

Business Intelligence

Assessment 1

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Introduction

In the competitive world, business intelligence is getting more important where the organization can make good decisions by strengthening the organizational performance. The large organization only gets this benefit. But middle and small firms suffer from this. Because business intelligence is related to technological tools and techniques that help the organization reach its target. The proper strategic decision can be possible by large firms as it has long-run goals, vision, and mission. When businesses can utilize this properly, they will be able to make absolute use of it.

Business intelligence utilization

The process by which an organization tries to make strategies with technological advancement, which helps to analyze present as well as historical data, is known as business intelligence. Yes, it is agreed that this intelligence helps in making the best decision. But it does not manage only big data, it has various uses. It manages the business organization by combining technologies, quality, risk reduction as well as various skills (Bessis, 2013). To gather collective data and information, business intelligence helps to make a great picture. It just does not includes some dimension, it focuses on both internal and external environment, data mining, and analytical processing for the improvement of the business. Besides these, business intelligence exposes data warehousing and collective reporting with dashboards. It has big limitations that only large organizations can use. Because it has both risk and cost (Weber, Grothe, and Schäffer, 2012). The organization, which utilizes this, must improve in all activities. But it is very difficult because there needs interaction

among all departments. And sometimes it is not possible to make the best use of business intelligence in the organization. The company, which is based on analysis and performance management, can apply business intelligence. Because innovation management can be done by this. Only large firms such as public companies can grab this opportunity to achieve their goals. Here the organization must follow a standard to maintain its daily activities that are not possible by small or middle firms. And monitoring and proper action are easy when an organization applies this properly (Sardana and Thatchenkery, 2013).

Striving toward business intelligence

As Malaysia is an important and upcoming market, it has more chances to focus on growth and development. So, there has a strong need for business intelligence. Because public companies are large companies that can make a sustainable environment. It can create corporate sustainability by creating and combining environmental, and financial with social activities that can ensure the ultimate success. Naturally, sustainability works with social, economic, as well as environmental activities. Where large firms like public companies entering in the market with sustainable issues (Druckman, Singer, and Van Cott, 2010). Other firms are facing a problem where they cannot maintain sustainability issues. Because the sustainability perspective is related to long-term achievement and goals. To create sustainability in the organization, there needs human resources management as well. Malaysian public companies are always involved in the preserved natural environment, reducing resources as well as reuse of materials (Levinson, 2010). Even they analyze their cost by maintaining a life cycle and minimizing the waste in the production and processes. It is highly agreed that these companies face different changes such as political, economic, social, etc. Because in the world, competitions are increasing day by day. Sustainability always make chances for economic improvement with a sustainable environment. Sustainability here sees the social equity, economic viability, and environmental protection as well (Qi, Zhao, and Sheu, 2014). As a result, the large companies are getting more benefits as they attach to long-term goals. They can create a brand value position, meet user needs, and makes efficiency and effectiveness in the total work. Business intelligence always gives effort into sustainability issues. It makes the shareholder's opinion with the organization's goal. And then sustainable development can be made by the organization (Sardana and Thatchenkery, 2013).

Strategic impact on enhancing economic performance

Yes, it can be said that business intelligence has a great impact on the organization's daily activities and innovation management. When business intelligence is applied by the firms, they create internal connections among all departments. When one department communicates with another department, they can make the products and services based on present market demand, which increases sales as well as profit. A firm, which maintains long-term goals with sustainability, only gets these benefits such as managing managers and employees and decreasing expenses by meeting customer needs (Weber, Grothe, and Schäffer, 2012). This intelligence uses great technology, which increases revenue. But it can increase the complexity of the organization as there are always not possible to maintain the internal relationship between the departments. As a result, there will increase conflict among the members, which creates less morality. In a word, business intelligence sometimes creates bureaucracy in the organization. Though large firms most of the time get benefit from business intelligence (Bessis, 2013).

Strategy impact on strengthening environmental performance

Business intelligence can indeed increase the performance of the organization by making strategic planning. But it is not always possible because it can create risk and uncertainty that can occur at any time. Competitive advantage is a term that matches business intelligence. Because modern technology gives the firms the opportunity of reaching goals very quickly. As this intelligence is a very soft term with a digital platform, it can give the company a difficult situation which may lose the project. Even it is a big challenge for the organization to maintain or strengthen environmental performance regularly (Levinson, 2010). Because to manage this large companies always have to be responsible for the environmental sustainability. The firm needs to maintain the product, and processes by managing waste as well as technical issues. Sometimes the intelligence can weaken the environmental performance such as customers may be unhappy with the products where they do not see any green activities. So becoming large firms in the market, some organizations facing a critical situation as technology contribution increases day by day with more cost (Druckman, Singer, and Van Cott, 2010).

Strategy impact on reinforcing social performance

Social performance is not an easy thing. Because it involves both internal and external members. Organizations always fight to satisfy the customer and try to keep good relations with the suppliers. Though business intelligence is helpful for the organization to produce more and maximize ultimate output, many firms cannot achieve this because of intense competition. Employee morale can decrease when they see that the organization want to use modern tools but without providing employees sufficient training and development opportunity. But most organizations believe that business intelligence can bring them the SOWT analysis opportunity where they can give employees sufficient facilities (Weber, Grothe, and Schäffer, 2012). But, the practical organization faces complexity where employees face less trust among members. When the firm can achieve this intelligence, it will get the highest outcome, which will increase brand opportunity and reputation quickly. And this gives the company to minimize weakness and fight threats. The company may arrange various social programs to know the need and wants of the present customer. By this, there will be adding business value continuously. The intelligence technology can cost-effectively reinforce social activities. But in some cases, organizations cannot bear this huge cost. But yet, more searchers believe that this helps the business to reach its goal (Sardana and Thatchenkery, 2013).

Conclusion

In this paper, the importance, benefits, and limitations of business intelligence have been discussed. In Malaysia, public limited companies are showing a high growth rate consequently. Where business intelligence helps them to meet target needs. It works for a sustainable environment because it sees a long-run target. Intelligence uses its technology for enhancing economic performance by, managing innovative ideas. Sometimes, it gives a complex situation for the business. Yet, it is an attractive way to strengthen the environmental performance. Most of the time organization search the easy way to happy the customers and employees where business intelligence contributes more.

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