

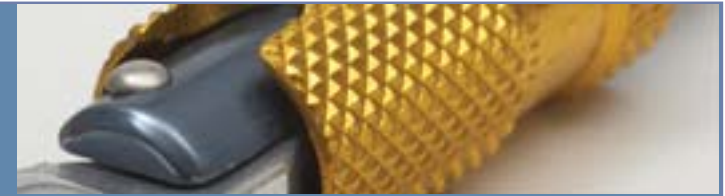
Information from outside the team, the department and the company is equally critical to making great decisions.

Business Intelligence (BI)

monograph

solution

fall 2010



► CHALLENGE

You can offer the best training in the world, but companies need great information to apply learned skills to, creating action that ensures profitable, sustainable growth.

► STRATEGY

Information comes in ebbs and flows and cannot be treated as a one-time event. BI must keep each employee informed 24/7, 365 days a year.

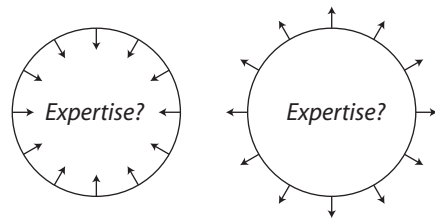
► STRATEGY

Each employee within each department within each division needs relevant and highly tailored information. And it should be delivered via email in a timely manner.

► STRATEGY

Data overload can cripple the best employee. Companies must take a “need-to-know” approach with employees to keep focus and productivity high.

“Tailoring” is the next wave of BI. Gone are the days of search boxes that serve up millions of pages. Today, employees want tailored, relevant and synthesized information, specific to their role, hand-delivered each day.



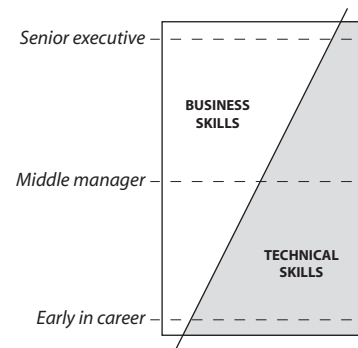
Which of the two circles above best describes an expert? On the left, we think of expertise as knowing everything in a “circle of influence.” On the right is our definition of expertise — expanding a “sphere of influence.” But here is where it gets tricky. What can you add to the sphere to ensure that each employee’s influence within the company is growing?

Information. More specifically, understanding the marketplace for your services, following competitor developments and keeping a close eye on your customers. It’s these “external” factors that drive most of the strategy and management decision making at a company.

So, the term business intelligence was coined and we all lived happily ever after... right? Not so quick. Huge databases with access to millions of documents delivered via vendor web sites takes the “intelligence” out of business intelligence. The key is not the quantity of information, but how it is filtered and delivered to each employee in a timely manner.

A customer service representative may have very different needs than someone focused on creating new markets. Yet, both equally need “external” information to build their influence and create value for the company.

More important, business intelligence has a lifetime value component for each employee. As individuals grow within the company, their reliance on business intelligence increases greatly, as demonstrated below:



An accountant early in his/her career works almost exclusively on performing the audit. By the time they reach partner, it’s more about risk management, customer service and business development. This phenomenon explains why Louis Gerstner was able to transition from American Express to IBM so effectively — knowledge of business processes.

Business intelligence served Louis Gerstner very well and he grew both his expertise and sphere of influence. All employees deserve to have the same opportunities as Gerstner and technology serves to make this possible.

At Infonautics, we specialize in turning data into information that is actionable. Here is a quick hit on our process:

1. System analyzes 20,000+ business articles each day and sequences events based on newsworthiness and educational value.
2. Compare each article to employee and department information needs, only forwarding the most relevant articles.
3. Detailed briefings are sent each morning specific to the departments exact needs. High value information is sent immediately.
4. All employees have access to briefings outside their “sphere” to encourage better collaboration, internal meetings and “cross-pollination” of skillsets.

These four steps just scratch the surface of our BI capabilities.



INFONAUTICS