

BREAKING DOWN BUSINESS INTELLIGENCE

User dissatisfaction of Business Intelligence solutions continues to plague corporations. Complaints expressed by business users include delays in producing information, too much data, lack of relevant data and low information quality. The right mixture of strategy and governance will result in improved results and business data usability.

PROBLEM

74%

OF COMPANIES HAVE DIFFICULTY DEFINING BUSINESS REQUIREMENTS FOR ANALYTICS PROGRAMMING.



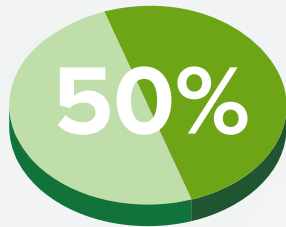
of companies describe their company as data-driven, yet only 27 percent of companies have a clearly defined BI and analytics strategy.

5 signs of a BI problem:

- 1 No data steward
- 2 Multiple data stewards
- 3 Issues are “too difficult to correct”
- 4 Correction processes are too difficult
- 5 Lack of data stewardship flow

SOLUTIONS: PLANNING AND GOVERNANCE

High performing companies are



more likely to use analytic information strategically.

THE IMPORTANCE OF DATA GOVERNANCE IS INCREASING DAILY.

DATA PRODUCTION WILL BE 44 TIMES GREATER IN 2020 THAN IT WAS IN 2009.

Without governance, bad data could negatively impact company decisions.

2009 DATA PRODUCTION

2020

HOW & WHY TO MAKE IT WORK

6 STEPS TO DATA GOVERNANCE SUCCESS

1. Hire a governor and the right people to govern
2. Survey your situation
3. Develop a data-governance strategy
4. Calculate the value of your data
5. Calculate the probability of risk
6. Monitor the effectiveness of your controls



If the median Fortune 1000 company were to increase the usability of its data by 10%, company revenue would be expected to increase by **\$2.01 Billion dollars.**

WITH DATA GOVERNANCE, 90 PERCENT OF YOUR COMPANY'S DATA WILL BE ACCURATE.




Make Data Widely Accessible

13.5% of organizations have widespread BI analytics, while 29.7% have just pockets of regular use.



Proper Data Governance Can Lead To:
A 15 Percent increase in annual product sales and a 10 Percent increase in profitability

IN CLOSING, COMPANIES THAT EFFECTIVELY UTILIZE A BI ANALYTICS STRATEGY EXPERIENCE...

-  **69% higher** revenue per employee when a thorough understanding of business and technical requirements for BI is in place
-  **20% reduction** in BI expenditures when multiple BI tools are consolidated into a standardized enterprise-wide portfolio
-  **16% lower** BI expenditures (as % of IT spend) when they have a formal BI organization/competency center in place

The Intersect Group understands the challenges organizations are facing in maximizing their investments in business intelligence solutions and tools.

Our combination of sophisticated consultative approaches and talented business and technical professionals will guide your organization past common business intelligence pitfalls resulting in a higher return on your BI investment.

SOURCES:

IDC and Computerworld BI & Analytics Survey, Christian Steven, Silicon India, Tech Republic, Harvard Business Review Press, CSC, CIO, IDC and Computer World BI & Analytics Survey, Measuring the Business Impacts of Effective Data – University of Texas at Austin study, Big Data Startups