

Are You Playing Yesterday's Game?

How Moving to a Modern BI Solution Boosts Organizational Efficiencies

To maintain or improve efficiencies, many organizations are still using yesterday's Business Intelligence (BI) solutions, including spreadsheets, forms and a mish-mash of other systems. But that's fast becoming the old game.

There's a new game changer: Modern Business Intelligence systems, delivering data and results in real-time. And smart companies that have implemented it are enjoying even greater organizational efficiencies and, as a result, becoming more competitive and profitable.



What is modern BI? Simply put, it is a system that pulls real-time data from a variety of sources and presents it — via visual dashboards and reports — in a way that is easily understood and acted upon. As our CEO, Troy Marchand, says, “Modern BI gives the business user a single source of the truth.”

Imagine, for example, that your sales division is struggling to meet this quarter's quota. If you could see at-a-glance such data as “leads vs. appointments”, “appointments vs. follow-up calls”, “follow-up calls vs. deals closed”, etc., you could quickly identify the problem — say, not enough follow-up calls being made — and fix that situation immediately.

If you weren't using BI tools to measure and monitor the right activities, at the right time, it might have taken weeks of pouring over reports to discover that roadblock to sales growth — if at all.

There's no question that creating efficiencies like that moves the profit needle. Anywhere in the enterprise where you can get things done sooner and make decisions faster, key performance indicators — in this case, sales — are going to soar.

So how exactly does BI improve efficiency? Let's take a closer look at two specific ways.

Getting Things Done, Sooner

Pulling together disparate data sources, fumbling with spreadsheets and other forms, and creating timely and relevant reports is time-consuming to say the least. How many staff hours are devoured by your company on such tasks? And how much is that costing you in dollars and lost opportunities?

With a Modern BI and data visualization solution in place, however, managers and staff can view a dashboard of real-time information that enables them to understand what's going on *right now*, generate insightful reports in a click, and make smart decisions, faster. The number of staff hours saved is significant.

In addition, a company can then deploy those saved staff hours onto more important activities — and achieve more objectives.

Take an HR department for a major retailer, for example. They struggle to ensure that the right people are working at the right times to keep customer service levels up while controlling costs. To do that, they monitor advertising, sales activities, store traffic, the hiring and training funnel, scheduling, and more.

