

# Signs that your company needs a Business Intelligence solution

## An Insight

## Executive Summary

In today's cut throat competition, companies need the power of intelligence to stay in the game. You may have been thinking of Business Intelligence (BI) as a buzzword till now. Not anymore. It has moved beyond the realms of a nice-to-have application and firmly supplanted itself as a must-have for all organizations, including small and medium business houses.

### **The choice is simple: ADAPT OR BE LEFT OUT**

BI is no longer a tool for the large enterprises. Accessing data from disparate sources is not difficult anymore and is increasingly necessary for decision making. Information isn't the sole domain of higher management, but mandatory for operational users to get instant answers to critical questions. The amount of data available has grown significantly and is increasing rapidly. Timely availability of required information has assumed paramount importance. If the following signs sound familiar in your company, a BI solution is the need of the hour.

## There are some tell tail signs that your organization needs a BI Solution

### **1. Tedious manual compilation of data**

Many companies are still living in the primitive IT years, where data compilation is done manually. Due to the lack of an automatic process, companies spend too much time in collecting data and creating reports manually. So rather than taking decisions, most of the time is spent on accumulating data for analysis. Users have to run multiple queries to produce a single report.

### **2. Mad clamor to rollup numbers before deadline**

Whenever there is a deadline to come up with numbers for external usage, employees are pooled in from various departments. Every time this deadline approaches, they put their current work on the backburner, roll up their sleeves and go through the ordeal of putting numbers together.

### **3. Loss of employee productivity**

Over the years, employees drift from their core job functions and all they do is crunch numbers. This leads to tremendous loss in employee productivity. Also, another scary scenario would occur if those employees leave the company; they take all the information and the workarounds with them.

## Signs that your small to mid-size company needs a BI solution

### 4. Multiple versions of the truth

Every department considers their spreadsheet compilation to have correct figures. Their perspective is not entirely wrong, because every department has different definitions of the business terminology they work with on a daily basis. However, it just might be that all this while decisions have been taken based on incorrect figures.

### 5. Inability to perform in-depth analysis

The company has only two-three Key Performance Indicators to base their decisions on. To remain ahead of the game, companies have to reinvent their thought process and come up with novel solutions. Companies need insights into critical success factors.

### 6. Inability to locate important information

Client information floats around in XL spreadsheets or non-existent intranet shared repository. Employees have limited access to information and have to go through a chain of emails before laying their hands on relevant information.

### 7. Important decisions made on gut-feel and anecdotes

Companies end up taking decisions based on hunches. Now more than ever, there is a need to eliminate guesswork and base decisions on concrete facts and figures. To remain competitive, companies cannot leave their future to a roll of dice.

### 8. Customer invoice generation is a chaotic process

Customer invoices are typically raised in MS Word, through manual juxtaposing of information from varied sources. There is a need to automate the manual process to raise correct non-duplicated invoices with company branding.

### 9. Poor user adoption of BI technology

Poorly implemented BI solutions, having limited functionality, are not embraced by the end-users. Even a good BI solution can fail in the last stage if the user-interface and user-functionality is not friendly enough. As it is, users are never very keen on moving to new systems and a system which does not address their requirements can be the final nail in the coffin as far user adoption is concerned.

### 10. No retention policy or practice for historical data

In today's world, data is worth its weight in gold. No standardized policy of historical data storage can lead to compromising of analytic comparisons. Companies, by not storing data in a standardized format, ensure that they have the data in varied ways; but they will never be able to gather intelligence from that data.

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- 11. Inability to segregate and prioritize issues**

Identify problems while they are smoking, and not on fire. Companies do fire-fighting when the issues blow out of proportions. There should be a mechanism to let them know in advance of the approaching storm. No wonder, the top management wants dashboards and enterprise-wide view reports with built in KPIs.
- 12. Disconnect between strategic goals and operations**

Published organizational goals with theoretical numbers cannot be reviewed against tangible data because there is no single view of operational data. Companies typically tend to work on islands of information systems, with disparate data systems which work well by themselves but are not designed to work together.
- 13. Inability to comply with government reporting requirements**

Audits can bring in nasty surprises. Companies should get their house in order before it's too late. Companies generally have no or little confidence on compliance with audit trails and data lineage to meet governmental regulations. They end up painting false pictures of their in-house data while dealing with customers/business partners.
- 14. Struggling to analyze sales trends and track opportunities**

Companies are not able to analyze sales trends and track opportunities in monster XL sheets. They have little to no visibility in their sales pipeline. They end up losing out on closing deals which could very well have been in their kitty.
- 15. Limited operational flexibility**

Owing to weak or non-existent BI technology, companies lack analytical capability on customer patterns and growth. Analysts/sales persons in the field with customers cannot complement their selling rhetoric with hard numbers. Graphical representation of data adds a different dimension to your proposition, which no sales-talk can match.

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### About eDynamic

Established in 1999, eDynamic is a Global Web Solutions Firm. We are a one stop shop for Web solutions offering a wide range of services including Web and Enterprise Content Management, Portals, Web Design/User Experience, Online Marketing, Custom Application Development, Business Intelligence and Managed Services. We blend strategy, technology and creativity to deliver integrated, fully customized business solutions, and partner with our clients for cornerstone strategies and critical Web initiatives.

eDynamic has a flexible delivery model that is driven by agile methodologies & a cutting edge technology resource base. We also have partnerships in place with Sitecore, Ektron, Microsoft, Open Text, IBM, Kentico, Media Chase. Through our offices in New York, Phoenix, Los Angeles, Toronto, Dubai, and New Delhi, we are serving customers such as Suncor Energy, UPS, PepsiCo, New York Life, Aviva Insurance, Minnesota State University, Moneris Solutions, HarperCollins, Estee Lauder, GlaxoSmithKline, Sunlife, General Electric, Allianz, Advance America, Intercontinental Hotels, Jet Airways, Samsung, Sony, among many others.

### eDynamic's BI offerings include

- ▶ Data Warehousing
- ▶ Analytical BI (OLAP)
- ▶ Google mash-ups
- ▶ Benchmark reporting
- ▶ Portal integration with BI tools
- ▶ Business process management
- ▶ Company branded reports
- ▶ Dashboard & scorecards
- ▶ Operational BI (OLTP)
- ▶ Key Performance Indicator analysis
- ▶ e-Statements
- ▶ Invoice generation
- ▶ BI solution maintenance and support
- ▶ Report designing, modification, customization

For more information on eDynamic's expertise in BI, refer to the link below:

[www.edynamic.net/home/Services/ITServices/BusinessIntelligenceDataWarehousing.aspx](http://www.edynamic.net/home/Services/ITServices/BusinessIntelligenceDataWarehousing.aspx)

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