Top three recommendations for getting started with an enterprise-decision making platform

By Gloria Miller, Managing Consultant maxmetrics

Traditionally, instinct, gut, or only qualitative analyses were used in making key business decisions. Today's decision-making and management business processes have the possibility to interject technology as a key factor and to systematically improve revenue potentials, reduce and manage costs, or meet regulatory or compliance objectives.

Introducing an **enterprise decision-making platform** can provide useful data to the right people to facilitate informed decision making and management. An enterprise decision-making platform can have very positive financial benefits for an organization.
It can compel an organization to the top of the market space, increase revenues, help to save or eliminate costs, meet regulatory requirements or improve corporate governance.

An information process is applicable to and can bring benefit to every industry and most functional areas. Some examples we have seen:

- *A semiconductor solutions manufacturer **improved business processes** and **saved over $45 million** in under three years.*
- *An energy supplier **achieved a comprehensive profile** of its customers and **cut expenses by 20%** within four years.*
- *A military group saved **$423 million using planning and business intelligence**.*
- *A professional services group **reduced budgeting time from two weeks to 24 hours**.*
- *A bank **quadrupled the rate of customer response** to direct-mail solicitations.*
- *A bank met regulatory reporting requirements and earned **higher profit margins**.*

(Successfully) undertaking an initiative to transform the decision-making and management process into a quantitative method has to involve the business as well as the information technology (IT) departments. It will take a willful act of management to go through such a project and change the organization to use the results.

For organizations, that have never undertaken such an initiative the following are **the top 3 recommendations for getting started**.

1) Find a decision that requires lots of data and analysis and is critical to impacting the top or bottom line of the organization.

   Such problems usually have many people in the organization collecting, reformatting and analyzing data. Nevertheless, there is usually one key manager, analyst, or business function that uses the data to make that critical business decision. (You can find relevant example for your industry in the case studies and success stories for software vendors of business intelligence, data mining, statistical, analytical, and data warehousing solutions).

2) Assign a program manager that is task with putting together the people, processes, and infrastructure that improves the ability to make that key business decision, quicker, faster and cheaper. You can underline the objective by iterating that you want to see a proof-of-concept or quick wins for how this will be done. (An ideal program manager would be someone that knows the business, knows the key resources in the organization, and is a good leader and team player.)

3) Once the proof is there, share the success and reuse the learnings, people, and approach to further introduce a business change program to build an enterprise-wide decision making platform. (Good tools for getting exposure to your success include internal newsletters, websites, or company meetings, or external conferences or periodicals.).

In short, find the benefits to the organization first, test your idea, and share and build on your successes. There are many published success stories for how organizations have benefited from introducing enterprise business-decision platforms. Surely, your organization can also share in that success.

maxmetrics
Management & IT Consulting
info@maxmetrics.com
www.maxmetrics.com

Germany
Waldhofer Strasse 102
69123 Heidelberg
Tel: +49 (0) 6221 825 740
Fax: +49 (0) 6221 825 741

USA
2625 Piedmont Avenue
Suite 56-101
Atlanta GA 30324
Tel: +1 (404) 759 2937
Fax: +1 (404) 261 6416

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