



Business Intelligence, Inc.

Dashboard Whitepaper

Website:
www.bidata.net

Sample Dashboards:
www.bidata.net/SAMPLEREPORTS.pdf

As an executive or business manager, you should be demanding information about your business on your desktop available to you every day. The data should be in a tool you are familiar with and in a format that enables informed decision making. If this is not occurring for you today, you are at risk of being blindsided in your next meeting. An important question is being asked by managers like you regarding the failure of Executive Information Systems, Decision Support Tools, Business Intelligence Tools and Business Dashboards. The question is: Why have these tools failed to deliver on the promise of providing “information at your fingertips”?

The answer is simple. Leading providers of these types of tools have been out of touch with manager’s needs and wants. They have stopped listening and have continued to wrap the same old products in different covers. There has been great hype with each attempt to deliver on the promise of good information. Nirvana has been sold to the C level management. Executives are shown dynamic graphs and charts in formats that resemble the cockpit of a race car, the executive is drawn in by the newest graphical interface. The belief is that spending large sums of money will put new found data on the desktops of their managers, who will than be able to make better decisions: Which products to promote more aggressively, which customers should be given a better discount structure, or which mode of transportation is the most profitable. Deliverables that simply spin the old product into a new graphical interface: yet the chart or graph is still not as dynamic as your organization requires; or all the data you were hoping for is still not there.

Most front line managers don’t have the time or desire to learn a new tool. They end up manually creating the information in an environment they are familiar with: That environment is Excel. Excel is a powerful tool that most managers are extremely familiar with yet they underutilize. By providing the Excel environment as the reporting platform across an organization, flexibility is taken to a new level. When desired results such as custom dashboards, enterprise reporting, ad-hoc querying, ad-hoc analysis, and data mining are coupled with very simple central administration tools your organizations departments will benefit from simple deployment and an extremely robust reporting interface.

With DataLinks from Business Intelligence Inc. you can quickly and easily link to your organizations databases and have custom dashboards, enterprise reporting, ad-hoc querying, ad-hoc analysis, all available inside the friendly confines of Excel and it’s accomplished in days not weeks.

For a free demo of the product that will deliver on the promise of “information at your fingertips” email us at sales@bidata.net or to view sample reports **CLICK HERE!**