

Turning data into opportunity: The intelligence every business needs

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Business intelligence (BI) is used to minimise cost, identify potential business opportunities, pinpoint any inefficiencies, and allow for informed decision-making. But how can a business tap into this system? Using data and analytics software, users are given the opportunity to proactively gain important insights and turn them into actionable resources.



What is business intelligence?

BI refers to the process in which one analyses data to use as actionable information through technological tools and software. This actionable information that has been curated is then used by directors, managers, and other business players in order to make well-researched, informed business decisions.

What benefits exist for businesses using business intelligence?

The main benefits of integrating business intelligence into a business' strategy includes:

- Improving decision-making, and proactively using data as opposed to reactively.
- Boosting operational efficiency.
- Identifying business problems that need to change.
- Tapping into trends.
- Having additional edge over competitors.

How is business intelligence used?

[Business intelligence tools](#) can be used as data-driven support systems. With these tools, people can start actively using the data themselves, instead of waiting for IT professionals to draw up complex data reports. Business decision-makers are able to accelerate their decision-making, share collected information, and easily interpret data findings using integrated BI software systems.

What tools can be used to optimise business intelligence?

One such example of business intelligence software used globally and in South Africa is Qlik, data analytics for modern business intelligence. Through [Qlik specialists](#), these systems can be easily integrated into any business model and the correct product can be used according to individual needs. The Qlik product range includes:

- **Qlik Sense** – explore and interpret data findings with an amalgamation of graphs, tables, and maps.
- **Qlik Embedded Analytics** – visual analytics for interactivity and easy-to-understand reporting.
- **QlikView** - organise all your data in an efficient manner and extract the information you need.
- **Qlik Datamarket**, and more.

Realise the full potential of business intelligence, simply and effectively with BI software systems that have been designed to [optimise the use of data](#) in any enterprise for maximised information gathering and usage.

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