Access accurate, performance data in real-time

Unlocking the potential of new data streams is already delivering substantial business benefits for many organisations - new revenue opportunities, improved efficiencies, and innovative methods of management and analysis have been developed to replace traditional methods.

Business Intelligence (BI) is a set of technologies and methodologies that transform ‘dumb’ or raw data into insightful, meaningful information that can help you identify areas to improve efficiency and optimise productivity. In today’s competitive marketplace, knowing what to do with all this information and implementing the right strategy can provide a competitive market advantage and long-term stability.

Designing a successful strategy requires having clear, aligned organisational goals, interoperable technologies, robust financial planning, operational planning, business modelling, consolidation and reporting, analysis, and monitoring, choosing the right performance management methodology, linked to strategy, buy-in from the full cross-section of stakeholders, and the resolve and collective ability to drive change.

Our approach to Business Intelligence

Trustmarque’s flexible Business Performance Management (BPM) solutions provide you with an understanding of current productivity, efficiency and performance levels and the tools and knowledge to make evidence-based decisions that can drive efficiencies, increase productivity and enhance your ability to achieve your organisational KPIs and objectives.

Our experienced team of consultants help you bring all the threads and considerations together, enabling you to make sense of your business intelligence and performance management options in much the same way as BI transforms raw data into usable MI.
Trustmarque’s Business Intelligence (BI) Maturity Assessment enables you to determine current BI performance and provides you with a detailed assessment of existing functions and operations across your organisation.

The assessment is conducted in three stages ensuring that clear objectives are set with alignment to resourcing, roles and responsibilities:

STAGE 1 - BASELINE

• Working with key stakeholders throughout the business we assess your current position.

STAGE 2 - INTERPRETING DATA

• The information gathered is reviewed and validated and each area of competency is measured. Current maturity levels are documented and recommendations made to enable you to make improvements.

STAGE 3 - INFORMING THE BUSINESS

• An activity strategy is created which provides you with a clear route towards your business goals. This is presented to key stakeholders and senior management to ensure the continuation of both process and alignment to corporate objectives.

These stages provide the focus for you to work closely with industry experts who understand exactly how you can evolve your internal BI capabilities. You also have the opportunity to use your current data to test the BI solutions which are recommended and gain a thorough understanding of the cost models to ensure that you can build a solid business case to implement them.

Once the tools are procured and deployed you gain immediate insight into both organisation and staff performance. You will be confident that you are transforming raw data into useful material, disseminating it effectively throughout the business and improving future outcomes. This continuous improvement enables you to overcome your business challenges and support your business strategy and tactics.

For more information about how our Business Intelligence solutions can help your organisation, contact your Account Manager on 0845 210 1500.