

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.

With Yesterday's BI solution in place, they must deal with multiple systems, spreadsheets, and painstakingly compiled reports just to figure out what's going on. If they had a Modern BI solution, however, they would be able to access data from any source, quickly and easily develop dashboards and reports, and see the complete picture in minutes.

Making Better Decisions, Sooner

Another aspect of organizational efficiency is the speed to smart decision making. Managers and staff don't just need data to make good decisions. They need intelligence. In other words, they need full and accurate data presented to them in a way that gives them an instant view of the truth. BI does that for them.

In a complex manufacturing environment, for example, a Director of Operations needs to make quick decisions about inventory, maintenance, staffing and dozens of other things. That's difficult to do if she must dig through reports or click tabs on a spreadsheet only to create, at best, a fuzzy picture of what is happening. If she makes a poor decision, or makes a good decision too late, the consequences could be costly: a halt in production or worse.

With a BI solution and the tools to quickly create a dashboard, however, she would be able to monitor all the vital signs of her operations at-a-glance, see where the trouble spots are, and make the right moves — based on accurate, real-time information.

In fact, she would be able to do more than simply avoid catastrophes. She would also be able to see opportunities for greater productivity and cost savings. Using her BI dashboard, for example, she could fine-tune just-in-time parts receiving and save the company thousands each week.

And because she is mobile, she would be able to access her BI, anytime, anywhere, on her mobile device.

There is no getting around it. Managers and staff across all departments make decisions vital to a company, and its future, every day. Making those decisions sooner boosts efficiency. Making them better improves results.

If your company is still doing any of the following:

- Digging through multiple sources of data.
- Using spreadsheets to make important decisions.
- Generating reports that only show a picture of the past.
- Manually compiling data and reports.

then it's clear these activities are involving countless hours of managerial and staff time, while stymying decision making. No matter how well these activities are done, your company is essentially playing yesterday's efficiency game.

Modern Business Intelligence is the new business. Doing it well will empower your organization to reach new levels of efficiencies; getting things done, faster, and making better decisions, sooner.



About Dundas

Dundas is a leading, global provider of Business Intelligence and Data Visualization solutions. For over 20 years, Dundas has been helping enterprise customers to discover insights faster, make better decisions and achieve greater efficiency. www.dundas.com