Business Intelligence

Thabit Zatari

Abstract- Business Intelligence is becoming more significant to firms and organizations because with business intelligence they may have good knowledge management (Boylan 2015). Business Intelligence basically is computer software that assists firms to gain more perspectives into addressing the data needs and crucial operations through reporting applications and analysis tools ((Boylan 2015).

— — — — — — — — — ◆ — — — — — — — — —

Introduction

Business Intelligence applications can enhance organizations and companies with good ability to have quick decisions in order to understand various kinds of ideas. Business Intelligence tools help companies in customer databases, sales and marketing activities and supply chain information, so they can get much leverage from this data. Also, most Business Intelligence Software works via the web, which is going to consolidate and analyze enterprise (Boylan 2015).

In addition, Business Intelligence can help users to analyze the information (Stehle n.d) (Thompson 2011). also which is the reporting engine that makes the data into data meaningful information, so the end users can have a lot of Web components for presenting information and interacting. WebFOCUS firms and organizations can have good capability to provide good analysis solutions with high security systems. IT staff can only focus on the security (Boylan 2014).

The most important thing in Business Intelligence software is IT staff cannot do reporting burden because they are already creating and customizing for users, so they can concentrate on strategic technology initiatives. Another important thing is Business Intelligence software provides a lot of improved decision making that helps firms to have good business performance in order to get faster results with complete information (Boylan 2014).

Why business Intelligence is important to use?

Nowadays, a lot of companies are developing Business Intelligence software in order to help them centralize and get better decisions to predict future performance (Henrichsen 2012). There are many benefits in business intelligence listed below:

- Reduced labor costs:
Business Intelligence can save time and effort instead of doing reports of the organization manually, and you will get much benefit though because the companies will see tangible results. BI systems can reduce labor costs in many aspects such as automating data collection and aggregation and also it reduces training nodded for developing and maintaining reports (Henrichsen 2012).

- Make data actionable:
ployees spend too much time to sort the data and by the end don't ence systems information actionable can help users to search and an use it not only for IT department. Also, data actionable is ily carry out corrective actions (Henrichsen 2012).

- New insights:

The goal of traditional reporting system is users have data based on a fixed and predefined structuring. BI users can have good visibility such as what customers are buying. So, firms can have a good advantage from customer data to sales and if customers touch the point of cross-sell (Schiff 2010).On another hand, it is very important to get faster decisions because when firms get the information very fast they can make decisions faster. It helps firms to have more perspectives and more organizers to find out all the threats and opportunities (Henrichsen 2012).

Business Intelligence Software

Business Intelligence software is software that is created to be designed and analyzes the business data, which can give firms and organizations clear understanding about strengths and weaknesses. Basically, Business Intelligence software enhances the organization's management to get better perspective for making good decision of resources, so firms may play a key role in the strategic planning process of the corporation (Stehle n.d) (Thompson 2011).

There are many benefits of using Business Intelligence software. The first benefit is business users can be more dependent from IT dependence, which they can easily access to analyze data. Also, Business Intelligence software can enhance guest experience which firms can build long-term customer relationships; they can have customer's profile in order to offer more services and get feedback to gain satisfaction and loyalty (Thompson 2011).

Furthermore, it is very significant for firms and organizations to choose the right business intelligence software. Small business prefer to use one program with all the intelligence functions because it less costly than using many programs. But, many larger firms use many intelligence programs in order to focus on the data for each department.

However, cloud software also allow firms to save data and share the date through the Interment, and third party manage their information. All business intelligence tools and software can give clear pictures to the users, which they can easily understand, organize, arrange and format the data. There are common functions that performed by software program:

- Customers Intelligence:
It is very helpful tool to analyze consumer trends and get clear pictures of their consumers. For instance, Facebook is a powerful marketing platform and that's why every company needs to have BI Intelligence in order to meet customer need. Facebook is a powerful marketing platform (Thompson 2011).

- Operating reporting:

Users can have reporters about the operation and managers can track and updated at the same time (Thompson 2011).

- Forecasting:

Managers can predict many alternative solutions that assist them to make fast decision-making (Thompson 2011).

Business Analytics in Socia media and tools

Social media can help business' to have better insight and good techniques in order to evaluate the success of their own social media initiatives. Also, social media analytics programs can enhance businesses to have better performances. On the other hand, if any organizations and firms do not join in this community, they will lose a great opportunity of market share; and they will miss huge of information about consumers. Furthermore, social media has media has leverages to companies because they can get many useful analytics of connections and posts that may show them clear direction, which assist companies to have successful strategies.

It is very important today in business to have good social media tools in order to increase the business running. There are five best social media tools in the market today:
-Hootsuite
It has many features such handling up to one hundred social networks to initialize and get better view to manage and keep an eye on all the social networks. It does not care about how long the list of networks.
-Brandwatch
This is one of the real program for may concern really about data matters. It is a really useful program because it has support for 25 different languages. Also, it gives you flexible data analytics which are easy to customize. Also, you can dissect your data in thousands of ways to discover more meaningful insights and monitor and track campaigns in real time.
 -Buffer
 This is one of the best tools to help business to reach each audience at the right times. Also, Buffer enhances business to know they are working and what is no. This helps business to know which is the better time to post on social media and give detailed analytics.

Top   -Topsy
    Topsy has capability to see what happens at this moment in social networking sites. It is a very helpful tool because it allows business to know what is going between competitors. With Topsy you can see what happens at particular points in time.

 -Moz Analytics:
  It is a very specific program because it gives users online analytics, which enhance users marketing effort. Also, it gives new SEO opportunities and helps user to learn what to do next . Also users can have advantages to communicate with experts, so they can get other benefits without charging any extra fees.
Most firms nowadays care about social media because it is the technological world and they have found their clients have used social media such as Facebook, Instagram, and Twitter in order to put their feedback about products.

Conclusion

Finally, businesses will have clear understanding and good perspective when they use Business Intelligence software because they will get the capability to take quick decisions and better ideas. In addition, business intelligence users can do analyzing to the data in order to have best efficiently and good outcomes. In my point of view, I think most firms should have many benefits of business intelligence because it will help them to reduce labor cost, make data actionable, and new insight.

`Business Intelligence software has many benefits such as building customer relationships or forecasting which they can expect in the future. On other hand, business analytics dominates social media because with it they can know what consumers are saying about their products.

References

Tek Nion, T. (2011, January 1). Business Intelligence. Retrieved from http://www.teknionusa.com/Solutions/Business-Intelligence/Pages/Business-Intelligence-Home.aspx.

Boylan, C. (2015, January 1). Business Intelligence. Retrieved from http://www.informationbuilders.com/business-intelligence.

Boylan, C. (2014, April 1). Business Intelligence Analytics. Retrieved from http://www.informationbuilders.com/business-intelligence-analytics.

Boylan, C. (2014, November 1). Business Intelligence Software. Retrieved from http://www.informationbuilders.com/business-intelligence-software.

Henrichsen, N. (2012, January 1). What are the benefits of business intelligence? Retrieved from http://businessintelligencetutorial.blogspot.com/2010/07/33-what-are-benefits-of-business.html.

Schiff, J. (2010, November 19). Ten Benefits of Business Intelligence Software. Retrieved from http://www.enterpriseappstoday.com/business-intelligence/ten-benefits-of-business-intelligence-software-1.htm.

Stehle, T. (n.d.). Top 10 Benefits of a Business Intelligence Software Solution. Retrieved from http://hotelexecutive.com/business_review/2235/top-10-benefits-of-a-business-intelligence-software-solution.

Thompson, P. (2011, March 27). How Business Intelligence Software Programs Can Help Your Business. Retrieved from http://ezinearticles.com/?How-Business-Intelligence-Software-Programs-Can-Help-Your-Business Id=6119884.

Dave, A. (2014, May 15). Considerations for Deriving Business Intelligence From Social Media Network. Retrieved from http://ezinearticles.com/?Business-and-Analytical-Considerations-for-Deriving-Business-Intelligence-From-Social-Media-Networks&id=8508269.

Jablonski, R. (2012, July 21). Business Success Using Social Media Marketing. Retrieved from http://ezinearticles.com/?Business-Success-Using-Social-Media-Marketing&id=7190229.