

*BUSINESS INTELLIGENCE IN
MULTINATIONAL COMPANIES:
THE PRESENT AND THE
- NOT SO FAR - FUTURE*



15TH HSSS NATIONAL &
INTERNATIONAL CONFERENCE

**GLOBAL MANAGEMENT AND
BUSINESS INTELLIGENCE**

1

**NIKOS PAPAZOGLU
29-30/11/2019**

OBJECTIVES

- Outline the current condition of Business Intelligence
- Difficulties of applying business intelligence
- Future trends

EXTERNAL CONDITIONS

- Business environment
- Technology

BUSINESS INTELLIGENCE (BI)

“A broad category of applications, technologies and processes for gathering, storing, accessing and analyzing data to help business users make better decisions”.
(Watchon, 2009)

FORBES (2016)

64% of business leaders support that self-service business intelligence is a **competitive advantage on its own.**

BUSINESS INTELLIGENCE

- **Strategic level**
- **Tactical level**
- **Operational level**

THE CURRENT CONDITION OF BI

- “Cleans up” data from numerous systems
- Process the transformed data
- Sets the appropriate objectives
- Analysis
- Results

BI LIFECYCLE

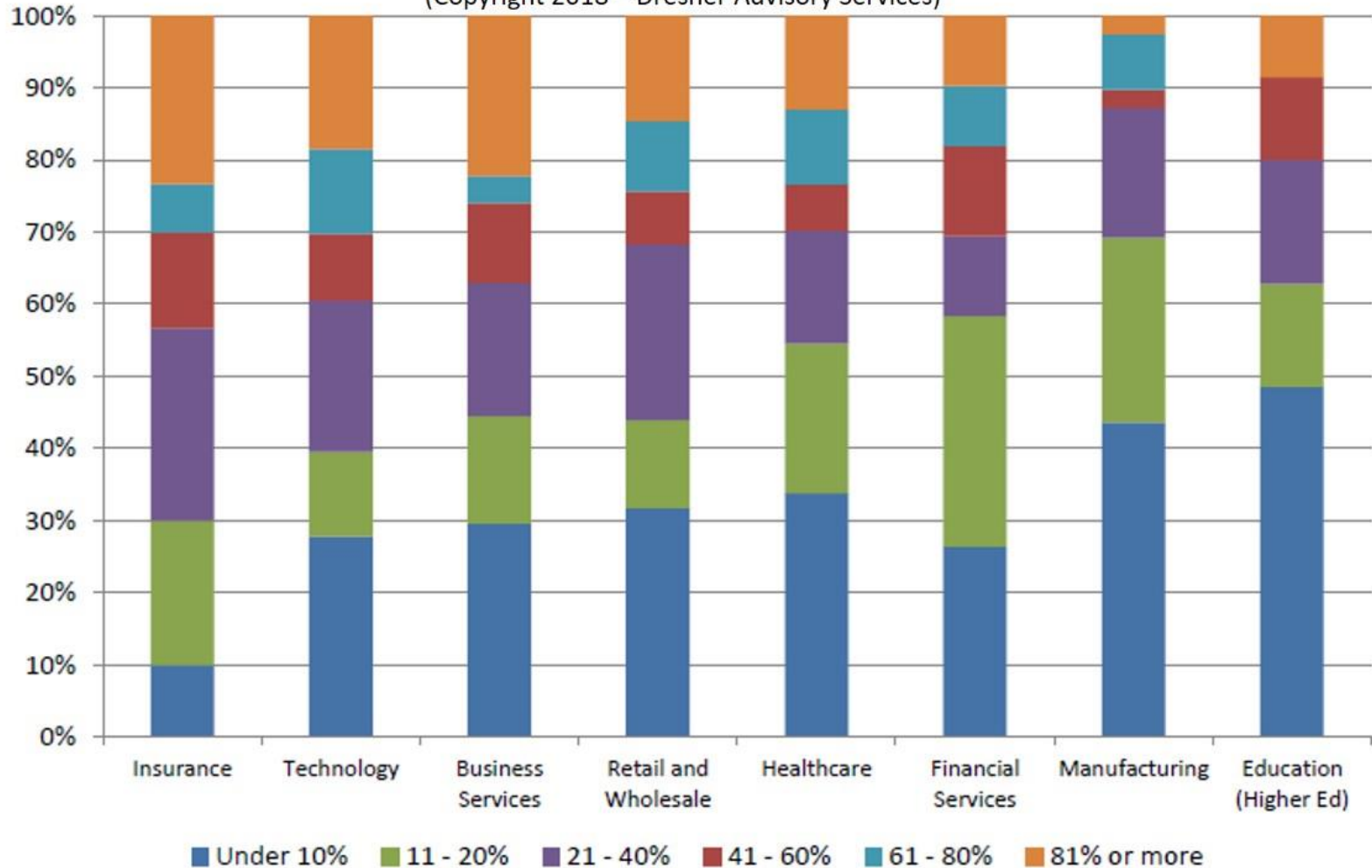
- Discovery phase
- Design phase
- Development of the model
- Deployment
- Value delivery

THE CURRENT STATE OF BI APPLICATION

- Main target: increase their revenues
- Strategic BI technologies: a. reporting, b. dashboards and c. data integration
- BI objectives are operations, executive management and finance
- Small firms with less than 100 employees are the best in adopting BI

Penetration of Business Intelligence Solutions Today by Industry

(Copyright 2018 – Dresner Advisory Services)



DRAWBACKS

80% of the total information is:

- Is non-numeric data
- Is hidden
- Is unstructured
- Cannot be extracted from the data warehouses
- Doubles every three months

BOTTLE-NECK DRAWBACKS

- The difficulty in transforming the data to information
- The transformation of information to actionable decisions
- + Complicated performance evaluation

BI PERFORMANCE EVALUATION METHODS

- Critical variables
- Understanding the characteristics of BI systems
- Critical success factors
 - Organization
 - Process
 - Technology
- Benchmark method

TRENDS

- Scalability
- Pervasive
- Applicability
- Real-time data
- BI-based firms

MOST REMARKABLE TRENDS IN WORKPLACE

- Data quality
- Data discovery – visualization
- Data-driven culture

THE FUTURE

BI will be more automated as **machine learning software** will be installed, predictions of the outcome of a number of different decisions will be available and all this technology advancement will lead to “**augmented analytics**”.

Need for education!

Moneyball

<https://www.youtube.com/watch?v=KWPhV6PUr9o>

