

**Session 6 – Business Intelligence: Making Data Based Decisions for Transportation
(8:30 – 10:00 AM Salmon/Snake room)**

Presenter: Chris Hughes, Oracle

Departments of Transportation and other public agencies that manage assets over wide geographies need to be able to make sound business decisions about how to manage those assets. The legislators funding these agencies and the public using these assets are asking for more transparency and information on how funds are spent on managing the assets. The best way to make and justify these decisions is to institute a Business Intelligence program which allows agency executives, line management, workforce, and the public have access to commonly agreed upon and understood data and metrics. This presentation will discuss best practices and user stories for Business Intelligence from multiple transportation agencies including the sound development of a location and geographic context for the data and decisions being made.