

From data to intelligence...

CIO Connect Editorial Insight

Monday 28, June 2010

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Just over three quarters (78%) of CIOs think that business intelligence equals better decision making, according to this week's CIO Connect poll.

The endorsing level of support tallies with IDC's European Software Survey 2010 (see further reading, below), which suggests European organisations are planning an increase in spending on business intelligence (BI) products in 2010 compared to last year. The analyst says a third of companies will spend more on analytics than they did in 2009, although UK organisations are generally spending more on the basics of BI, rather than more advanced analytics.

That was a theme picked up by IT leaders responding to this week's CIO Connect poll, many of whom noted the importance of analytics and analysis: "Data is turned into intelligence which can support effective decision making," responded one CIO. "The quality of the analytics will certainly have a bearing on the quality of the decisions that it drives."

Business intelligence, it was suggested, can equal better decision making - but not without good processes and skilled analysis: "With the explosion in enterprise data from so many diverse sources, it is increasingly important to ensure this raw data is turned into intelligence which can support effective decision making. The quality of the analytics will certainly have a bearing."

Responding CIOs are using BI in a number of ways. Selected uses include the better integration of finance and operations data, the more detailed understanding of worker performance and the development of information-based products for third party organisations.

But not all CIOs are convinced by the power of BI. "It can help to inform the decision makers," said one technology chief. "But better decisions are not necessarily the result. Other factors such as local situational knowledge are involved."

And, most tellingly, one CIO suggested that facts and figures can only tell you so much: "Decision making is the application of judgment to the available information; information on its own is insufficient."

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What do you think? Email your comments to the editor:
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Further Reading:

Firms to spend big on business intelligence this year
<http://www.v3.co.uk/v3/news/2265216/firms-set-splurge-bi>