> "Suffice it to say that the appropriate use of BI tools will mean the difference between the life and death of many enterprises; between stagnation and growth; between lackluster results and outstanding financial performance; between excellent, personalized customer service and impersonal, shoddy service; and between optimizing the relationships with parties outside of the enterprise and loosing the possible benefit of working with suppliers and others as business partners. BI is just that important!"
>
> — *Gartner Research*
> *"Business Intelligence Tools: Perspective"*
> *December 20, 2000*

Business Intelligence (BI) is a term coined by Gartner in the late 1980s. They refer to BI as "a user-centered process that includes accessing and exploring information, analyzing this information, and developing insights and understanding, which leads to improved and informed decision making. This involves an iterative process of accessing data (ideally stored in the data warehouse, data mart, or operational data store, but not necessarily) and analyzing it— thereby deriving insights, drawing conclusions, and communicating findings—to effect change positively within the enterprise."

> — *Gartner Research*
> *"Business Intelligence Tools: Perspective"*
> *December 20, 2000*

The information you need to plan your next steps and make decisions guiding your organization is often in the detailed data of your past and current business processes and transactions. Every step of growing your business can be refined by implementing tools to facilitate the analysis of your quantitative business data. This kind of information empowerment is essential in today's nimble and intelligent organizations.

The implementation and use of information technology (IT) tools and products provide powerful gains in efficiency and extend the reach of your organization. Business functions completed electronically produce a great deal of useful data. Capturing and making use of this data allows companies to make better, more informed and insightful decisions much more efficiently.

eBuilt Solutions

Data warehousing is the cornerstone of emerging technology solutions such as target marketing, customer relationship management (CRM) and supply chain management (SCM). Combining these data sources into a data warehouse that can be tapped to provide valuable analytic or business-intelligent analysis capabilities translates into market-differentiating insight for your business.

Details about measurements on such things as revenue, volume, and inventory can be analyzed against any combination of attributes about products, customers, marketing initiatives, sales force efforts, channels, etc. A history of this data allows you to continuously explore, establish and understand trends at the level of detail you desire.

If built around the appropriate, critical area of information need. The right creative questions get the right answers in seconds, empowering decision makers to be proactive and quickly navigate and direct an organization.

The emergence of the Web has added new insights into customer/visitor experience and behavior, which can be combined with business metrics to give insight beyond transaction events by showing where a visitor came from and what they looked at and responded to during their visit.

With this type of information accessibility, you will be able to immediately see if something is working and, if not, quickly redirect resources toward other, more profitable endeavors. With this type of information at your fingertips you can achieve a tactical advantage in e-business and be able to manage profitability, control costs, track performance measures, determine your customers' purchasing behaviors, and make improvements in customer service based on your analysis.

Data Warehouse Insights

- Which customers are most profitable?
- Which customers buy which products?
- Who are my low-value customers?
- What information can be gleaned from my customers' purchasing behaviors?
- Who should I target with my sales efforts?
- What improvements should I make in our customer service process?
- Are there any customer relation management issues that need to be addressed?
- Are product changes effective?
- What are our product synergies? (Use this data to identify cross-selling opportunities.)
- How can I build new revenue channels?
- What steps can I take to improve profitability?
- What is in my sales pipeline?
- Which assets are overutilized and underutilized in my organization?
- How much am I spending with each supplier? (Use this information to negotiate lower costs.)
- Are any of my carriers damaging shipments on a regular basis?

eBuilt

**Builders of
Industrial-Strength e-Business™**

www.eBuilt.com

eBuilt Business Intelligence Services

Business Intelligence initiatives are expensive, resource-intensive and require unique database, data processing, and business expertise to build and run successfully. eBuilt can help an organization implement such intelligence capability through any of the following services:

- Discovery Workshops defining specific Business Intelligence requirements and evaluating and matching Business Intelligence tools and platforms to meet your organizational goals

- Architectural assistance, including the design and development of a Business Intelligence infrastructure

- Integration of disparate systems into an existing or new Business Intelligence infrastructure

- Implementation and customization of Business Intelligence platforms and tools

- Deployment of the Business Intelligence solution, providing the necessary knowledge transfer and initial support

- Extension of eBusiness applications to provide relevant data for input into a new or existing Business Intelligence infrastructure

- Extending the access to your Business Intelligence system by leveraging web, voice, and mobile interfaces

- Globalization and localization of data and systems to ensure the broadest application of that data

"If built around the appropriate, critical area of information need, your Business Intelligence system will enable the right creative questions to get the right answers in seconds, empowering decision makers to be proactive and to quickly navigate and direct their organization."

–Doug Paul, eBuilt

Benefits

These details can be combined with transactional business activity and related to bottom-line performance. This results in gaining the specific, detailed knowledge necessary to perform:

- Marketing research; advertising, promotion and product management; as well as planned target marketing

- Web content management and Web personalization based on customer experience analysis

- Affiliate and partner relationship assessment

- Business performance and planning