THE MODERN APPROACH TO BUSINESS INTELLIGENCE

Infiniti Research

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Business Intelligence
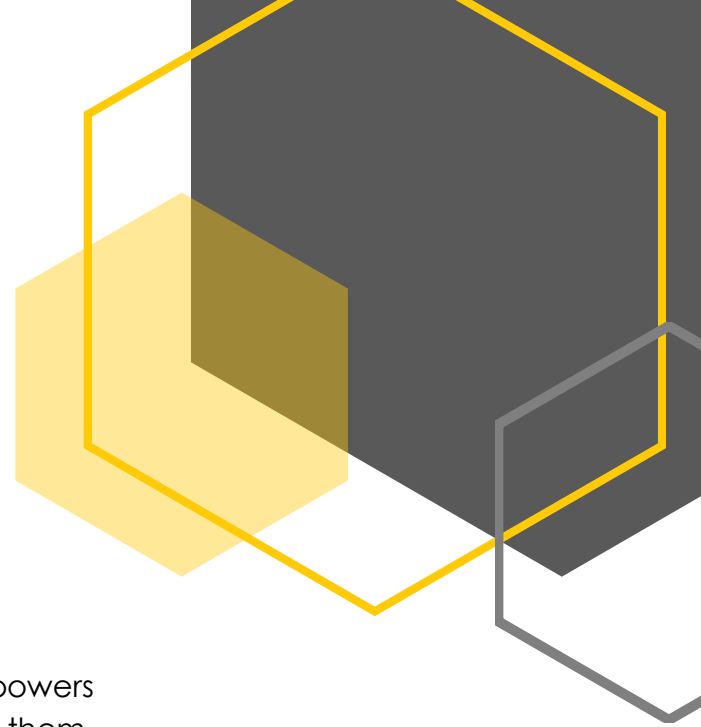
Today, your organization collects plenty of data and you understand the nuances of your specific industry. But you don't necessarily have the word "analyst" in your title, and the software tools available to you have done little to extract value from your data. You have time-sensitive questions, and you need an approach to business intelligence that empowers you to answer them. Organizations who are using more data than theer peers are three times as likely to have a higher financial performance. But despite the abundance of evidence, traditional approaches to business intelligence (BI) often fail to unlock the supremacy of

Understanding data is critical to making the right decisions and staying ahead of the competition.

data. BI software, specifically, is too often complicated, inflexible, and slow.

This whitepaper from **Infiniti Research** outlines seven key attributes of the modern approach to business intelligence that will help you quickly see, understand, and share analytics. The seven attributes include speed, visual data discovery, connection to any data,

real-time collaboration, comprehensive governance, scalability, and mobile.

Whether you're working with data in warehouses, spreadsheets, or across dissimilar data sets, consider these attributes when evaluating software tools to empower your entire organization—from executives to analysts, to IT, across departments and geographic locations, in the office, and on the go.

Here are seven key attributes of the modern approach to business intelligence:

Speed: For your data to have an impact, the insight-to-decision process must be swift. The modern approach saves you time at every step of your workflow, right from installing the software to accessing complex data sets, sharing, and publishing interactive dashboards across your organization.

Visual Data Discovery: Users can take full advantage of their visual discoveries by asking more questions, drilling down into the data, and ultimately generating shareable dashboards. At the core is a partnership between business and IT.

Connect to Any Data: Modern BI accommodates diverse data sets, enabling people to easily combine massive amounts of data from different systems and all parts of a business. This solution works with data of any size. And most importantly, it does not require you to move your data to a new home before you can analyze it.

Real-time Collaboration: Today, you can filter, sort, discuss, and transform data on the fly. You can modify and update dashboards immediately with simple drag-and-drop interactions. You are not limited by the software's level of sophistication.

Comprehensive Governance: The modern approach views data governance as an important step in creating a safe and trusted environment for self-service analytics, leading to accurate, available, and audited dashboards and reports.

Scalability: Today, BI tools allow you to start small and scale at your own pace. Whether today's need is one business analyst with one data source or 10,000 ground representatives on tablets accessing reports from the road, the modern solution supports all stages of an organization's analytical evolution.

Mobile: Mobile access is now a central function of the modern approach to BI. Tablet and smartphone compatibility is baked into the software from day one, offering the ability to view, interact, and share analytics regardless of device. The result is business intelligence that is knit into where work happens: stand-up meetings, executive briefings, hallway conversations, and discussions with customers and partners.

Success Story

Market intelligence study for an automotive industry client

Challenge

The client wanted to understand the supply chain through which automotive wires and cables are supplied to leading automotive manufacturers.

Benefits

Helped the client understand how the supply chain in the market flows and its growth in the short and long term to validate the market size.

Insights

Shortlisted the key purchase and decision makers and gained actionable insights on regulations for European cable standards.

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About Infiniti Research

Infiniti Research is a leading provider of actionable market intelligence and advisory solutions that help global organizations in entering, competing, and capturing maximum market potential. Our experienced market researchers follow highly tailored and proven methodologies to support clients with succinct answers for business decisions in areas including Market Opportunity Assessment, Emerging Market Planning, Benchmarking, Value-Channel Analysis and Customer Segmentation.

With a team of 500 researchers spread across four continents, we can understand diversity in local behavior and business environment, overcome language complexities, proactively identify complex multi-level regulatory issues, and obtain high-quality information on private companies. By using Infiniti as your research partner, you can supplement and augment your internal resources on a flexible basis, increase the productivity of your team, and simultaneously cut costs.

Our researchers have extensive experience in deep dive custom research and consulting assignments for over 100 Fortune 500 companies and numerous small and medium-sized companies across several industry verticals.

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