

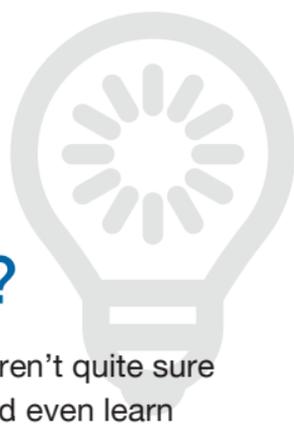
Business Intelligence

Using ICT Services
to Strengthen
Your Business

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YOUR LOCAL EMPLOYMENT PLANNING COUNCIL

What is Business Intelligence (BI)?



Are you collecting a lot of data but aren't quite sure how to work with it or what you could even learn from it? Business Intelligence, or BI, helps you present and analyze business data. A BI project involves the retrieval, cleaning, analysis, and visualization of business data, often from multiple sources such as databases and documents. Reports, charts, and dashboards are the visible part of a BI solution that users can interact with and use to gain business insights for informed decision-making.

What can BI do for your business?

Adopting a complete BI strategy or undertaking a BI project can help your business:

- **Produce good quality source data to ensure accurate decision-making**
- **Compile large volumes of data from multiple sources for a comprehensive understanding of your business**
- **Visualize next business steps using easy-to-understand reports, charts, and dashboards**
- **Investigate subsets of data for a specific business purpose**
- **Understand customers' needs, determine and analyze trends, and optimize the customer experience**
- **Reduce costs through increased capacity for decision-making**

**“GOOD DECISIONS
REQUIRE
GOOD DATA.”**



Case Study

In 2016, AGGORA Group, a business specializing in the sale and service of catering equipment, wanted to improve their ability to manage, analyze, and utilize data. They also wanted to have a data management system that is flexible and can adapt to future changes. The leadership team decided to implement a BI solution, but the current IT team did not have the expertise to do so or the time to be trained to do so. AGGORA looked outside their company for a solution and secured an IT graduate to create a solution.

The main goals of the BI solution were to analyze client key performance indicators, analyze engineers' performance and productivity, analyze financial figures, and improve asset management. The IT graduate gathered business requirements from the management team, cleaned the data, housed it in a database, and set up Microsoft Power BI for the business users to allow them to generate reports and dashboards and share them with other users.



THE RESULTS

- *Management gained new freedom to explore business information without requiring IT support*
- *The IT team gained more time to improve quality and granularity of data*
- *Increased efficiency, productivity, and revenue through new reports generated using the data warehouse and Power BI*
- *Almost \$50,000 in value was achieved within 6 months from the introduction of self-service reporting, new reports generated, and time saving achieved for the IT team*

Check out the whole case study at:
www.workforcewindsoressex.com/ict-services



About the ICT Services Series

Workforce WindsorEssex has worked with local ICT service providers to produce brochures that help businesses explore how ICT solutions can save them time, money, and effort.

Thank you to this issue's contributing partner:

Parallel 42

Parallel 42 Systems uses technology to empower people and organizations.

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Get in touch with Parallel 42 Systems:

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For more information on ICT services in Windsor-Essex, including past and upcoming issues, visit:

workforcewindsorsex.com/ict-services