

## BUSINESS INTELLIGENCE & ANALYTICS

*Transform Your Data From Hindsight to Insight*

You can't manage what you can't measure and you can't measure what you can't describe. With a more immersive and innovative approach to data using the latest technology choices, we bring a new mindset to the analytics discussion and business objectives.

### What is Business Intelligence?

Business Intelligence (BI) is a set of technologies and processes that allows you to turn data into information, information into knowledge, and knowledge into plans.

### What to Expect

With the evolution of self service BI tools, decision makers no longer have to wait for IT departments to generate reports or provided data for analysis. With our approach, BI eliminates the guesswork through data insight which allows you to make accurate and timely business decisions that:

- ▶ Increase team collaboration
- ▶ Increase adoption and usages
- ▶ Access and analyze data easily

### Benefits of Business Intelligence

- ▶ Get faster answers to your business questions
- ▶ Visualize current trends, historical performance, & identify new revenue opportunities
- ▶ Increase team productivity
- ▶ Improve customer relationships
- ▶ Enhance inventory management
- ▶ Data driven decisions provides for more informed business decisions
- ▶ Real-time insights into organization behavior

### Business Intelligence Tools:

Power BI | Cognos | Qlik

T-SQL | SSRS | SSAS | SSIS

### Welcome To Data-Driven User Experiences

The ability to scale your analytics capabilities and keep your data security strong will help your business prosper. Whether your focus is traditional BI, where IT professionals generate in-house transactional data to generate reports, or modern BI, where business users generate visuals and interact with systems to analyze data much faster, Softura is ready to help. With more than 20 years of business analytics experience, Softura's business intelligence services will help you move quickly from spreadsheets of data into a remarkable automated data-driven user experience.