

Business Intelligence

More than a “hot” new term!

The Art of Business Intelligence includes synchronizing the goals and objectives of corporate executives, department heads, regional managers and product managers in support of the enterprise. Are there interdependencies between sales, marketing, finance, operations and human resources? Are there strategic indicators you know drive business? Are there measures you want to know about before they adversely impact your business? You bet there are.

The Problem	The Solution { Business Intelligence }	The Result
Identifying your customers and prospects, where they are, and what they are buying.	Merge data from internal and external systems. Make available standard reports across the combined data and an ad hoc reporting tool with authorization limited by user role or department.	Increased revenues, decreased costs, and a complete and accurate view and perspective of your customers.
Seeing upstream of your financial statements and accurately predicting your profits.	Design a network of KPI's that are linked in a cause and effect relationship. Collect and report these KPI's timely and accurately.	Increased revenues, decreased costs and no more financial surprises for executive management and investors.
Getting your corporation to move in a new direction is like steering a ship, slow and lumbering.	Define a strategy that provides growth and overcomes challenges. Compose measures for each strategic item. Collect and report these measures on a consistent basis.	All departments are pulling in the same direction instead of against each other. The ability to quickly respond to market changes and competition. The enterprise becomes a leader in the industry, not a follower.

Business Intelligence is more than a report, new software, or new tools and utilities. Business Intelligence is all about aggregating data to effectively present actionable information.

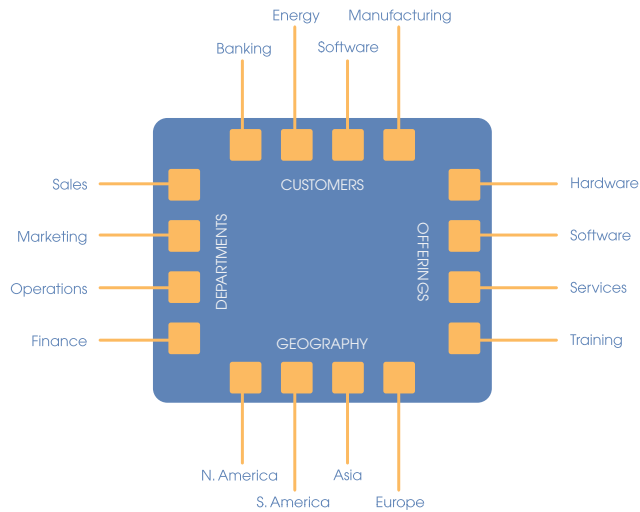


Fig. 1
Representation of a corporate enterprise. True business intelligence requires all aspects of the organization to work together.



Fig. 2
The types of 'business intelligence' that may be extracted from your organization.

Hardware Units

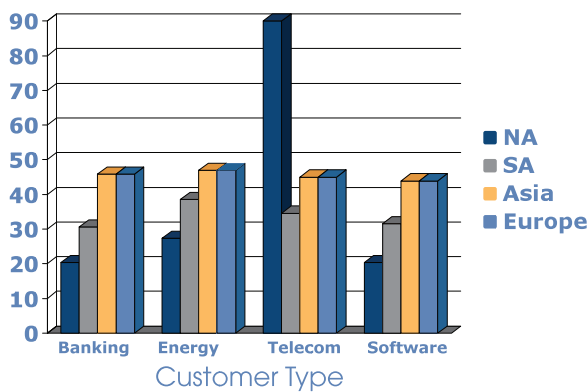


Fig. 3
Sample visual display derived by bringing together information from different areas of an enterprise. This display was created to answer the client's request to see the volume of hardware units sold across different verticals in multiple geographic dimensions.