


The information provided here is for informational and educational purposes and current as of the date of publication. The information is not a substitute for legal advice and does not necessarily reflect the opinion or policy position of the Municipal Association of South Carolina. Consult your attorney for advice concerning specific situations.

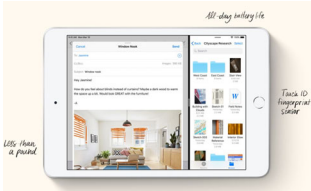
Visualizing Your Data

Using Business Intelligence to Make Data-Driven Decisions


Presented by Kevin Benson



Grand Prize - iPad Mini



Don't forget to fill out your card!



Why Business Intelligence?




What is Business Intelligence (BI)?

- Business Intelligence comprises the strategies and technologies used by enterprises for the data analysis of business information.
- BI platforms provide historical, current and **predictive** views of business operations.
- The purpose of BI is to support **better business decision making**.



"That which is measured, improves."



BI Challenges

Ongoing Challenge for Municipalities

- To provide high quality public services

Intelligence Gap

- 73% of municipalities indicated that they would benefit from defined **Key Performance Indicators** (KPIs) (ICMA survey)
- 43% of municipalities use benchmarks to assess performance

Costs & Complexity

- BI platforms can be very expensive and complex
- Lack of staff to manage and support BI solutions



"If you can't measure it, you can't manage it."

What to look for in a BI Platform

- Quickly adapt to changing demands
- Support visual tools such as dashboards and charts
- Support **multiple data sources**
- Highly accessible (Desktop, Tablet, Phone)
- Single point of access to information
- Provide **timely** answers to business questions



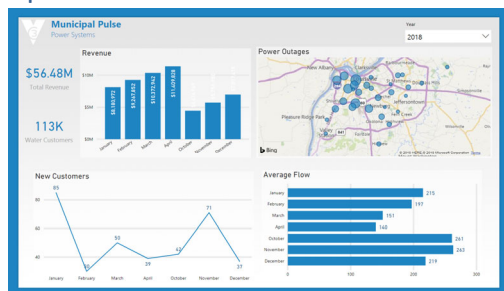
BI - Access from Anywhere



BI – Interactive Displays



BI Example



What is required to visualize data in my organization?

Implementing a successful BI platform is a multi-step process



Thank You!

Stop by our booth to learn more
and see a live demo

<https://www.cognitofrms.com/VC3Company/ShareYourVision>

Kevin Benson

Kevin.benson@vc3.com



11

Friday

2:45 p.m. - Protecting Your Municipality from
Human Error

3:15 p.m. - Safekeeping Data: Beyond
Password Protection

Saturday

9:45 a.m. - Crafting a Social Media Policy

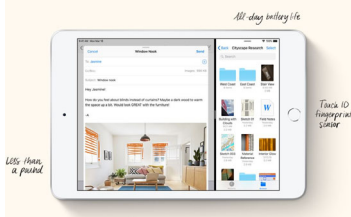
11:45 a.m. - Streamlining Business License
Applications

1:10 p.m. - Text Messaging Archiving/ Smart
Cities

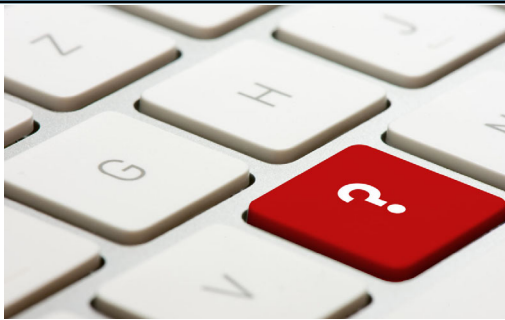


12

Don't forget to turn in your card!



13



14
