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What to bring into the Technology relationship?

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This is part two in a two part series.



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Information Technology (IT) works with the business in a mutually beneficial relationship to ensure corporate success. Each party brings required data, experience, and viewpoints into the relationship. IT can provide a constant stream of data in any form requested. This can lead to information overload and paralysis through analysis. In addition, metrics and measures may seem contradictory and may not point to any one course of action. Technology can provide the data and what to report and how to report it lies with the business. T

IT needs the business to bring 3 things into the relationship:

- 1) The right measures and metrics
- 2) The amount of data needed
- 3) The decision to act

*Dynavistics, Inc.
understands Business
Intelligence and how to
enable companies to
harness the power within
their data.*

Having data and generating metrics is not enough to ensure good decisions. Determine what to measure is dependent on the economy, industry, and specific company. The metrics should be derived from goals and what the company is measuring. Once business determines what should be measured and the metrics used, then Information Technology can deliver that information in the format and media preferred.

The right amount of data needed to make a decision can only be determined by business management. The right measures and metrics are needed and numbers are important, but there is a lot of information available with updates constantly. In fact, so much data is available it can be overwhelming and cause "paralysis through analysis". Technology can provide data until business determines enough information has been provided to make a decision.

The decision making process includes a review of the data as well as using good judgment and ensuring the right questions have been asked. Once the data has uncovered trends, the root cause identified, and options have been evaluated; then it is time to make a decision. The decision may be to act or not to act, depending on goals, surrounding environment, business direction.

Business understands the benefits of measures and metrics. The data does not manage the business alone. Business must determine when enough data is available to answer all questions and what to do with that information.

Summary

When Business and Information Technology partner, problems can be solved. Each must understand what the other party brings to the table and how work with the other party for mutual success. There has been a history of success when business and Information Technology work together and Business Intelligence will further that successful relationship.

This is part two of a two part series. Part one is "What can Technology do for me?".

We invite you to talk to our professionals about ways to make your business more profitable, productive, competitive and secure with Dynavistics, Inc.



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