

Gartner, Forrester & BARC all conclude that **Business Intelligence** and **Data Analytics** are executive's top priorities. So...what is your plan?



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Such clear consensus is a rarity, so what did these leading global business technology advisors discover from their most recent business leader surveys?

Gartner®

- 85% of Executives surveyed said they have made it their “Personal Priority” to rely more on data & analytics as an important input for decision making.
- Healthcare Providers ranked #1 and lead the way in INCREASING their investment in Business Intelligence & Data Analytics.
- Business Intelligence/Data Analytics and Cyber Security are the top two categories for technology investment in ALL business sectors.

Source: <https://www.gartner.com/en/documents/3991286/executive-pulse-plans-for-analytics-spend-continue-throu>

FORRESTER®

- Only 7% of organizations reported advanced, insight-driven decision making practices.
- Less than half (49%) of all business decisions are made based on quantitative information.
- Less than 20% of all raw business and operational data makes it into analytical databases & applications AND only 20% of knowledge workers who could be leveraging analytical applications are doing so.

Source: <https://www.forrester.com/blogs/amplify-intelligence-with-ai-and-analytics-forresters-virtual-data-insights-forum-october-13-15>



Consensus on Top 5 “Very Important” Rankings for Data, BI & Analytics:

1. Master Data / Data Quality Management
2. Data Discovery / Visualization
3. Data-Driven Culture
4. Data Governance
5. Self-Serve Analytics

Leaders in varying industries agree that equipping all levels of the organization with relevant data – at the level of detail necessary for their role – equips executives, managers, and frontline staff to be their best.

In fact, it is (or should be) the goal of every leader/manager to equip their organizations or staff with the tools and information to do their jobs most effectively. It is even more interesting in the BARC survey to see that organizations in the “Best in Class”, “Laggards”, “Less than 100 Employees” and “100-2500 Employees” categories all agree on the top five VERY IMPORTANT things – and that a DATA DRIVEN CULTURE and SELF-SERVE ANALYTICS are two of those top five.

So why do so many organizations still live in the world of limited access to data, static or no dashboards, and struggle to create a Data-Driven Culture?



BECOMING DATA-DRIVEN:

The top 3 challenges companies face.

There are three things that we consistently hear from executives and consultants when discussing their data and analytics strategy/journey:

- 1 Data is in disparate systems & individual spreadsheets
- 2 Focusing on the data and not the business problems
- 3 Lack of time

The technologies available today make the first point a smaller problem than it was five years ago. Creating a “virtual data warehouse” to serve departmental organizational needs is much easier than you may think.

The second point is the one that is most intriguing. BI/ Analytics should not be an IT initiative, but rather led by

an *operations* executive supported by IT. This approach is supported by Microsoft VP & “Art of Possible” facilitator, Caglayan Arkan. He sits on Forbes Technology Counsel and made this the fourth myth in their article titles, “[14 Myths that can Derail your Business Analytics Efforts](#)”.



3 Common Misconceptions with Human Services Organizations:

- 1 It's too costly & complicated
- 2 It takes a long time to see ROI
- 3 Our people are technology dinosaurs

The Reality

#1 and #2 are just fallacies. For example, Enkompas BI clients solve the disparate data issue with a 13-module BI Analytics decision-support platform completely operational in 9 months. They realize benefit and ROI incrementally as each 3-module phase is deployed in 10 weeks. Most start with the single **Incident Management Module QuickStart**, which is operational in as little

as 2 weeks for a \$1,000 set-up fee (in states where initial client & state system integration completed), saving them 20-200 man hours in just quarterly incident management reporting costs. The final point is moot because when people see how you make their jobs easier, they willingly and enthusiastically move toward the new, easier environment. The "Easy Button" is the universal human magnet!



THE VALUE OF BI AND DATA ANALYTICS:

It is commonly said that "data is the new oil of the 21st century."

Massive amounts of information are being generated, captured and analyzed to eliminate uncertainty and improve decision making. There are 7.8 billion people in the world today, yet there are 21.7 billion devices connected and sending data to the internet. **Making sense of the plethora of information available is another question entirely.** This is where BI and data visualization can help people, in the context of their roles, make sense of the deluge of data available. The consensus in the Gartner, Forrester and BARC surveys are there because of these organizational impacts (see next page):



Time Savings

No more trying to organize the data for specific reporting. This is automated and flexibility built in the tools to create views for specific audiences, operational groupings or time frames.



Employee Engagement/Satisfaction

When you implement at a workgroup and business problem level, employees see their input is sought and their problems are solved thus they are engaged and appreciative.



Productivity

Insight is available at the fingertips of anyone, at any level, of the organization in the context of their role and needs.



Competitive Advantage

Those who know their data can tell their stories better to consumers, payers or government agencies as we migrate from fee-for-service to alternative payment methods.



Operational Excellence Framework

Data provides the foundation for continuous improvement and fact-based decision making.

RECOMMENDATIONS

3 steps to move your business forward:

1

Start Now. The data clearly shows your competition has made this a priority and the industry is evolving to Alternate Payment Methodologies where knowing your data is the only way to tell your story to consumers and payers.

2

Eat the Elephant “one bite at a time”. Adopt a philosophy that utilizes a phased implementation approach. Find the low hanging fruit, get the quick wins, document the quick returns, build champions “one by one” in each department or program, that is how momentum in fact-based decision making cultures are created!

3

Find a Partner. The benefits of speed, adoption, cost (build -vs- buy) can all be positively impacted by aligning with the right partner.

ABOUT US



Enkompas BI is a business intelligence & data solution company solely focused on the needs of Human Services Organizations.

We solve the problem of data being siloed in disparate systems and personal excel spreadsheets. Our BI platform has 13 modules specific to Human Services, such as Incident Management, Productivity, Utilization, Finance/Cost Accounting, Quality, Health Tracking and more. We help our clients “turn data into actionable information” in the form of Interactive Dashboards, Detailed Reports and Advanced Analytics. These outputs are customized to each client and serve the needs of the C-Suite, Middle Management and Frontline Staff. **Enkompas BI is “Revolutionizing the Way Organizations Use Data”!**

Call 412-415-6343 or email bhitson@EnkompasBI.com today to schedule a free consultation.