

ARE YOU READY FOR MOBILE BI?



FIND OUT WITH OUR 4 STEP GUIDE

It can often feel as though we are besieged with information about what Mobile BI is and does, but this information overload often overlooks a vital point: ***are you ready for Mobile BI?***

In this whitepaper, we go back to basics and discuss the four key elements you will need to consider when determining whether you and your organisation are ready for Mobile BI:

1. **Data maturity**
2. **Audience**
3. **Internal champion**
4. **Time**

STEP 1: DATA MATURITY

Before deciding if a Mobile BI strategy is right for your organisation, it's vital to look at what's at the core of Business Intelligence - your data. A mature and stable data source is the fundamental prerequisite for any Mobile BI implementation. In a mobile environment data is under intense scrutiny and as a result Mobile BI implementation can easily fall apart due to a basic mistrust in the data. Data quality and stable processes for handling and transforming the data should be the first priority.

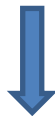
Poor data is often blamed when users don't get the answers they need or expect. However, it's often down to the wrong tools being used to analyse it, rather than the data itself. See our recent article around avoiding [giving your BI system a bad reputation](#). Mobile BI projects can help in these instances as users can build up the skills and knowledge of how to use source systems, which leads to improved processes and more informed and educated users.



STEP 2: AUDIENCE

So, you have the data – now it's time to think about who needs it. Mobile BI should be seen as an extension of your current BI environment and an opportunity to get the right amount and quality of data to people where and when they want it. With so many organisations now supporting flexible and mobile working, the 'where and when' may not always be the office between 9am and 5.30pm.

By definition the Mobile BI user base is made up of mobile users, all with different needs and business cases to evaluate. They may be senior managers, frequently in meetings and just needing access to high-level data on a smart phone or tablet. Or they may be sales people who are face to face with customers and need customer analytics and pro-active sales metrics on a device on the shop floor? Alternatively they could be operations managers who need to see when exceptions occur or issues begin to arise in a factory? Only by understanding the needs of the user base (the audience of the solution) can an organisation be able to determine what data is required and whether a Mobile BI solution is the way to deliver it.



STEP 3: INTERNAL CHAMPION

As with any major project implementation, to be successful there needs to be an internal champion – usually a senior manager with a vested interest in the success of the project. This champion could come from any area of the business: IT, Sales, Operations, Finance, CIO or CTO. Whatever their role in the business, as the internal champion they are able to see the benefits for the whole organisation, not just individuals, and can convert this to strategic value.

As the project champion they need to recognise the need for a degree of culture change to embrace Mobile BI in IT and be prepared to communicate this and sell the benefits internally. They also need to act as the conduit between the key parties to ensure that the vision of the audience is implemented in harmony with the solution that is implemented. The need for the champion to influence the organisation's culture can, of course, be vastly different between industries and companies and this needs to be considered as does the impact of any mobile strategy.



STEP 4: TIME

The final check on whether your organisation is ready for Mobile BI is whether you have the time and resources to work on the project; resource for product review, for proof of concept and piloting, for implementation, for user acceptance and resource for training.

Many Mobile BI projects and explorations start off with a flurry of excitement and focus, with rave reviews of proof of concepts and a large appetite for new ways of working from the user audience. However, over time other priorities arise and Mobile BI falls down the list, leading to a loss of interest. Before you embark on a Mobile BI project ensure that you have time and resource to implement it properly. Mobile BI is about getting data to the right people at the right time and therefore, wherever possible, it needs to be implemented quickly.

I'm ready!

So what's next? First, with the needs of your audience front of mind, select the device most appropriate for the task they want to perform. The mobile device policy may have already been defined and the solution options already limited, with no consideration for BI. Bring Your Own Device (BYOD) policies may also exist so a mobile BI solution may need to work across a wide selection of devices (though this not easily done). In a perfect situation, a Mobile BI strategy should consider all elements of the mobile ecosystem.

Once the device, or devices have been selected, then it's time to explore the different applications available, keeping in mind the audience, the fit within the current mobile strategy, the data and the implementation.

By following these simple rules as you prepare for your Mobile BI implementation, the outcome is far more likely to be a success.

Good luck!

**To speak to our Mobile BI experts,
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