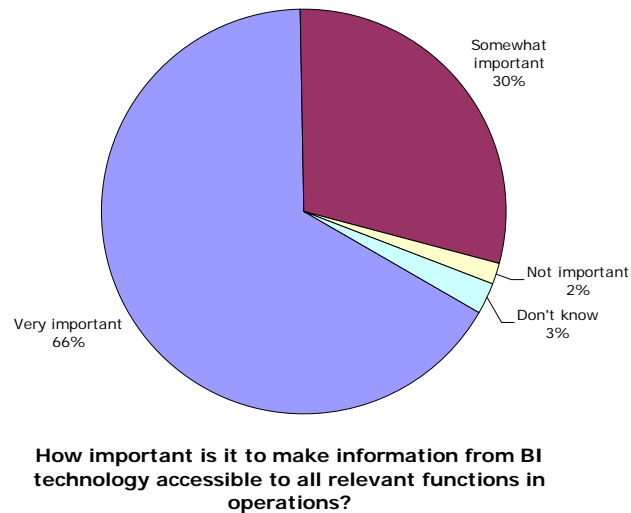# VentanaSpotlight: Operational BI Trends

What You Told Us

Ventana Research views business intelligence (BI) as one of the key enablers of performance management. Initially, BI technology was deployed to help with strategic reviews and tactical decision-making. Today, though, many companies are beginning to use it to improve operational performance.

Our recently completed research on trends in operational BI indicates clearly that the importance of BI for operations is increasing in demand: **66%** of organizations indicate it is very important. The response from the CIO and IT management, as well as executive management, was even higher, at **70%**.

How important is it to make information from BI technology accessible to all relevant functions in operations?

Operational BI is no longer confined to elite early adopters or very large organizations, and it can benefit organizations of any size. Our benchmark research shows the benefits are strategic – and should not be underestimated.

Top Three Benefits of Operational BI

- **Improved Efficiency**
- **Improved Customer Service**
- **Improved Access to Information**

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Chief Dissatisfactions with Operational BI Deployments:

#1
Delay of initial deployment (22%)

#2
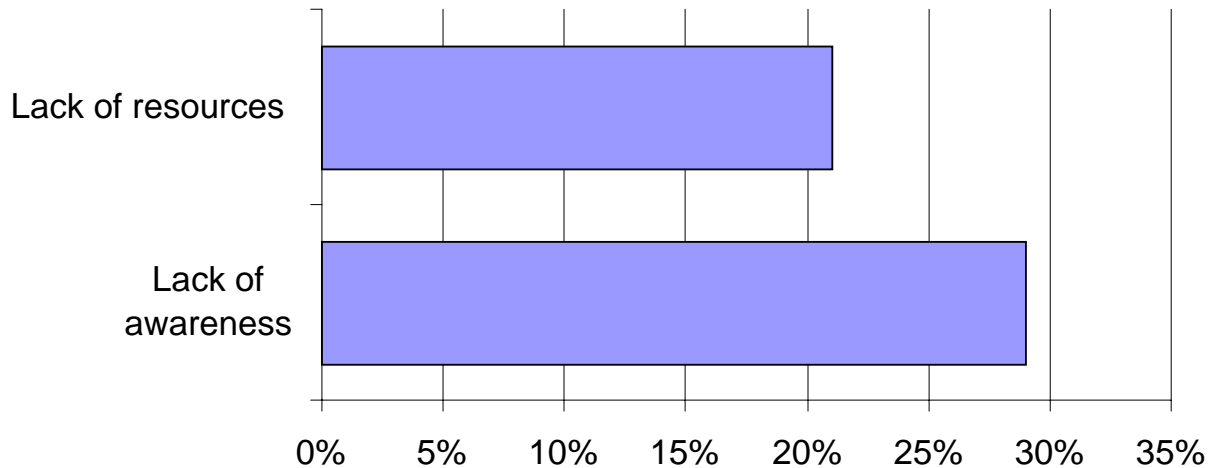### Slow query performance (12%)

#3
### Difficulty integrating data from multiple sources (12%)

## Barriers to Establishing a Business Case

Business Drivers

F or business and technology leaders in user organizations who are grappling with operational issues, the first challenge is to identify the **business** drivers that establish a good business case for investment in operational BI.

The number-one-ranked priority among business drivers is a **single source or view of the truth** (20%), followed by **increasing the speed of reporting** (18%). The number-one second-ranked priority is **increased accuracy of reporting** (21%).
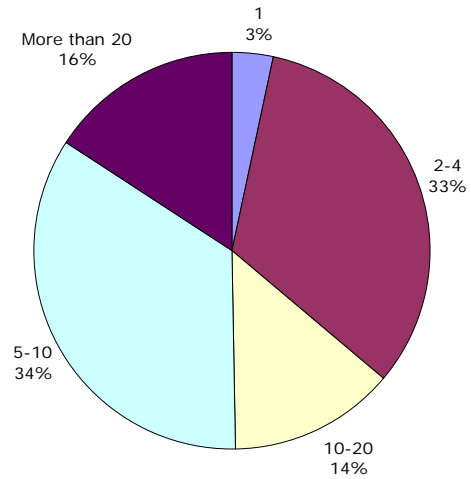
To how many data sources do your operational users need direct access from their BI?

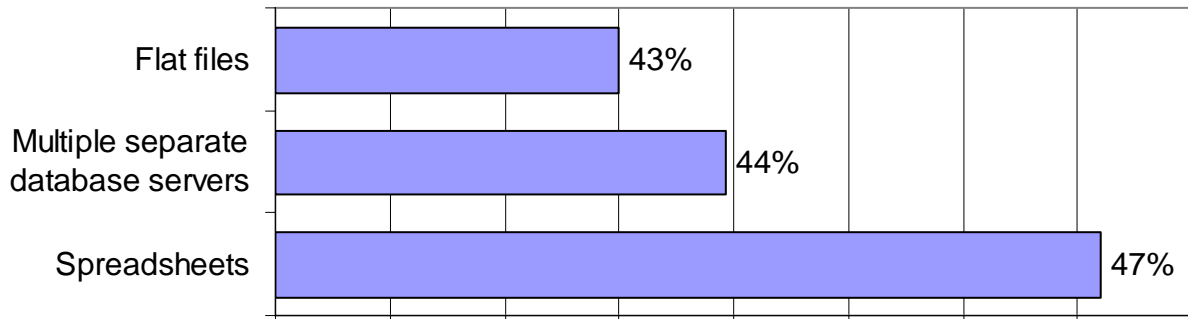# How Often Should Information Be Updated to Support Operational BI Effectively?
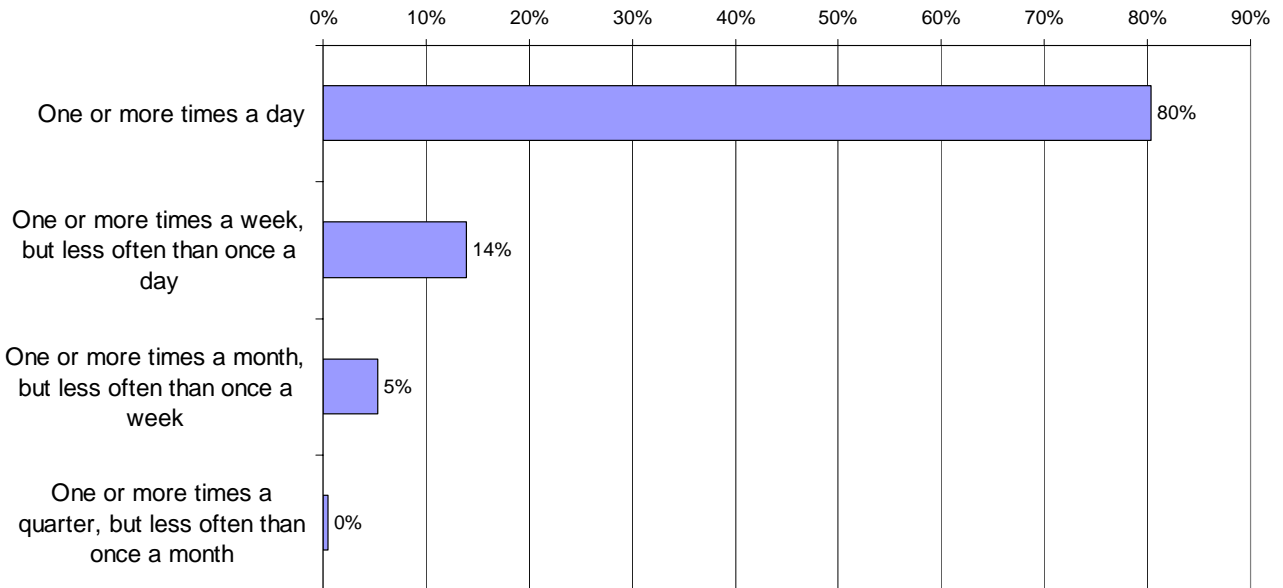
Best Practices in Collaboration

Meeting the competitive requirements of business effectively and delivering critical information on which to act or plan is never an easy task. With so many ways to reach operational users, what are the most common methods used by organizations?

Most important ways to collaborate or redistribute information:

46% Use an Operational Dashboard

33% Jointly develop goals and plans

31% Export and email copies of information

Top Three Sources of Data Used by Operational BI Application

Source	Percentage
Flat files	43%
Multiple separate database servers	44%
Spreadsheets	47%

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