Tips to success in BI

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**Introduction**

　　 As all known, future business are depending on big data, as Glaser(2019) said becoming data-driven is a cultural shift.” Business Intelligence is an important way to process and present those data.Therefore, BI was an important asset for enterprise who want to achieve higher level business. Most companies are already apply BI system in their business, but in 2007 , 8% of companies surveyed said that their BI initiatives were failures, while 68% said that the projects were slightly or moderately successful and 24% reported that their BI efforts had been very successful(Howson, 2014) We know BI is important to our business, but most company need improve more to success in BI project. How can we use BI in our business successfully? In the essay, I am going to talk about some tips to BI success in business.

　　Here are some tips for BI employment. First of all, as the Howson(2014) said, “For a project to be successful, it's important to first define what success would mean for the project, Will it provide a business contribution (increased revenue, better processing efficiency, improved customer satisfaction, etc.), faster access to data, a quantifiable return on investment (ROI), a higher number of active users, then tracking how well your goals for BI success are met, Also she mentioned that after analyzing the successful of BI companies, there are variety of factors to influence BI success, most of factors can be summarized as LOFT effect, Lucky, opportunity, Frustration, and Threats”. Here Lucky is Occasional timing, It seems more like that Chinese old said, the success timing is good time, good place and right person. It can be said that right talents prepared well to wait for a perfect time to achieve success. Opportunity, a company should aware the problems they have, trying to find the opportunity, when solving the problem. As the example from the book about Flight Stats, a company aware the biggest problems, lacking the reliable information and availability of the air force services and poor on-time performance of the airlines for passenger, and nobody was nobody was collecting the data necessary to enable shipping customers to take advantage of its availability. This was an opportunity to provide a BI solution that would fill this need. Frustration, when the company first use BI, a common question they meet is trying to solve the biggest problems. Sometimes it will accelerate the degree of frustration. Frustration can be any form, like inability to solve the simple question or blind management. To better use BI system, starting small simple things, step by step to do it. The last one is time, as I said before, a success project or system need the right time, it might take some time to let the company use BI success from failure to success.

　　The second tips are ensuring a reliable data foundation. “The target of BI is to provide information and insights to facilitate the decision making, drive the success of business.”( Paper, 2016) The data is the basis for any BI analysis and reporting. However, “as the article said data is nothing without powerful BI tools to put the information in context for users. To achieve BI success, companies need to recognize that problems typically start at the source because of factors such as disparate systems or a lack of data ownership”(Howson, 2014). According to the text book, “master data management (MDM) software and other technologies can help alleviate data problems, as can the concept of "right-time data", which involves balancing the cost of timely updates against an assessment of where the delivery of real-time data can make the biggest impact in your organization.” Therefore, having an effective data foundation can be provide a reliable and integrated data into insights efficiently and make a decision, enhancing a good profit on ROI.

　　The last one is promoting an IT and business partnership. Howson said the relationship between IT and business people are more like Yin-Yang, there are working in difference style and has the gap between each other. According to the essay, “When deploying a business intelligence project for your customers, there is often a gap between the IT department and the business department.”(Lofstrom, 2018) The solution is increasing communication to minimize the gap through IT and business. as the essay write one approach to mini the gap through matrix organization. For example,“Create a BI Competency Center (BICC) in IT that can develop certified enterprise reporting using a standard iterative approach with the business, also allowing data analysts in the business to explore data to produce and share results.”(Couture,2016) From this approach, they still use IT standard , developers are still report to IT, business people work together with them and explore the data to build reports. This approach is useful way to promote the partnership between IT and business and achieve a win to win business. When developing a matrix organization, focusing on transparency. This helps the organization to develop a trusted relationship between IT and business. Also building a team work environment for both IT and business, let them talk their idea and Negotiate with each other. Overall, if enterprise want to achieve a higher performance, IT business partnership must have rather than possible.

**Conclusion**

　　Overall, BI is inevitable trend in the future, it is easy to put it in the enterprise system, but hard to make it successfully. Those tips I talk about( LOFT effect, reliable data foundation, and build a partnership between IT and business) are priceless wealth for enterprise to achieve the BI success. the LOFT effect are from successful BI enterprise’s experience, reliable data foundation is basis for BI, without a reliable data, BI is nothing to do. Partnership between IT and business are important factors to achieve a successful BI. In addition, building a trust and transparent business environment, which is really important to develop IT and business relationship.

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