Business Intelligence (BI) solutions have gone a long way in providing insights to businesses and enabling decision-making in unprecedented ways. So what is BI’s next frontier? Has the BI industry reached its pinnacle in terms of technical and service excellence? Are all user needs being met or is there still scope for BI to be faster with its response, stronger in its impact?

Historically, BI systems have used information collected over time to report trends to users and in doing so provide feedback on the business processes that generated the data in the first place. With the pace of business changes and magnitude of challenges rapidly increasing, the foremost demand from BI solutions will be to make this feedback process more live and interactive.

**Key Challenges for BI Solutions**

- **Actively Closed Loop Analysis:** Making feedback on business processes immediate and customized to suit users’ decision-making needs.
- **Information Credibility:** Making Metadata a ‘next-door’ concept for contextual comprehension of information.
- **Interactive Dissection of Data:** Leveraging web 2.0-based concepts for sharing & understanding information.
- **Delinking Users and Technology:** Ensuring business continuity and bringing down the learning curve by making use of BI, independent of the technology that supports it.

**Cognizant’s Behavioral BI**

Cognizant’s transformational concept, Behavioral Business Intelligence, addresses these four key problem areas by improving the experience at all BI-user interaction points. Behavioral BI takes technology and service enablement to the next frontier by impacting ‘end-user experience’ and molding itself to individual decision-making behaviors. Behavioral BI espouses five key principles to recreate the BI firmament - these are depicted below:
Cognizant’s Organizational Behavioral Business Intelligence Transformation (OrBBIT)

Benefits from Behavioral BI

**Impact on User Experience**
- Record and identify usage patterns and modify report views accordingly.
- Ability to track metadata and lineage directly from the report.
- Get insights from multiple sources and analyses in the same view.
- Instant collaboration and Web 2.0-based knowledge sharing.

**Impact on Business Performance**
- Business continuity in the face of tool / platform migration
- Elimination of training and trial periods for BI end-users
- Improved decision-making and user satisfaction

**Impact on BI Team**
- Ability to cater to user requirements in a multi-tool environment
- Collaborative support and reduction in training efforts

About Cognizant Enterprise Analytics

Cognizant Enterprise Analytics drive tangible business benefits to every customer and shifts analytics from being cost centers to revenue centers. We future-proof visionary businesses by combining in-depth domain expertise with analytics and information management best practices that help clients optimize decisions and results. Enterprise Analytics is committed to helping clients run better through a range of integrated analytics and enterprise performance management services and solutions. We help clients run differently by grounding our services and solutions in foundational components including mobility, cloud, big data and smart data. Our end-to-end blend of business and technology solutions already reflects the future of analytics, and enables us to create transformational value through innovation and agility.

For more information please send an e-mail to our global team at inquiry@cognizant.com or visit our Web site at http://www.cognizant.com/enterpriseanalytics

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