

# Business intelligence (slp)

Business



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## Business Intelligence SAP Crystal Interactive Analysis: Desktop Edition

Report The business world is characterized by dynamism as the landscape, the players and their actions are subject to change very rapidly. In such a situation, the key to success lies in the speed of response which is determined by the access to critical business information. Easier it is to access business critical data, the quicker will be the speed of decision making. This requires gathering and presenting quality business data which is dealt with by business intelligence. Business Intelligence is a component of business decision making which involves the use of information to take decisions. Business Intelligence systems use tools to gather, store, analyze and present data which is then used to create business strategies. Business intelligence systems use enterprise wide data which minimizes the need for technical and clerical staff. One of the top players in the field of business intelligence is SAP which has developed tools primarily in three categories to aid decision making; the categories include performance optimization applications, business intelligence platform packages and packages for small and medium sized businesses.

The data gathered through business intelligence is spread across a variety of locations in a business context such as the marketing department, finance department, operations etc. In order to take informed, strategic decisions there is a need for this data to be structured in a user friendly manner.

Traditionally, the IT department in any organization would allow the use of structured reports from various departments which although would present the information but the integration of the information would be a cumbersome process. This is where the SAP Crystal Interactive Analysis Desktop Edition (formerly known as SAP Business Objects™ Interactive

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Analysis, Desktop edition) comes in. The Desktop edition provides self-service data access, multiple source data analysis and trusted insight. This tool allows business managers to develop ad-hoc, interactive reports which can help answer the ever evolving business questions. SAP Crystal Interactive Analysis does not only allow the business managers to view information based on the needs of the specific problem at hand but allows them to conduct an analysis of the information presented. The Interactive Analysis tool gives its users the ability to conduct contingency based analysis of business critical information. It allows the decision makers to combine many types of data from different sources. For example, a production manager can access information such as the past sales from the marketing and sales department to plan production. Such a report will be of immense importance to the procurement department as it will help them forecast the purchases that would be necessary to cater to the expected demand for a product. Users can easily drag business indicators into the sheet. The SAP Crystal Interactive Analysis tool eradicates the need of knowing difficult programming languages such as the Structured Query Language (SQL) to find relevant information in a convenient interface. This also minimizes training expenses as one interface provides users with the querying, analysis and reporting function. The Interactive Analysis also has the facility of combining data from existing MS Excel sheets.

This convenience of accessing critical information as well as analyzing it from numerous angles improves business efficiency, quickens strategy formulation and improves implementation. The interactivity and real time display of information prevents a backlog of reports and saves valuable business resources. The ability of sharing information with other users

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provides important business insights. Regardless of the sector of the economy within which a business is operating, SAP Crystal Interactive Analysis is a must have. Since it allows managers from different areas of the organization to see information it encourages creativity and innovation across departments which can result in the emergence of more efficient and effective business processes. This interactive reporting will also enable business managers and decision makers to take corrective action more quickly if the business is veering in a direction that is unplanned and detrimental to the health of the organization.

#### References

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