Smarter Reporting Leads to Better Decisions:

Business Intelligence Services from ManhattanTechSupport.com

Business Intelligence (BI) platforms give companies a critical competitive advantage by enabling them to gather high-quality data, visualize and share data across the entire organization, and ultimately make better business decisions.

Presented By:

exceeddigital

A DIVISION OF MANHATTANTECHSUPPORT.COM LLC

Manhattan TechSupport.com

Sales: 212-792-9931
hello@exceeddigital.com

TABLE OF CONTENTS

EXECUTIVE SUMMARY

In the era of big data, successful businesses must learn to be vigilant about using company data to optimize internal business operations-better understand changes in their market, and more effectively serve customers. Historically this has meant manually plugging company data into Excel spreadsheets to develop reports and try to gain business insight from the results, but that era of tedium has past. Today, the most successful companies are turning to a new breed of business intelligence (BI) platforms that combine big data, cloud computing, and other cutting-edge technologies to quickly visualize collected data and gain an advantage over the competition.

ManhattanTechSupport.com, 55 W 39th St,12th Floor, New York, NY 10018
Sales: 212-299-7673 sales@manhattantechsupport.com

WHAT ARE BUSINESS INTELLIGENCE PLATFORMS?

BI platforms enable an organization to collect data from multiple sources throughout a company's IT system, organize and warehouse that data, and then efficiently analyze it to produce actionable insights. The reports that BI platforms produce can help decision makers better assess risk, locate and exploit areas of opportunity, reduce costs, and improve the outcome of important business decisions. In the simplest possible terms, BI platforms give business leaders access to valuable information about their KPIs, enabling them to create faster, more accurate business reports. There are two main types of business intelligence platforms:

Traditional BI Platforms – In the past, BI platforms were mostly used to simplify reporting tasks. In this approach, "report developers" created highly-formatted reports and distributed them across an entire department or organization. This model placed a great burden on the IT department and is now considered slow, rigid, and time consuming.

Modern BI Platforms – The emphasis of modern BI platforms is "self-service." These platforms maximize the number of people within your organization that can access and use the platform to create accurate reports in an on-demand fashion. Another feature of the modern BI platform is that it emphasizes using data to make predictions about the future challenges and decisions. This capability is often called "predictive" or "prescriptive" analytics.

THE BUSINESS INTELLIGENCE EXPLOSION

There has been a sharp increase in the use of BI platforms in recent years. According to leading IT market research group, Gartner, the total BI market is forecast to reach $22.8 billion by the end of 2020, a growth rate that surpasses that of the broader IT industry. As data analytics and BI move further into the mainstream, Gartner expects this rate of growth to increase even further.

$22.8 BILLION

According to leading IT market research group, Gartner, the total market for is forecast to reach $22.8 billion by the end of 2020

What's driving this renewed interest? The proliferation of company data is one of the leading causes. There are numerous statistics that illustrate the meteoric rise of production data, like this report from global IT services firm DXC technology, which predicts a 4,300 percent increase in annual data production by 2020. Another report from leading intelligence firm inside BIGDATA says that the data produced by companies globally

4

ManhattanTechSupport.com, 55 W 39th St,12th Floor, New York, NY 10018
Sales: 212-299-7673 sales@manhattantechsupport.com

44
TRILLION

According to insideBIGDATA, data produced by companies globally will double in size every year through 2020, creating a total of 44 trillion gigabytes of data.

will double in size every year through 2020, creating a total of over 44 zettabytes of data — the equivalent of 44 trillion gigabytes.

Making sense of this data is now a major problem facing both IT departments and business leaders alike. Compounding this challenge is that this data must be processed quickly, as its relevance to current problems tends to decrease over time. To accomplish these tasks in a timely way, companies are looking toward the next generation of self-service BI platforms to process data, create visualized reports that are easily understood by everyone in the organization, and do so in a way that's scalable and convenient.

BI PLATFORM DEPLOYMENT IS FRAUGHT WITH PITFALLS

Though modern BI platforms deliver important advantage and are playing an increasingly important role in business decision making processes, a high percentage of BI projects fail to deliver maximum value. The percentage of failed BI projects reaches as high as 70 to 80 percent, according to research from Gartner. There are numerous reasons why a BI project might fail. This can range from technical problems, like a poor grasp of BI and its capabilities, to organizational and cultural problems like the inability to pivot based on the insights gleaned from a BI platform. Here are some of the most common reasons why BI initiatives fail.

Low-Quality Data - The success of a BI project begins and ends with high-quality data. Inaccurate or invalid input data leads directly to poor output. This could lead to bad business decisions. Poor BI output data can also erode confidence in the effectiveness of the platform and make the shifts in company culture it necessitates difficult to realize. To prevent your BI platform from becoming its own worst enemy it's important that you have an automated process for scrubbing and verifying input data before it reaches your data warehouse and contaminates the reports your new BI platform creates.

Lack of Defined Goals - BI initiatives are not one size-fits-all, far from it. Before your IT department or IT services provider starts to design a BI platform for your company, you should start by identifying a common language to unify your operations and technology departments. This process involves identifying BI objectives and defining a clear set of terms to define them that everyone can understand. These goals should be customized to meet the unique goals of each user of the platform to maximize buy-in across your organization.

5

ManhattanTechSupport.com, 55 W 39th St,12th Floor, New York, NY 10018
Sales: 212-299-7673 sales@manhattantechsupport.com

Poor User Experience - According to BI Scorecard, a firm that specializes in BI platform research and consulting, employee adoption of BI platforms has remained consistently at 22% for over a decade. A big reason for this is poor design that fails to attract users or is unintuitive enough that they give up using it prematurely. To ensure that your BI platform plays the optimal role in your business operations, choose a solution with a user-friendly interface and design, then take the time to configure the interface and dashboards to accommodate employee habits.

THE ELEMENTS OF SUCCESS: COMPREHENSIVE BI PLATFORM DEPLOYMENT

Every company will have its own unique BI needs and challenges. It's vitally important to identify both early on to ensure the success of your BI project. This evaluation process should address the reporting pain points in your company and account for areas that could benefit from better intelligence and more strategic reporting. The product of this effort should be a clear, actionable roadmap to getting the new BI platform integrated into your existing network environment. Here are some of the important elements of this roadmap:

Data Quality & Governance – The centerpiece of an effective BI initiative is ensuring that your input data is consistent and correct. A data governance policy is the blueprint for how you'll manage your data. It ensures that the data fueling your BI platform is consistent, reliable, and repeatable. The ability to easily feed high-quality data into your platform is crucial to helping end-users in your company access and benefit from it without the need of assistance by IT staff.

Monitoring and Maintenance – Launching a new BI initiative is not a one-time act. To deliver sustained benefit, the project requires ongoing effort and monitoring of company KPIs as well as the platform's performance. This should include regular maintenance to mirror changes in your network, data warehouse maintenance, the configuration of queries and data objects, and other time-consuming processes that are integral to getting high-quality insights from your BI platform.

Ongoing BI Planning and Strategy – Remember the roadmap you developed at the outset of the project? To keep deriving lasting value from your platform, it's important that the BI team you've assembled — whether they be in-house or contractors — remain vigilant about

ManhattanTechSupport.com, 55 W 39th St,12th Floor, New York, NY 10018
Sales: 212-299-7673 sales@manhattantechsupport.com

6

adjusting that roadmap as necessary to suit new company priorities. This isn't just a technical process, but one that that takes into consideration the people, organizational structure, and culture of your business, in addition to its data and technology.

The efficiency gains that having a unified platform for ingesting, visualizing, and sharing data can be striking. Let's look at some of the major elements of a well-configured BI platform and their benefits.

CONVENIENT DATA IMPORTING

Historically, importing data into a program like Excel was done manually. But ensuring that Excel spreadsheets are updated and accurate is a time-intensive process for even experienced users, and because spreadsheets are hard to troubleshoot, tracking down and correcting errors can be a frustrating process. At the same time, stringent quality control is a must, as unnoticed errors compound over time and skew output data, undermining the ability to make a well-informed decision. For these reasons Excel makes a poor foundation for modern, data-driven business.

In contrast, platforms like Microsoft's Power BI automatically import data from a variety cloud and on-premise data sources, such as MailChimp, Zendesk, Salesforce, QuickBooks, Google Analytics, and over 100 other applications. Using the "content pack" functionality built into

ManhattanTechSupport.com, 55 W 39th St,12th Floor, New York, NY 10018
Sales: 212-299-7673 sales@manhattantechsupport.com

Power BI, users can connect to programs through an intuitive menu and quickly create reports and visualizations from the data they provide, eliminating a great deal of the clumsy importing and exporting that make Excel workflows so tedious for end users.

The ability to easily import information from a variety of sources is a particularly useful in marketing departments and other organizations that need to gather data from several cloud and non-cloud applications at the same time. With Power BI and other platforms, marketers can easily view both high-granularity and big picture data, such as top campaigns or total email opens per day/week – and explore the correlations between those views – in a single dashboard without the need to switch between individual applications.
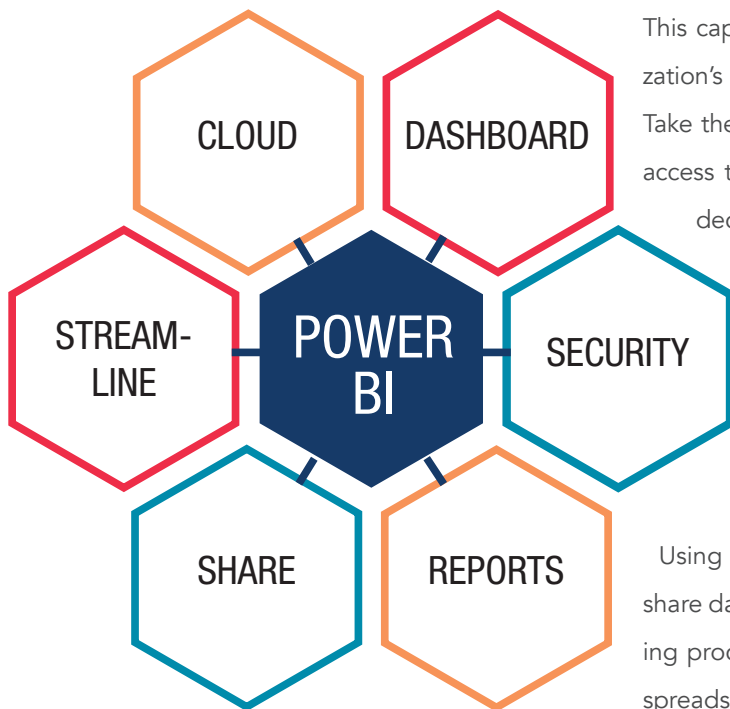
DASHBOARDS AND VISUALIZATIONS MADE EASY

Power BI and other business intelligence platforms offer a range of visualization options that far exceed what's available in Excel. After connecting all your data sources to Power BI, users can use the software's convenient drag-and-drop interface to build standard bar, column, and pie charts, as well as more specialized graphs like gauge charts. Power BI also features the ability to create and share custom visualizations so that you can customize reports to suit whatever business or style need that presents itself. Visualizations can then be organized into dashboards that display all the relevant data for a project in a single, easily shareable location.

But visualizations and dashboards are just start of the analytical process. Once they've created their dashboards, users can use advanced features like filtering to correlate certain types of input data and explore the relationships between data points. Advanced features in Power BI and similar platforms are all executed using a user-friendly drag-and-drop interface, putting this advanced capability within easy reach of even relatively inexperienced BI users

REAL-TIME UPDATES

Making the right business decision requires having the most up-to-date information. BI platforms like Microsoft's Power BI can be configured to automatically refresh data from your chosen data sources so that you see changes and updates as they occur. These automatic updates can even be applied to the reports and dashboards you're sharing with colleagues, so you can eliminate the endless back of forth of sharing updated Excel files and focus on solving problems.

8

ManhattanTechSupport.com, 55 W 39th St,12th Floor, New York, NY 10018
Sales: 212-299-7673 sales@manhattantechsupport.com

CLOUD

DASHBOARD

STREAM-LINE

POWER BI

SECURITY

SHARE

REPORTS

This capability to see data in real time can also help increase your organization's efficiency, especially when paired with features like mobile access. Take the example of a salesperson who's on a business trip. With real-time access to the latest intelligence, that salesperson would be able to make decisions based on the latest company data without having to send emails or receive manual updates from colleagues. Power BI and other platforms offer numerous types of real-time datasets to suit different requirements, and often come with full-featured mobile apps to keep staff informed with the latest high-quality data.

CREATE AND SHARE REPORTS SECURELY

Using the cloud functionality build into Power BI, you can conveniently share dashboards with your team members, streamlining the decision-making process throughout your organization or company. No more emailing spreadsheets around the company or searching multiple versions of the same document for inconsistencies. Power BI and other platforms simplify and streamline those tasks into a single intuitive workflow, so that budgeting, planning, forecasting, and other collaborative processes get done with minimal time or wasted effort.

Not only is sharing these reports and visualizations easier than before, it's also much more secure. Features like row-level security prevent other users from seeing information they don't have permission to view, a degree of security that's impossible to achieve with spreadsheet programs. The flip side of this is the ease with which you can share a dashboard or report. Most BI platforms allow you to embed dashboards or visualizations into a website, in an email, or other locations to share them with colleagues or a wider audience.

MANHATTANTECHSUPPORT.COM IS YOUR BI PARTNER

BI platforms have the power to bring immediate benefit to companies that are ready to move past spreadsheet-based reporting and analysis, but some companies find the technological and cultural process of adopting modern BI a difficult transition. Not only are there the challenges explored above, but BI technology is also developing at a rapid pace, which makes it hard for business leaders to keep abreast with the latest trends and technologies.

9

ManhattanTechSupport.com, 55 W 39th St,12th Floor, New York, NY 10018
Sales: 212-299-7673 sales@manhattantechsupport.com

The BI team at ManhattanTech-Support.com can help companies stay focused on producing positive business outcomes with modern BI technologies

On the positive side, BI platforms are generally becoming more powerful and more intuitive for users. With the incorporation of features like machine learning, the technology underlying many of the "artificial intelligence" breakthroughs in recent years, BI software providers are now offering more software that helps users uncover value in big data sets at ever faster rates. In fact, by 2020 it's predicted that more than 90% of BI platforms will offer some form of natural-language processing and generation, meaning you'll be able to access the advanced analytic capability of BI through the intuitive interface of an Amazon Alexa or your smartphone assistant. This will make the decision-making process easier and faster.

A downside to this development is that as the volume of business data continues to grow and users begin to expect more from their BI platforms, the complexity of the networks underlying these platforms will increase as well. While cloud computing has made certain aspects of BI implementation easier, building and maintaining company-wide BI solutions can still present complex engineering tasks. In some instances, hybrid cloud and on-premises hardware solutions must be purpose-built to securely bring data into the BI system. These systems must also secure company data against cyberattack and scale to meet the future needs of the organization, both difficult tasks. Another challenge will be building and maintaining the "data warehouses" and "data marts" that store company data, both jobs that can quickly tax in-house IT staff.

The BI team at ManhattanTechSupport.com can help companies stay focused on producing positive business outcomes with modern BI technologies. Our consultants are experts in Microsoft Power BI and other BI platforms, and will help you design, deploy, and maintain a fully-customized BI platform that meet the needs of your business or organization. For more information about our BI service, please contact us 212-299-7673.

10

ManhattanTechSupport.com, 55 W 39th St,12th Floor, New York, NY 10018
Sales: 212-299-7673 sales@manhattantechsupport.com

ABOUT ManhattanTechSupport.com

ManhattanTechSupport.com is a managed I.T. service provider with decades of experience helping law firms throughout the five boroughs of New York City plan and deploy technology solutions. We combine our expertise in computer and network technology with our intimate knowledge of the legal services field to deliver outstanding I.T. services to our clients, empowering them to achieve higher levels of efficiency and success.

To learn more about how services and solutions from ManhattanTechSupport.com can help law firms stay competitive:

Call Us

212-299-7673

Email Us

sales@manhattantechsupport.com

Visit us on the web

www.manhattantechsupport.com

11

ManhattanTechSupport.com, 55 W 39th St,12th Floor, New York, NY 10018
Sales: 212-299-7673 sales@manhattantechsupport.com