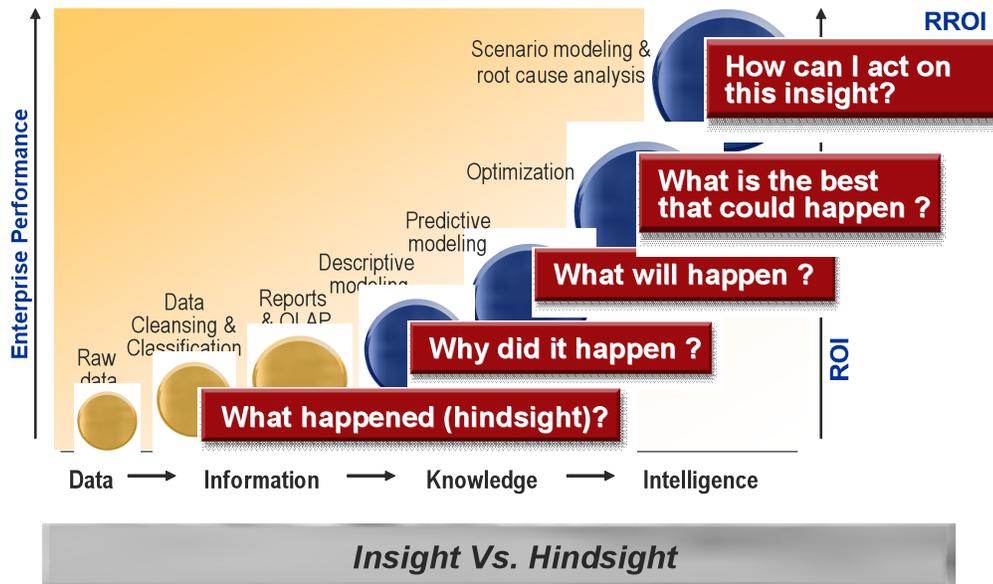
Business Analytics are the new powerful approaches to solving business problems and improving business processes using data, technology and the power of advanced mathematics.

Analytics are defined as the extensive use of data, statistical and quantitative analysis, explanatory and predictive modeling, and fact-based decision-making (Wikipedia http://en.wikipedia.org/wiki/Business_analytics). The Figure below shows the different components of analytics.

DRK Research has developed descriptive and predictive models that help to improve business processes and business performance in Procure to Pay, Supply Management, Master Data Management, Business Process Management and many other areas.



Analytics Drive the Power of Information



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Figure 1. Business Analytics Evolution

DRK is also a SAS partner, using their powerful technology to enable our business analytic solutions.

PROPOSAL

Using experiential learning approaches and real case studies this workshop will provide supply and procurement leaders and commodity managers an understanding of the fundamentals of business analytics and the DRK models and approach.

As a result of completing this workshop, participants will be able to:

1. Understand the purpose and goals of business analytics (BA) within the context of their firm and supply network.
 - How a BA fits into the their mission and vision
 - BA benefits to their firm
2. Develop a basic BA strategy and plan for their organization and understand:
 - The supply chain network view (interactions, relationships, attributes, environment)
 - Your BA strategy compared to the DRK model
 - BA Program Management
 - Commodity classifications and organization related to BA
 - The importance of data quality, extraction and organization
 - Spend and impact analysis in the context of BA
 - Supplier assessment, diagnoses and improvements.
 - Supply portfolio management – building the combined view
 - How to build a BA system
 - BA “what if” modeling
 - BA deployment methods, roles and responsibilities
3. Understand and articulate the impacts of success for an BA program

Workshop Details

Duration 1 Day - 8 hours

Resources Required

Three flipcharts, tables for all participants, LCD monitors with laptop connection, masking tap for hanging posters on the wall, four sets of multicolored markers.

Day 1

Instructor: Dr. Kevin McCormack,

Date: TBD

Time: Day 1 - 8:00 am. – 5:00 p.m.

Place: TBD

Time	Topic	How	Outcomes
8:00 AM – 8:30	Introductions, workshop overview and training procedures	Individual introductions and instructor review of workshop outcomes	Participants meet fellow participants, understand the experiences each brings, and understands the workshop goals and outcomes. Participants also organize into teams for the exercises.
8:30 - 9:30	BA fundamentals – what, how and why?	<ul style="list-style-type: none"> - brief lecture introducing each BA component and how each can support the firm's supply management and procurement efforts - discussion of BA process and all components - presentation of several example projects and discussion of component use for each specific project 	Participants will understand the strengths and weaknesses of each of the BA program components and how to use these components as effective tools to support their firm's supply management and procurement efforts.
9:30 – 10:00	Data Organization and Issues	<p>Examination and discussions of</p> <ul style="list-style-type: none"> - Commodity classifications and organization. - Data quality, extraction and organization - Spend and impact analysis 	Participants will understand the issues with network data and how to use tools and techniques to address these issues in support of their firm's supply management and procurement efforts.
10:00 – 10:15	Break		
10:15 – 11:30	The DRK Model – background, components, and strategies.	- lecturette on basic elements of DRK model and application	Participants will be able to ID components of the DRK model and their purpose.
11:30 – 12:30	Working Lunch	Open Discussion	
12:30 – 1:00	Form exercise teams	Organize the teams by objective and role	Teams formed and ready for exercise

Time	Topic	How	Outcomes
1:00 – 2:15	Build analysis plan	- each team will complete their project analysis plan	Completed BA analysis plan
2:15 – 2:30	Break		
2:30 – 3:30	Develop Reports and analyze the data	- each team will build their reports and analyze the data using the DRK model	Participants are able to explain how they used the DRK model components to describe a measure supply chain risk.
2:30 – 3:30	Diagnose the results and identify actions.	- breakout exercise diagnosing the results of the analysis and building action plans.	Participants are able to explain how they used the DRK model components to analyze and diagnose a BA opportunity
3:30 – 4:30	Report out and wrap up	<ul style="list-style-type: none"> - each team presents their results. - Q and A 	Participants are able to explain how they used the DRK model components to analyze and diagnose a BA opportunity
4:30 - 5:00	Close and Adjourn	Participants complete workshop feedback assessment	Workshop feedback assessment

DATA SOURCES

The DRK team will draw from its library of best practices based on multiple years of research and interviews with best-in-class customers, including sample data sets and BA opportunities.

Participants can bring their own BA opportunity and data for the exercises.

DELIVERABLES

- One completed workshop.
- Handouts and a Workbook organized with sections for each module.
- Reference articles for pre-and post workshop reading.
- Electronic version of all material will be available via a workshop website.

KEY PERSONNEL

The following will serve as key personnel for the project.

Kevin McCormack, MBA, DBA

Dr. McCormack is currently CEO of DRK Research and Consulting, LLC and an Adjunct Professor in the College of Management at North Carolina State University and University of Oklahoma. He has over 25 years of business leadership, teaching, research and consulting experience in the areas of information technology, operations management, and supply chain management. His experience covers many national and international industry segments and a broad range of business processes. He has been a member of or has successfully conducted engagements with several government agencies and major companies in the food, forest products, pharmaceutical, chemical, consumer products, high tech and the plastics industry. Some of his clients have been Kraft, Philip Morris, CPC International, Cargill, Texas Instruments, USMC, Phillips Petroleum, Chevron-Phillips, Suncor Energy, Columbia Forest Products, Dow Chemical, Warner-Lambert, Standard Charter Bank, Microsoft, Intel, Tektronix, several state governments, Borden Chemical, California Public Employees Retirement System (CalPERS), Wal-Mart, Campbell's, General Mills, Fairchild Industries and PepsiCo.

Dr. McCormack has degrees in Chemistry, Engineering, an MBA and a DBA. He has also developed and delivered courses in Information Technology and Operations Management at the graduate and undergraduate level both in the U.S. and in Europe. He has published two books and several articles in Quality Progress, Business Process Management Journal, Supply Chain Management, Benchmarking: A International Journal and several others. His new book, Supply Chain Risk Management will be out in December, 2007.

BUDGET

We propose a fixed price of **\$12,000** for completion of one workshop with up to 20 students.

Payment Schedule: 100% at completion of workshop.

Project Assumptions: The Company will furnish the room, refreshments, etc. for the workshop at their location.

Travel and lodging expenses for the workshop are not included in this price and will be billed at actual cost.

Project Start: TBD

CONFIDENTIALITY

DRK will hold as confidential all information gained from this project that is not or does not become a matter of public knowledge.

GENERAL

Fees will be payable to **DRK Research and Consulting LLC.**

We appreciate your business and will strive to give you our best.

Approved by:

Signature

Name/Title

Date

Please Fax or forward signed agreement to:

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