

Business Intelligence Has Finally Come of Age.

“Organizations employing BI have significantly raised their visibility in the marketplace while achieving defining competitive advantages from leveraging their internal data. “

Organizations that wish to survive and flourish in today’s fast-paced business climate require the ability to analyze and react to business data in real time.

Competitive pressures, changing world markets, and other events make it impossible to manage an organization without a constant and accurate view into all divisions and departments.

Terabytes of data are being amassed by businesses every day, yet only a handful of them possess the ability to analyze and monetize that data.

BI empowers an organization with the ability to correlate what appears to be disparate data and produce a connecting view of the events that combine to impact sales, customer retention and profitability.

These frontrunner organizations gain a more in-depth

understanding of important trends affecting their operations such as:

- Customer behavioral trends and relationships.
- Changes in sales trends
- Identifying procurement patterns
- Identifying new market trends
- Understanding competitive activity.

Choosing a BI solution is not an easy task. Pre-built, one-size-fits-all solutions fail to support the degree of customization and personalization an organization needs to achieve their BI implementation goals.

A better alternative is to invest in a suite of tools that can be used to quickly assemble, test and deploy a customized BI solution. We think that Intellicom offers such a suite.

Introducing the Intellicom BI Suite

The Intellicom BI suite consists of five components that work together to support an organization’s efforts to create and deploy an effective Business Intelligence system.

- Industry standard component oriented architecture enables the organization to choose only the components that best suited for their business needs.
- The suite capitalizes on existing infrastructure by leveraging the legacy DBMS, CRM and ERP applications to provide a true enterprise-wide reporting solution. Users view information from a single information Portal in real-time and on-demand.
- The product suite can access relational and non-relational data sources, ranging from flat files and legacy data to xml data. It integrates disparate information stored in myriad formats but can also seamlessly integrate documents with reporting applications.
- Organizations can start out small leveraging only the basic components for standard enterprise reporting and then incrementally build their BI infrastructure as their needs grow.