

Dataquest CIO's Crystal Ball

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As we look at large IT deployments over the last 2 decades, the debate 'ERP and after' has raged for quite some time. Once when an enterprise adopts ERP the sequence was followed by CRM and in some instances SCM. But now after the economic meltdown, the strategies enterprises adopted were increasingly challenged and when they looked at better leveraging IT for more competitive advantage, the one big missing link was the absence of a proactive BI and analytics solution. So that acted as a tipping point for the aggressive adoption of BI and analytics that we are seeing today.

BI—The Business Enabler

Many organizations are seeing across the board benefits out of BI and analytics. As we look at global examples, take the case of New York fire department by using analytics not just to fight fire, but prevent them. In 2007, 2 NYC fire fighters lost their lives in a fire at the former Deutsche bank building which was scheduled for demolition. Fire investigators attributed the loss of life to a lack of timely information available to responding fire fighters. If the New York Fire Department (FDNY) had a system in place for collecting and sharing data in real-time, the accident could have been avoided, they concluded. The FDNY partnered with IBM to come up with a new 'Coordinated Building Inspection and Data Analysis System' that rely heavily on predictive modeling to anticipate fire exposure, analyse possible impacts, and improve communication processes.

Another interesting instance is the city of Amsterdam in which IBM is helping the Dutch utility Nuan and the city of Amsterdam makes a smarter use of energy by enabling consumers to make more informed decisions about their energy consumption. The consortium will jointly implement an innovative energy management system based on smart metering and home energy management technology. It will enable 500 selected households to gain better insight into their energy consumption and



GS Ravikumar, CIO, Gati

"Before BI, our decision making process was not that easy but after the BI deployment, information availability at single point was indeed a boon. We are able to access so many things and be able to devise effective strategies"



Suresh A Shanmugan,
head, BITE, Mahindra
& Mahindra Financial
Services

"BI plays a transformational role given the reach and depth of our operations across India. It has taken us beyond the traditional MIS reports and we are able to use the data for actionable results"

BI AND ANALYTICS IS INCREASINGLY GETTING MESHEd. SO CIOs WILL INCREASINGLY LOOK AT SOLUTIONS THAT HAVE THE ABILITY TO SEE PATTERNS IN VAST AMOUNTS OF DATA AND EXTRACT ACTIONABLE INSIGHTS