

The Modern BI Organization

Results from a global internet survey across 50 countries
and 30 industries augmented with executive interviews

May 2009

Gloria J. Miller
Dr. Thomas D. Queisser

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About MaxMetrics

MaxMetrics is an international Management and IT Consulting firm, offering services in the area of data warehousing, business intelligence, business analytics and performance management. MaxMetrics' experts support organizations in implementing complex projects and programs and in optimizing management and decision taking. Their portfolio encompasses consulting engagements, seminars, workshops and assistance. MaxMetrics has professionals that have vast amounts of experience in helping organizations to implement projects and programs for improving decision making and management. MaxMetrics has offices in Atlanta, Georgia and Heidelberg, Germany.

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Executive Summary

Do organizations that implement a strategic Business Intelligence (BI) entity – BI Competency Center (BICC) or equivalent - demonstrate better business performance? Do they improve the accuracy, speed or cost of decision-making? Those questions express the quest of our study, conducted in 2008, with the participation of over 500 organizations across 50 countries and representing 30 industries.

Over 80% of respondents indicated that their organization did use decision-making software. Almost 60% indicated having some form of decision-making support entity, indicating that BI entities have penetrated most organizations in the study.

Organizations with BICCs or similar entities had several positive results in common:

- BI usage at all organizational levels
- BI used in making corporate, business, and functional decisions
- Using more advanced BI capabilities
- Better, more accurate forecasting and predicting
- Standard, repeatable decisions
- Business users are more satisfied
- IT and business functions are better aligned to deliver solutions that support the business
- Lower cost of ownership for BI software
- Improved financial performance

Respondents indicated that having a BI entity results in superior decision making and performance, based on statistical and qualitative analyses: More than 70% indicated that the BI entity contributed to improved financial performance.

The study strongly confirmed that creating a BI entity can improve performance. Based upon these findings, a picture could be drawn for the design of an organization that benefits from business intelligence - a modern BI organization. The modern BI organization engages the whole organization in the use of BI, has a portfolio of BI software solutions and technologies, and has a virtual BICC.