



## HOW YOU CAN INTRODUCE BUSINESS INTELLIGENCE AS A VALUE-ADDED DECISION BASIS

Making decisions is one of the most challenging management tasks in any industry. The increasing pressure for businesses to transform themselves into data-driven, efficient, agile units in the interest of optimizing the networking of business processes makes it important that the foundations of a data and information landscape be laid.

Statistical reports and applications (Excel, PowerPoint, etc.) are often used in the decision-making process, but it takes a great deal of manual effort to consolidate them and keep them up-to-date, and the process involves a great many potential sources of error.

When there are sudden changes on the market and new requirements, a lengthy decision-making process is fatal. How can business units and management be given the ability to maintain a foundation for quick, ad-hoc decision-making? The important thing is to have a platform that is oriented on business requirements and integrated into existing processes and offers relevant information in a clear context.

### THE JOURNEY IS THE DESTINATION: USING DATA AS A VALUE-ADDED ENGINE

A business can successfully transform itself into a data-driven driven company if it harmonizes processes, corporate philosophy, and technology, forming the basis of the data management and analysis platform.

This transformation is thus not an issue for IT alone, and its implementation should not be detached from specialist users. Instead, it requires a solution that is focused on core processes and creates added value for the company. The short-term goal cannot be complete automation of the company, but instead providing existing processes and ALL those involved (employees, customers, and partners) with information that is as precise as possible as quickly as possible so that all stakeholders can make decisions quicker and more effectively.

### NO MORE

- Excel and PowerPoint being the key aids to decision-making
- Great manual effort for reporting

- Different formats, data stocks, and troubleshooting methods
- Lack of ad-hoc discussions and a real-time decision-making basis
- Detached, unintegrated business analysis without assurance of data quality
- Lack of mobile use
- Lack of sustainability (current solutions are unable to move with the times and have no access to intranets, supplier and customer portals, social media channels, etc.)

### THE SOLUTION

Use a platform that provides data in a form that puts it in the right place, integrated into existing processes and applications, and makes it meaningful in the context of the question. Coordination with the customer allows tailored concepts to be developed. A project team of experienced HCIE consultants and networked customer experts will take charge of implementation. A released-based approach enables customers to exert continuous influence on the project result.

The Hanselmann & Compagnie digital team is looking forward to a deeper discussion of your concerns.

Contact:

**Bernhard Braun**

*Head of Business Unit Digital*

Phone +49.152.53 56 03 94

E-Mail braun@hcie-digital.de

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➔ [www.hcie-digital.de](http://www.hcie-digital.de)

Dornierstraße 17

70469 Stuttgart

Phone +49.711.80 60 90 00

Fax +49.711.80 60 90 10

E-Mail info@hcie-digital.de

