

Operational Inefficiency. It's Everyone's BI Pain.

What Over 100 CIOs Had to Say
about Business Intelligence.

**“SURVEY
SAYS”**



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Survey Overview:

Who are you and what's your greatest pain?

During September 2014, On Demand Advisors, in partnership with ChristianSteven Software (CSS), conducted a rigorous market survey with Chief Information Officers (CIOs) representing a variety of industries. The goal? To identify key market pains and current and near-term IT needs in support of Business Intelligence (BI).

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Over 100 target stakeholders from the following industries participated in this in-depth market survey:

- Construction
- Energy and Natural Resources
- Finance and Insurance
- Healthcare and Social Assistance
- Manufacturing
- Retail and Hospitality
- Technology and Software
- Transportation and Warehousing
- Utilities

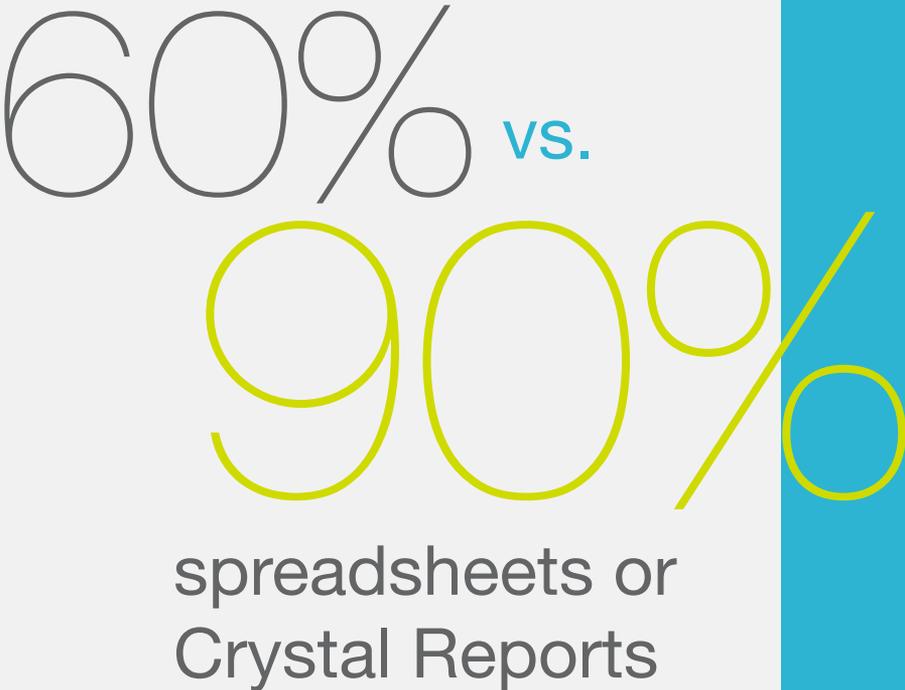
DEMOGRAPHICS:

The majority of those surveyed were between 46-55 years of age and represented organizations with 10,000 or less employees. Over half reported working on BI projects without a published BI strategy. Most of their BI functions are delivered through either their IT department—comprised of up to twen-

ty-four (24) staff members—or a no more than five (5) person BI service team. Almost all reported using a Windows operating system, close to ninety percent (90%), said they're using spreadsheets as their BI tool and sixty percent (60%) also use Crystal Reports.

Of note, two distinct groups emerged from the survey; organizations with annual revenues less than \$100 million and organizations with annual revenues equal to or greater than \$100 million.

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Survey Findings:

A Slight Difference Can Make a Big Difference

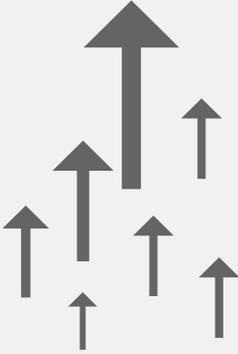
Data has always been a key proprietary asset for driving sustainability and maintaining the health of any business, but in today's digital world its value is priceless. So much so that according to a recent Gartner study, BI/Analytics is top of mind for CFOs.¹ There's only one catch. Harnessing it, effectively converting it into meaningful information and seamlessly distributing it across an organization is an operational challenge of herculean proportions. Organizations, both large and small, struggle daily with disparate systems, silo'd operations and competing organizational priorities.

Not surprising, survey results pointed to BI operational inefficiency as the primary pain for CIOs—regardless of their organization's revenue size. A consistent theme of frustration surfaced throughout the findings; from working outside-of-business hours to missing vacation and sick time to information being delivered in the wrong format to the wrong people. However, findings suggested a subtle difference in how operational inefficiency impacts an organization—and, subsequently, the focus of the CIO—per revenue size.

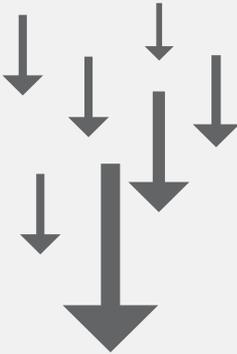
Following are highlights from the survey specific to operational inefficiency in these two groups:

- **CIOs in organizations with revenue less than \$100 million are focused on improving operational efficiency to reduce manual BI processes.**
- **CIOs in organizations with revenue equal to or greater than \$100 million are focused on improving operational efficiency to keep up with BI data needs.**

**Companies
with more than**



**\$100 Million
Revenue**



**Companies
with less than**

The CIO Mandate

Insight: CIOs in organizations with revenue less than \$100 million are focused on improving operational efficiency to reduce manual BI processes.

Survey results indicate that CIOs in this group are concerned about the amount of time their staff is spending on pulling reports and intervening when a BI process fails. Their team often lives in “Excel Hell” and faces a multitude of daily challenges manually running the company’s BI reports. Especially daunting is end-of-month financial reporting which the data suggests is highly problematic. Not only does the CIO have the pressure of meeting the deadlines, he often crosses his fingers and hopes the numbers are accurate. Since the entire IT department consists of less than 24 employees keeping pace with the constant need to change information and generate new reports is another highly time-consuming manual demand.

CIOs in this group are concerned about the amount of time their staff is spending on pulling reports and intervening when a BI process fails.

The top three pain statements ranked in order by this group on a scale of 1 to 10 (1 =“No Pain” and 10 =“High Pain”):

1. “My current BI solution wastes too much of my staff’s time doing manual BI processes”;
2. “My BI solution wastes too much of my time pulling reports”; and,
3. “My current BI solution requires human intervention every time a BI process fails”.

Respondents in this group identified and ranked the following three core business requirements driving their need for BI:

1. To address compliance;
2. To aid in strategic decisions; and,
3. To achieve efficiency.

Finally, these organizations typically have tight budgets that propel their tendency to err on the side of maintaining status quo. Respondents identified the following three events as the top events that would need to occur in order for them to take action to solve their current BI operational pain points:

1. Increase in funding or a larger budget;
2. Company growth or contraction; and,
3. Direction from upper management.

Top 3 Pains

CIOs in organizations with revenue equal to or greater than \$100 million are focused on improving operational efficiency to keep up with data needs.

In organizations with revenue equal to or greater than \$100 million, the majority of the IT departments have grown to over 24 employees, but now the data needs are outpacing their staff. As companies expand so does the accumulation of applications across individual lines of business. There's simply more data coming in, more people who need it and no easy way to combine and distribute it.

In this group, the CIO is under constant pressure to keep up with the rapid evolution of technology and secure visibility into problems before they arise. He realizes it's in the best interest of the enterprise to implement a solution that will eliminate administrative bottlenecks and provide a consolidated view of the vast amounts of data, but the effort to deploy the much-needed solution exceeds the perceived value. There's also tremendous pressure to ensure technology investments will not become obsolete or lock the organization into a system that stunts their growth.

CIOs in this group are focused on keeping up with data needs, the rapid evolution of technology and securing visibility into problems before they arise.

The top three pain statements identified by this group on a scale of 1 to 10 (1 =“No Pain” and 10 =“High Pain”):

1. “My current BI solution wastes too much of my staff’s time doing manual BI processes”;
2. “My current BI solution can’t keep up with my current data needs.”
3. “My current BI solution causes delays in delivering timely BI reports and information.”

The key business requirements driving the need for BI were the same for this group. However, the ranking of their priority was different. One possible explanation for this difference has to do with organizational maturity. Typically, organizations that have reached this stage have implemented a core governance model addressing compliance needs and rely on BI capabilities as a checkpoint only. They’ve now bumped the use of BI for strategic and operational decision making to the forefront.

1. Aid in strategic decisions;
2. Aid in operational decisions; and,
3. Address compliance.

Finally, there was no difference between the groups in the top events or ranking of top events needed to take action to solve their current BI operational pain points. If BI/Analytics continues to top the minds of executives – as analysts predict – it will be interesting to see if ‘Direction from upper management’ takes the lead over ‘Increase in funding or a larger budget’ for either one or both of these groups.

1. Increase in funding or a larger budget;
2. Company growth or contraction; and,
3. Direction from upper management.

The BI Solution for Today's CIO:

When you sift through the noise and really listen to the challenges organizations (regardless of size) consistently face in implementing a BI strategy the same two issues typically surface—1) a lot of unnecessary effort and, 2) a lot of unnecessary expenses. At CSS, we've spent decades studying BI operational pains and perfecting a solution that addresses these two issues simultaneously.

We've spent decades studying BI operational pains and perfecting a solution that addresses 1) a lot of unnecessary effort, and 2) a lot of unnecessary expenses.

Our solution was designed to merge reporting, business processes and alerts into a cohesive universe. The solution's flexibility enables both "push" and "pull" technology that supports enterprise reporting and distribution, static on-demand reports via a self-service portal and ad-hoc reporting with customizable dashboards. We understand that organizations

operate on a continuum of need and budget. As such, each module can be deployed individually or as an integrated system. The solution meets industry standards and uses Application Program Interfaces (APIs) rather than relying on proprietary languages and technology. Also, it operates in a wide variety of environments including dedicated servers, virtual machines and cloud environments plus supports different protocols and formats.

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Due to increasingly complex IT environments, we've found CIOs and their teams spending more and more of their time in 'fire drills' analyzing why something that shouldn't of happened did or something that should have happened didn't. Our solution provides the ability to set thresholds on data that serve as trigger points when certain values (i.e. inventory, cash flow, resource capacity, etc.) either exceed or drop

The ability to avert missing a Key Performance Indicator (KPI) or Service Level Agreement (SLA) can literally add up to millions of dollars in less than a minute.

below a specific point—cutting instances of error to zero. The ability to avert missing a Key Performance Indicator (KPI) or Service Level Agreement (SLA) can literally add up to millions of dollars in less than a minute.

Lastly, organizations often decide to "live" with the

pain of BI inefficiency because they think it's saving them money. In reality, it's costing them more in both time and administrative overhead. At CSS, we've created a Jump Start Program that's really helped in this situation—it minimizes the upfront investment but allows you to get started with quick success in the first 90 days. Many of our current customers took advantage of this program and found the cost savings so compelling they were able to convince their executive team to come up with the budget for an enterprise-wide deployment. For more information on our Enterprise Jump Start Programs for individual modules or our solution as a whole—visit www.christiansteven.com or call us at (888) 781 8966 (US) or +44 (0) 870 820 0083 (UK).

At CSS, we've created a Jump Start Program to minimize the upfront investment and allow you to get started with quick success in the first 90 days.

Attributes:

1 <http://www.gartner.com/newsroom/id/2488616>

ChristianSteven Software—Chief Information Officer (CIO) Survey (October 2014)

About Christian- Steven Software

With the CSS BI Solution, you can eliminate administrative bottlenecks with self-service business intelligence. Sophisticated yet simple, the CSS BI Solution is flexible, scalable, and application agnostic enabling you to connect to multiple data sources across your enterprise and centrally manage all of your report distribution.

During implementation, which typically is complete in 60 days or less, we work with you to easily configure the system to mirror the workflows in your environment. Once operational, the solution can talk to any database or system. In fact, you can have thousands of reports talking to thousands of databases. The CSS BI Solution works behind the scenes to ensure your data is accurate, secure and delivered on time with the same look and feel regardless of native application.

For individuals who need immediate access to information, the CSS BI Solution offers an easy to use portal that allows users to log in, create and run reports themselves from their laptop, tablet or phone. Depending on your organizational needs, our solution can be used as your complete BI infrastructure or as a complement to your existing investments in hardware, software, email and other applications. We're experts in helping organizations automate BI processes so that meaningful information can be delivered at the precise moment it's needed. Rather than spending days worth of time and resources exporting BI reports, updating BI databases and executing manual BI processes, let CSS handle the BI grunt work.

Key Values:

- Ensure quick set up and simple use
- Minimize and eliminate repetitive tasks and manual processes
- Reduce costs and cut labor by automating business processes and reports from one application
- Improve customer satisfaction through mass personalized distribution
- Provide reliable data, and SOX Compliance, through automated report generation
- Experience a browser-based Rich Internet Application interface
- Leverage existing investments in hardware, software, email and other applications
- Sustain low training and implementation costs
- Deliver low total cost of ownership

Contact us today for a complimentary BI Assessment:

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