

Rev up your business intelligence

You already have business intelligence (BI) – but are you maximizing its potential? As your business grows, your BI will also need to keep up with the increasing business requirements. To meet changing demands, you'll need to rev up your BI strategy and infrastructure to improve the way you work, empowering more users with self-service BI, mobility features, and improved performance.

Do you think your BI is performing as well as it could? Take a look at the staggering statistics below and discover what might be holding you back.

Undervalued BI



Only **17%**

of organizations say their BI is "highly mature".¹



Just **1 in 5**

think BI projects have been "highly successful".¹



And only **34%**

feel they use data better than their competitors. So, what's going wrong?²

Ambiguous BI



27%

of organizations have a clear BI strategy.³ Those organizations have **69%** higher revenue per employee and **16%** lower IT spend.⁴

Untapped data

Only **25%** of organizations think their BI is "highly agile". That's one reason why only **10%** use all the data available.¹ **81%** of top performers have "tight integration" between Big Data and BI.⁵



Immobile BI

Only **13.5%** of organizations use widespread BI each day.⁶ And just a third of influencers believe in collective decision making.² **65%** of top performers use self-service BI.⁵ Join them and you could:



increase staff use of BI by 58%⁷



reduce total BI spend by 36%⁸



increase work capacity by 20%⁹

Poor collaboration

75% of top performers visualize data with their BI.⁵ That's just one way they get more people across the enterprise involved in decisions. So, what happens to companies that do that?



80%

engage more with employees¹⁰



61%

improve innovation¹⁰



59%

enhance creativity¹⁰

Why upgrade your BI?

Just having BI isn't enough. You have to make the most of the information you have, work together across your organization, and offer everyone the same visibility and access to the latest technology. Do that and you can anticipate change, uncover new opportunities, and edge ahead of your nearest rivals.



See how **SAP BusinessObjects Business Intelligence 4.1** can help you.

Want to know what's new with BI 4.1?



www.kingfisherinc.com/innovations

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Sources

¹ "Competitive Differentiation Through Innovation in Business Intelligence", a commissioned study conducted by Forrester Consulting on behalf of SAP, April 2013
² "Information Culture: Collective intelligence as the key to better decision making," BARC Institute, April 2014
³ Economist Intelligence Unit, "Leveling the playing field: How companies use data for competitive advantage", 2011
⁴ SAP Performance Benchmarking 2012, <https://valuemanagement.sap.com/disclaimer>; Value Management Center - <https://valuemanagement.sap.com/#>

⁵ "Competitive Differentiation Through Innovation in Business Intelligence", a commissioned study conducted by Forrester Consulting on behalf of SAP, April 2013
⁶ IDC and Computerworld Business Intelligence & Analytics Survey, IDC, February, 2012, N=111
⁷ "The Advantages of a Single Comprehensive BI Platform," Aberdeen Group, 2013
⁸ SAP BI benchmarking report 2011, SAP Value Engineering
⁹ SAP "Mobile Transforms Enterprise Asset Management eBook"
¹⁰ "Information Culture: Collective intelligence as the key to better decision making," BARC Institute, April 2014