



# ADOPTION ASSESSMENT Power Business Intelligence

Use these simple 15 questions to score your organization's business intelligence maturity level.

Successful Power Business Intelligence (BI) adoption involves making effective processes, support, tools, and data available and integrated into regular ongoing patterns of usage for content creators, consumers, and stakeholders in the organization. A common misconception is that adoption relates primarily to usage or the number of users. There's no question that usage statistics are an important factor. However, usage isn't the only factor. Adoption isn't just about using the technology regularly; it's about using it effectively. Effectiveness is much harder to define and measure.

If you are seeking to improve your existing Power BI implementation or planning a new Power BI implementation, this adoption assessment is a great place to start.

## What will my organization's maturity level tell me?

Organizational adoption measures the state of Power BI governance and data management practices. There are several organizational adoption goals:

- Effectively support the community
- Enable & empower users
- Oversee information delivery via enterprise BI & self-service BI with continuous improvement cycles

Every organization has limited time, funding, and people. So, it requires them to be selective about where they prioritize their efforts. **To get the most from your investment in Power BI, seek to attain maturity between 300 and 400, as discussed at the end of this assessment.** It's common that different business units in the organization evolve and mature at different rates, so be cognizant of the organizational state as well as progress for key business units. Let's begin your assessment.



### QUESTION 1

**Does your organization have a defined Modern BI vision?**

- Ⓐ Not yet
- Ⓑ Partly defined
- Ⓒ Well defined in certain areas
- Ⓓ Comprehensive, organization-wide definition

### QUESTION 2

**How widespread is Modern BI adoption throughout your organization?**

- Ⓐ Adhoc, localized adoption
- Ⓑ Departmental adoption
- Ⓒ Enterprise adoption
- Ⓓ Culture of data-driven analytics across the organization

### QUESTION 3

**Who is the sponsor for Modern BI adoption?**

- Ⓐ We don't have one yet
- Ⓑ IT or Operational Specialists
- Ⓒ Middle/Senior Management
- Ⓓ Executive Sponsor(s)

### QUESTION 4

**Are roles and responsibilities for Modern BI well-defined throughout the organization?**  
(e.g., admins, stakeholders, content creators, consumers, etc.)

- Ⓐ No definition
- Ⓑ Some roles & responsibilities are defined (here and there)
- Ⓒ Some departments have established well-defined roles & responsibilities
- Ⓓ Well-defined throughout the organization

### QUESTION 5

**How is data managed throughout your organization?**

- Ⓐ Siloed data management
- Ⓑ Some shared data policies
- Ⓒ We have data quality certification in place
- Ⓓ We have a comprehensive approach to information life cycle management

### QUESTION 6

**Do you follow an established approach to Modern BI development?**  
(e.g., documented standards, deployment pipelines, automated source control, etc.)

- Ⓐ Adhoc development without defined processes or stages
- Ⓑ Implemented some manual processes
- Ⓒ Standard, repeatable processes in place
- Ⓓ Current, well-documented development standards, automated source control, and deployment pipelines



### QUESTION 7

**Do employees have the knowledge & necessary skills to take advantage of a Modern BI deployment?**

- Ⓐ Not skilled
- Ⓑ Some skill, but need more
- Ⓒ Skilled enough
- Ⓓ Experts who stay current with Modern BI tech and trends

### QUESTION 8

**Describe your approach to BI training and user support.**

- Ⓐ Everyone learns by themselves by watching YouTube
- Ⓑ Some team members attend focused training
- Ⓒ Experts on staff to provide training and user support
- Ⓓ Community of practice (COP) in place across the enterprise

### QUESTION 9

**How would you describe data quality in your organization?**

- Ⓐ Inaccurate and inconsistent
- Ⓑ Some data sources are reliable
- Ⓒ Most data sources are reliable
- Ⓓ Complete, accurate, accessible, and consistent

### QUESTION 10

**For your existing BI solutions, how well are requirements documented? (for data models and reports)**

- Ⓐ They aren't
- Ⓑ Content creators copy existing artifacts as 'requirements'
- Ⓒ Some requirements are well documented
- Ⓓ Requirements are current, well-written, and accessible

### QUESTION 11

**For your existing BI solutions, how is performance?**

- Ⓐ Slow, inconsistent performance
- Ⓑ Performant for basic calculations or transactional reporting
- Ⓒ Optimized performance for small and medium-scale solutions
- Ⓓ Optimized performance at scale for all solutions

### QUESTION 12

**For your existing BI solutions, how consistent and intuitive are your existing BI reports?**

- Ⓐ Inconsistent and unintuitive (or, we don't have any yet)
- Ⓑ Some consistency and intuitiveness
- Ⓒ Consistent standards and branding are used
- Ⓓ Draws users in to interact with visuals, encouraging user adoption



### QUESTION 13

Do you monitor BI user behavior and artifact usage in your organization?

- Ⓐ Not yet
- Ⓑ Monitoring at the individual artifact level
- Ⓒ KPI-driven monitoring, departmental/divisional level
- Ⓓ KPI-driven monitoring throughout the organization

### QUESTION 14

How well-defined are BI-related business processes within your organization?

- Ⓐ Not defined
- Ⓑ Defined for transactional processes
- Ⓒ Well defined in some departments/divisions
- Ⓓ Current, well-defined, communicated, and accessible

### QUESTION 15

What business impact, or ROI, has BI had on your organization?

- Ⓐ Answer (up to) a limited set of business questions
- Ⓑ React based on what has happened in the past
- Ⓒ What-if analysis for organizational planning and decision making
- Ⓓ Provides answers to questions not yet asked

## Scoring Matrix

Now that you've finished your assessment, it's time to determine your Assessment Score.

1. Count the number of times you've selected A, B, C, and D and list the quantities below.
2. Multiply each line by the number in their Factor column.
3. Add your totals together, giving you a Grand Total.
4. Divide the Grand Total by 15 for your final Assessment Score.

QTY	Factor	Total
A	x100	
B	x200	
C	x300	
D	x400	

$\frac{\text{Grand Total}}{15} = \text{Assessment Score}$

**What Now?** Take your Assessment Score and see where you fall within the organizational maturity levels on the following pages.



# What does my score mean?

## 100-150: You're in the Initial Range

It's the starting point for data-related investments that are new, undocumented, and without any process discipline. Common characteristics of this maturity level include:

- Pockets of success and experimentation with Power BI exist in one or more areas.
- Achieving quick wins has been a priority, and it has delivered some successes.
- Organic growth has led to the lack of a coordinated strategy or governance approach.
- Practices are undocumented, with significant reliance on tribal knowledge.
- There are few formal processes in place for effective data management.
- Risk exists due to a lack of awareness of how data is used throughout the organization.
- The potential for a strategic investment with Power BI is acknowledged, but there's no clear path forward for purposeful, organization-wide execution.

## 151-250: You're in the Informational Range

At this point on the maturity curve, data management is planned and executed. Data management is based on defined processes, though these processes may not apply uniformly throughout the organization. Common characteristics of this maturity level include:

- Certain Power BI content is now critical in importance and/or is broadly used.
- There are attempts to document and define repeatable practices, however, efforts are siloed, reactive, and deliver varying levels of success.
- There's an over-reliance on individuals having good judgment and adopting healthy habits that they learned on their own.
- Power BI adoptions continue to grow organically and produce value, but in an uncontrolled way.
- Resources for internal communities are established, such as a Teams channel or Yammer group.
- Initial planning for a consistent Power BI governance strategy is underway.
- There's recognition that a Power BI Center of Excellence (COE) can deliver value.



## 251-350: You're in the Influential Range

At this point on the maturity curve, a set of standardized data management processes are established and consistently applied across organizational boundaries. Common characteristics of this maturity level include:

- Measurable success is achieved for the effective use of Power BI.
- Progress is made on the standardization of repeatable practices, though less-than-optimal aspects may still exist due to early uncontrolled growth.
- The Power BI COE is established, and it has clear goals and scopes of responsibilities.
- The internal community gains traction with the participation of a growing number of users.
- Power BI champions emerge in the community.
- Initial investments in training, documentation, and resources are made.
- An initial governance model is in place.
- Power BI has an active and engaged executive sponsor.
- Roles and responsibilities for all Power BI stakeholders are well understood.

## 351+: You're in the Transformational Range

At this point on the maturity curve, data is well-managed across its entire life cycle. Common characteristics of this maturity level include:

- Business intelligence efforts deliver significant value.
- Power BI is commonly used for delivering critical content throughout the organization.
- There's an established and accepted governance model with cooperation from all key business units.
- Training, documentation, and resources are readily available for, and actively used by, the Power BI community of users.
- Standardized processes are in place for the oversight and monitoring of Power BI usage and practices.
- The Power BI COE includes representation from all key business units.
- A Power BI champions network supports the internal community: champions actively work with their colleagues and the COE.