



EFFECTIVE • INNOVATIVE • INTELLIGENT

# 10 Tips

## for effective Business Intelligence

# How to use Business Intelligence effectively



With BI you ensure the effective use of all relevant data in your company. Our whitepaper with 10 tips shows you what you should keep in mind.

## 10 Tips for effective Business Intelligence

Your data is your capital. But the true value can only be exploited if the data is up-to-date, reliable and impactful. Only on the basis of the visualization of relevant data can processes be planned or optimized, opportunities in the market recognized, strategic decisions made and thus the future paths of your company determined.

With Business Intelligence (BI), you gain insights from data and have a way of effectively adding value to your data. Read our 10 tips on how to use your investment optimally with BI.



## Content

1. Discover valuable data sources .....	3
2. Shape your context .....	3
3. Create clarity with indicators .....	3
4. Use the power of inspiration .....	4
5. Put data quality to the test.....	4
6. Present yourself in a well-organized way.....	5
7. Wake up the BI team spirit.....	5
8. Get your team fit for Business Intelligence .....	6
9. Ensure with rules for clarity .....	6
10. Act thanks to new insights .....	7

# 1.

## Discover valuable data sources

The amount of data in your company from systems such as ERP, CRM or e-commerce is large and growing. Not all data is relevant for analyses and perspective decisions. Discover for yourself which data sources you want to obtain knowledge from and how you can ensure data consistency and timeliness.



# 2.

## Shape your context

Data provides better insight when viewed in context. Sales figures tell a different story when combined with the sales figures. Compared over quarters or previous years, data can show new perspectives. What data and connections do you need for your decisions? Vary content and context to discover new findings.



### CLIENTSAY

„We greatly appreciated the fact that Informattec provided the necessary support even in critical phases. And with fire and enthusiasm that is not self-evident“

**Urs Mathis, former project manager, Axpo AG**



## Create clarity with key figures

Success is measurable. If your company has defined clear targets, key figures ensure you are on course. Define metrics, collect them periodically and take a clear look back at their previous progression.

## Use the power of inspiration

With a new Business Intelligence solution, you should continue to follow familiar paths with regard to key figures. Proven key figures should still attract the attention of decision-makers. For new perspectives, additional sources of inspiration for comparison values can be used to compare companies within an industry and also from different industries. This is what the SCOR® model offers. Or let yourself be inspired here:

**Qlik**   
**Data Market**

4.

kpilibrary.com

**VDMA Standard Sheet 66412**



## Bring the data quality to the bench

If your BI evaluations are used as a base for decisions in your company, you should check the quality of the data concerned.

GIGO (Garbage in, Garbage out), the possible small differences between data input and output, should also be considered here. For example, check your data according to the criteria of the German Society for Information and Data Quality (Deutsche Gesellschaft für Informations- und Datenqualität e.V. - DGIQ). Here, standards are set for system, content, presentation and use that give you orientation when checking your data.

## 6. Present yourself well organized

The quality of Business Intelligence also depends on the organization in your company. In addition: Your data is your capital, which also needs to be protected. That's why you should define responsibilities. Who, for example, is the BI officer,

who has which access rights, who should be able to see which information? Clearly define all users and recipients. Not everyone needs to know everything. Only you as the person responsible should always have an overview.



## 7.

### Wake up the BI team spirit

Not all employees in your company will be enthusiastic if you suddenly have never before seen evaluations thanks to BI. Take away the fear of control. Get your team on board right from the start and gain clarity about the features of a business intelligence solution and the benefits it offers. As with the organization, acceptance within the team is important for the success of the BI project.

#### CLIENTSAY

„Together with Informattec, we have developed a unique solution for budgeting, monitoring, mid-term planning, and forecasting. This is how we gain significantly efficiency, speed and accuracy.“

**Daniel Grossniklaus, former Director Finance and Services, Swiss Ski**



## 8.

### Make your team fit for Business Intelligence

If you have enthused your team about BI, they will be happy to be able to use self-service BI for their own analyses and evaluations. Train your employees in the use of the appropriate tools and create a basic understanding of the meaningfulness of evaluations. Anyone who is able to query the data themselves will not miss the time when evaluations had to be ordered from the IT department.

## 9.

### Care with rules for clarity

It is possible that early skepticism about business intelligence suddenly turns into the opposite. If the benefits of BI evaluations are recognized, an inflationary circulation of analyses, statistics and reports can emerge. Stay in charge and determine the rules of the game from the very beginning. In addition to the rules for the organization already mentioned, it should be clearly defined who has access to which BI tool, who receives the evaluations created with it and where the newly configured data is stored. Once the rules are set, the game can begin.

## 10.

### Act thanks to new insights

The meaning of Business Intelligence: Information is transformed into knowledge. Decisions are made on the basis of these findings. Then these decisions are implemented. This concerns processes in the company, new product developments or competitive activities in the market. The only important thing is that you also act. Otherwise the Business Intelligence solution remains simply an end in itself, with high organizational expenditure and susceptible costs. This, too, could be demonstrated in a meaningful way with a BI evaluation. But with an effective use of BI thanks to our 10 tips, the investment pays off and your company can act successfully.

#### CLIENTSAY

„Informattec are not only technically very good, they also quickly understand company processes. They are uncomplicated and the focus is on the customer's wishes.“

**Rudolf Büchi, former data quality manager, Elektrizitätswerke des Kantons Zürich (EKZ)**





Years of Experience



Satisfied Clients



Licensed Users



## Junior mentality. Senior competence.

Convinced that every client is a privilege and every project is a joint development process with the client, Informattec takes on new challenges with curiosity and open-mindedness. This dynamic attitude leads to agility and continuous innovation, which surprise customers with rapid and goal-oriented solution implementations. Thanks to its wealth of experience, Informattec guarantees the professional implementation of projects and convinces through its ability to think deeply into individual customer processes. As a competitive protagonist in the German-Swiss BI environment, Informattec offers substantial added value with a lasting effect for successful corporate management.



“As a BI trendsetter in Switzerland, our aim is to always be one or two technological steps ahead of the market and our customers and to develop our competencies and solutions for the greatest possible benefit in the future.”

**Flávio Soares, Partner and Head of Technology & Solutions**

### Informattec 01

Informattec Ltd.liab.Co  
Freidorf 151  
4132 Muttenz  
Switzerland

T +41 61 826 80 80

### Informattec 02

Informattec Ltd.liab.Co  
Richtistrasse 2  
8304 Wallisellen  
Switzerland

T +41 61 826 80 80

### Informattec 03

Informattec Ltd.liab.Co  
Av.Defensores de Chaves 4  
1000-154 Lisboa  
Portugal

T +35 19 26 88 45 68

### Informattec 04

Informattec Germany GmbH  
Basler Strasse 115  
79115 Freiburg  
Germany

T +49 761 4787155

info@informattec.com  
www.informattec.com