5 Ways Enterprise Analytics and Mobility Can Transform Your Business.
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Imagine a world where everyone across an organization has quick and easy access to the information they need to do their jobs; where a campaign manager is able to quickly justify marketing spend with ROI figures; a sales rep can pull up customer details moments before a meeting; and a CEO wakes up every morning with a real-time update on the state of their business. That’s the promise of the vision laid out more than two decades ago by MicroStrategy founder and CEO Michael Saylor—the ideal he dubbed “intelligence everywhere.”

Today, we are close to achieving that vision. Intelligence everywhere means data and analytics infuse every aspect of business from the boardroom to the selling floor. This paper sets out to examine five ways that enterprise analytics and mobility can help you harness the power of data, uncover new opportunities, and develop a lasting edge over the competition.

1. Get a single, trusted view of performance
2. Empower users with self-service analytics
3. Deploy powerful mobile productivity apps
4. Inject analytics into consumer-facing apps
5. Deliver on the promise of the Internet of Things (IoT)

Get a single, trusted view of performance

Today, amid exponential data growth, many organizations still struggle to get an accurate view of their performance. In large part, this is due to siloed data, a lack of front-end tools for surfacing information to business people, and a continued reliance on outdated solutions that are unable to keep up with the pace of technological change.

To truly reap the benefits of all this new data, organizations need to shift away from departmental solutions and move towards a standard, system-of-record enterprise analytics platform. By doing this, they can greatly simplify their IT environment, reduce administrative costs, and maintain a single source of truth for the entire enterprise. Not only does this eliminate issues with inconsistent data, it also helps to provide a data governance framework and gives users across the organization a single, go-to solution to find answers.

By deploying enterprise analytics and mobility, organizations can consolidate old departmental solutions into a single, unified analytical suite. And by giving users access to this data, organizations can improve transparency, promote data literacy among their employees, and build a culture that values data-driven business decisions.

Case study: the art of smarter business at MicroStrategy

In many office buildings, the walls are decorated by pieces of expensive framed art. At both our headquarters in Tysons Corner, VA and our offices worldwide, we have taken a different approach, embracing our vision for the future of work and declaring “death to drywall.” Starting in 2016, the company began mounting flat screens on office walls that display analytical dashboards built using the MicroStrategy platform.

The screens present real-time information to stakeholders across the organization, who can then participate in more informed, data-driven conversations. This approach represents a major departure from the traditional practice of centralizing information and report development in the IT department.

This type of pervasive access to information is having a positive impact on MicroStrategy—highlighting issues that may have gone unnoticed and prompting conversations that result in more efficient processes and better overall customer service.
For example, one of the dashboards highlights the sources of dissatisfaction in quarterly customer surveys, enabling the technical support organization to focus on these areas to deliver meaningful service improvements. As a result, the number of customers who report they are “delighted” or “very satisfied” with MicroStrategy’s level of technical support increased by more than 50 percent between the first quarters of 2016 and 2017.

Empower users with self-service analytics

Self-service analytics has the power to transform the way that people interact with and consume data. By giving people the power to access data through intuitive, user-friendly interfaces, organizations can let users take analytics into their own hands. In a world where self-service analytics is the norm, users can think of a question, pull up a dataset, conduct their analysis, and share their findings with colleagues, all without the help of IT.

This radically changes the traditional reporting and analytics paradigm that exists at most organizations. Its effect is twofold: first, it reduces friction and helps people find answers to business questions faster, and second, it empowers people to take analytics into their own hands—freeing the IT department to focus on other high-value projects.

Deploy mobile productivity apps

Mobile technology is transforming nearly every aspect of our lives. From e-commerce and social media apps like Starbucks and Twitter, to productivity and business applications like Google Drive, Evernote, and Salesforce.com, mobile devices give us instant access to the information and conveniences that we care about. The most popular consumer apps give users a highly personalized, context-optimized experience, and empower them to take immediate actions.

Enterprise mobility gives organizations the ability to extend this same type of functionality to existing business processes and workflows—eliminating bottlenecks and enhancing user productivity. Organizations that have deployed MicroStrategy Mobile have seen amazing results, including 17% time savings for store managers, 25% time savings for internal reporting teams, a 30% increase in sales rep deal size, and a 38% increase in product sales.

These results speak to the incredible opportunity that mobile technology represents in the enterprise. By investing in mobile and arming people with access to information and critical systems, organizations can take a big step towards deploying intelligence to every aspect of their business.

Case study: MicroStrategy in action at Guess

GUESS?, Inc. is one of the world’s most recognized apparel brands. The company has hundreds of retail locations in more than 90 countries. In 2008, the GUESS BI team decided they wanted to deploy analytics to their employees’ BlackBerry devices. The initial goal of this project was to arm executives and corporate directors with critical business information, regardless of their location. GUESS chose MicroStrategy Mobile to deploy a mobile BI solution for their team and quickly realized that they could do much more with the technology.

Today, GUESS employs a MicroStrategy-powered iPad app that is relied upon by users throughout the organization, including executives, merchants, regional directors, visual merchandisers, buyers, and planners. Depending on a user’s role within the organization, they will see either a high-level view of the business that includes store-to-store comparisons, or a detailed view of a single store or department. This flexibility allows GUESS to support a large number and variety of users with a single application.

“We are seeing our business in a whole new light. Deploying MicroStrategy Mobile to our executives is the next achievement in delivering actionable, accessible, and visually compelling information.”

—Bruce Yen, Senior Director of Business Intelligence GUESS?, Inc.
Inject analytics into your consumer-facing apps

When it comes to analytics, internal users are not your only potential audience. Leading organizations across a variety of industries are looking at ways to embed analytics into their consumer-facing applications. This includes not-for-profit healthcare organizations that provide consumers with information on quality of care and governmental institutions seeking to promote increased openness and transparency with their constituents through open data initiatives.

Organizations can also use embedded analytics to develop new analytical products and services, creating entirely new revenue streams. By white-labeling MicroStrategy functionality, they can sell branded reports and dashboards to their existing customers. One MicroStrategy customer in the financial services industry uses embedded analytics to deliver a mobile application to their business banking customers. This application delivers tremendous value by providing these businesses with detailed insight on cash flow and customer segmentation. These are just a few examples of what is possible when organizations think more broadly about how to leverage data analytics.

Case study: Omega World Travel

Omega World Travel is one of the largest travel management companies in the US. Headquartered in Fairfax, Virginia, Omega provides comprehensive travel management services for corporate, government, nonprofit, and leisure clients throughout the US, Europe, and Middle East.

Omega used MicroStrategy to build Omegalytics, a customer-facing analytics tool designed to deliver unprecedented transparency to clients while empowering them to answer their own questions. Omega started on the application in February 2015, and by September the application was recognized by Business Travel News as one of ten finalists for the most innovative travel product of the year. The application arms Omega clients with self-service analytics so they can get access to the information they need to make smarter, more informed travel decisions.

Deliver on the promise of the Internet of Things (IoT)

The emergence of IoT is leading to exponential growth in the number of interconnected smart devices. These devices enable organizations to collect and analyze an incredible amount of data from sensors on manufacturing equipment, pipelines, weather stations, smart meters, delivery trucks, and other types of assets. However, for most organizations, aggregating and analyzing all that data is far from a simple task.

To do so, organizations need a truly enterprise-grade analytics platform that can handle a variety of data sources, real-time updates, and large data volumes. Rolling out an enterprise analytics platform like MicroStrategy is a great first step towards turning IoT-generated data into real-world value.

“In the travel industry, reporting is usually static, Excel, or PDF-driven, with data schemes geared toward travel experts. That is what it was like here in the past, but we wanted to tailor it to our customers’ needs and not rely on a third party to do so. We wanted to build something that was performance oriented. The customer experience was our number one priority.”

—Nadim Hajje, Vice President of IT and Data Analytics, Omega World Travel
Conclusion

Data and analytics have the potential to completely change the way that organizations are run in the 21st century. Enterprise analytics and mobility gives organizations the opportunity to build a single, trusted view of performance, empower users with self-service analytics, deploy transformative mobile apps, embed analytics into their consumer-facing applications, and deliver on the immense promise of IoT.

MicroStrategy combines traditional business intelligence with cutting-edge analytics, mobile, and cloud technology, enabling organizations to build and deploy transformational applications that maximize the value of information and accelerate business. Unlike other vendors, all of our technology has been built organically, so every piece of the MicroStrategy ecosystem fits together seamlessly. Our unified architecture features integrations with leading technology vendors and open-source tools, making it easy to enrich any workflow, application, or process with powerful analytics.

By embracing enterprise analytics and mobility and fostering an agile, data-driven culture, organizations can fundamentally transform their business. To learn more about how MicroStrategy can help you on this journey, visit microstrategy.com.