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Table of Contents

Introduction	3
Arguments for the article	3
Counterarguments for the article	4
Conclusion	5
References	6

Introduction

With the growing importance of cross techniques in management, it was only natural to investigate the influence of business intelligence on an organization's performance. The article "Realizing the Strategic Impact of Business Intelligence Utilization" already stated a lot about the necessity of BI to increase corporate performance. But there has been an agreement-disagreement battle among the professionals regarding this article. To conclude this battle, this report will show certain arguments to support the article and some counterarguments to cross the article.

Arguments for the article

Business intelligence genuinely helps businesses operate better in an economic sense. BI plays a vital role in productivity in tight times, according to a Malaysian financial services organization. The company's business process management team developed a BI system that informs a statistics database automatically if sales and trade targets are met. Furthermore, the organization has built several dynamic presentations employing BI technologies to inspire economic performance. BI also saves money by reducing the time it takes for users to receive information. The time it takes to develop a BI application is dropping from day to minutes. BI software is used by over 500 marketing agents to track transactions and check if they're reaching objectives (Chaudhuri, Dayal and Narasayya, 2011). The amount of money saved is far greater than anyone would imagine.

Environmental data and long-term benefits are inextricably linked. Environmental data, on the other hand, is frequently segmented, disorganized, or lacks an appropriate format (Velu, 2021). Moreover, Business Intelligence (BI) can assist firms in overcoming these obstacles and boosting overall environmental performance. Climate hazards may be posed by environmental data from vendors and internal procedures. With ongoing demand from stakeholders and the government to disclose genuine and visible environmental performance, it's becoming increasingly difficult. Maintaining environmental data effectively is critical to long-term success. BI solutions incorporate data from a variety of sources. Action-based foot printing, for example, is designed to enable different decision procedures and leverages a single central database. As a result, these solutions frequently provide 'near-real-time' data rather than historical and typical information insights. A Malaysian, for example, is the foremost expert in custom-made culinary enterprises (Sabherwal and Becerra-Fernandez, 2013). They calculated their environmental impact using

Environmental Intelligence Platform. This software is linked to the company's internal data sources through an API.

Social BI helps the team make data-driven choices by providing in-depth insights into marketing effectiveness and online dialogues. Social BI solutions can assist you in gaining a better understanding of how your current and future consumers see your company and its services. These techniques can also aid in the identification of trends and the pinpointing of days and periods when significant changes occurred. This information can help businesses figure out which actions have the most impact on customer satisfaction (Eidizadeh, 2017). They engage in more activities that promote pleasant feelings and are more proactive in dealing with negative feelings. People's interest in what your company sells may be tracked using social BI technologies. Organisations may also monitor what types of comments the customers are giving about business and whether they are aware of the solutions accessible to their challenges (Elena, 2011). This information might help to make better market growth or product and service launch decisions. For example, the business can determine that a customer awareness campaign will be beneficial in increasing client interest in a growing product.

Counterarguments for the article

BI has a lot of advantages, but it also has a lot of drawbacks. As you'd anticipate with any emerging technology, there are only so many faults you can deal with before something becomes unprofitable. Therefore, arguments can go against the mentioned article where the article stated that BI can increase the performance without any fault. But the arguments given below will show that BI can also decrease corporate performance.

The most important issue coming from the usage of BI, taken as a whole, is a lack of enthusiasm among business users. Data management, administrative structure, inadequate data integrity, and business dynamics come in second and third, respectively. The absence of user engagement can be caused by a variety of factors, such as measurement culture shock or the incapacity of the data to influence successfulness. If users are not willing enough to implement BI, the organisation won't 100% benefit from it.

Many complications might occur during implementation, creating schedule delays and dissatisfaction for the management team. Application challenges, confusing requirements, and a

shortage of funds are the top three implementation concerns reported by public-listed firms. Complications harm the performance in a long run (Williams and Williams, 2010).

We have much more data at our fingertips than ever before in the digital era, but this may also be a problem. A large amount of data in your BI tools may be useless or misleading, distorting findings and delaying operations. As BI is quite unknown to the most useful, a single wrong movement may vain the hard work of other performers.

You'll employ more data sources if your BI is comprehensive. While a range of sources can help you get a well-rounded picture of your data, some systems may struggle to function across platforms.

The cost of BI software varies. While the possibility of a high return on investment may justify it, the initial cost may be prohibitive for small businesses (Darmont and Loudcher, 2018). You must also factor in the price of hardware and IT personnel required to successfully install the program.

The software isn't to blame for all BI's drawbacks. Employees or departments who do not want to integrate BI into the processes are one of the most significant roadblocks. These solutions will not be as successful if they are not implemented across the board.

Any data analysis system faces the threat of leaks, which is one of the most important problems. If businesses utilize BI software to manage sensitive data, a mistake in the process might disclose it, putting your company, customers, or workers at risk. The main obstacle confronting BI, according to more than 30% of surveyed companies, is security.

Conclusion

Reviewing the above critical argument, it can be said that Business intelligence has the potential to enable the organisation to make better decisions by evaluating present data with a planned goal within the business context. BI should be utilized in every public listed organisation in Malaysia to reinforce performance to make the organisation run more efficiently. There have numerous solutions also to mitigate the shortcoming of BI which is discussed in the counterargument part of this report. lastly, it can be said that this report supports the statement of the mentioned article as the positive side is way huger than the negative side of BI. Also, the negative side can be minimised if professionals learn to use BI effectively

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