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Business Intelligence Software by Marc Loader

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Business intelligence software contains a number of different computer based applications that help businesses identify, extract and analyse their data more effectively. Business intelligence relates to multiple activities such as data mining, online analytical processing, querying and reporting. Companies use Business intelligence software to make better decisions, cut costs and identify new business opportunities. It also puts them ahead of the competition as most software can provide numerous â€œwhat ifâ€• scenarios and highlight certain trends.

The most beneficial feature of Business Intelligence software is that it allows all members of a business to use and analyse data themselves in order to back-up decisions without having to be an expert. Before Business intelligence software you would have to wait for IT to deliver technical and complex reports which could take a matter of days or weeks. Business Intelligence allows decision making to be made more effectively and swiftly. Now tasks can be diverted towards progress rather than perception.

Most Business Intelligence software companies help boost ROI by identifying cost-cutting ideas, uncovering business opportunities and reacting quickly to retail demand and optimizing prices. In certain industries, Business Intelligence also allows insight into the most loyal and profitable customers or clients. By better organisingbusiness processes and making decisions more efficiently, businesses can simply save and make more money. Also, Business intelligence software highlights a companyâ€™s weaknesses before they cause damage and eliminates any errors that could be made through manual reporting.

Primalink offer Business intelligence software across all industries allowing you to connect to data in just a few clicks and interpret findings from simple and stunning visualisations and create interactive dashboards. Now you can get the answers to any questions in real time. The aim of the software is to support peopleâ€™s natural ability to think visually making Business Intelligence less intimidating and user friendly.

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Marc Loader - About Author:
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