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Developing Business Intelligence solution and Mobile Sales Force Automation for the organization is a process of turning data into information. It is not the typical product that you can implement and make operational. The key component of this process is consolidating the data from various sources and implementing the data warehouse. BI is an extension of the data warehousing. It is also referred to as a decision support systems . We will discuss about the data warehousing on the next blog.

Users of BI Solutions

Nearly anyone in the organization can benefit for the BI Solutions, which includes

â€¢ Senior Management

â€¢ Information and Knowledge workers

â€¢ Analyst

â€¢ End Users/Workers

â€¢External Vendor and Customers

Senior Management are those who has the authority to allocate funds and take the decision so they need high level view of the data. The primary tools they use are scorecards and dashboards.

Scorecards : Provide health of an organization in single glance

Dashboard : A dashboard may contain one or more scorecards and other reports

Information and Knowledge workers are those who monitored organization performance based on row information. They needs the detailed information than executives. Reports only satisfy the needs of such users. Reports : Based on multidimensional cubes or relational data . Reports may contain the parameters and drill down capabilities.

Analyst are those who perform the detailed analysis of available data and perform the data mining . Analyst usually need the analytical applications for rich access of the data.

End Users/Worker are those on the front lines. They may use the data in the daily work without realizing. For those user BI data can be leveraged in operation application with the integrations.

In summary, BI solutions use the a verity of client tools to interact with the same data to deliver different audience.

SPEC India has separate practices to deliver data warehousing/Business Intelligence to deliver the solution with increased efficiency and productivity. Sales Force Automation (SFA) Solutions and Please feel free to contact lead@spec-india.com for any further information.

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