

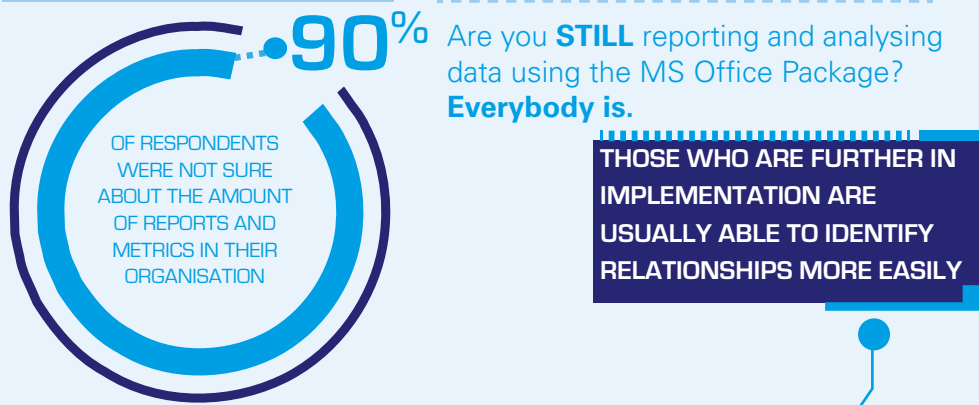
Business Intelligence and Reporting Executive Survey

Conducted by KPMG Česká republika, s.r.o.
in 2014-2015 based on respondents in Banking and
Insurance sector.

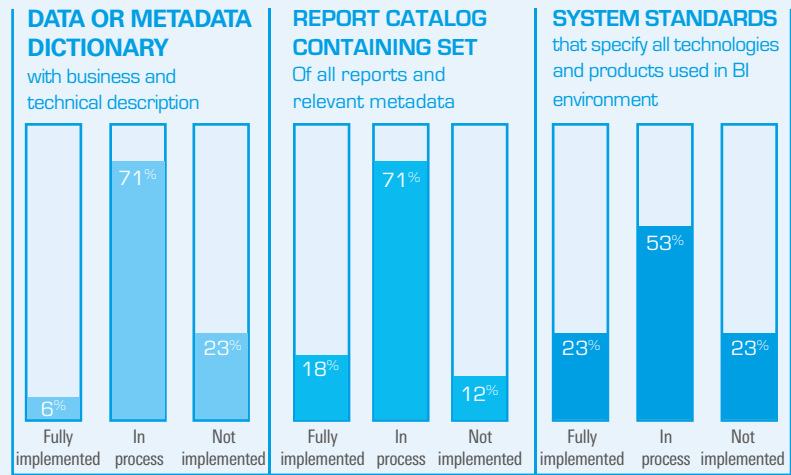
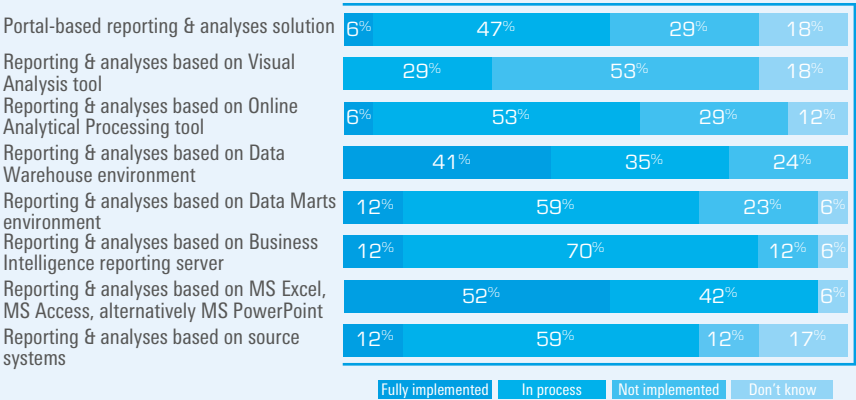
Czech Republic, Hungary, Romania, Slovakia



ENTERPRISE REPORTING



THE MAJORITY OF ORGANISATIONS **DO** REALISE THE POTENTIAL OF REPORTING TOOLS, BUT, ON AVERAGE, BARELY **1/4** ORGANISATIONS ACTIVELY ENHANCE THEIR BI ARCHITECTURE.



SINGLE SOURCE OF INFORMATION

MOST FREQUENTLY **11-20%** OF BUSINESS INTELLIGENCE BUDGET IS SPENT ON REPORTING

DATA MANAGEMENT

The **MOST** deployed **DQ** tools among organisations are online controls and validation and data cleansing & enhancements.

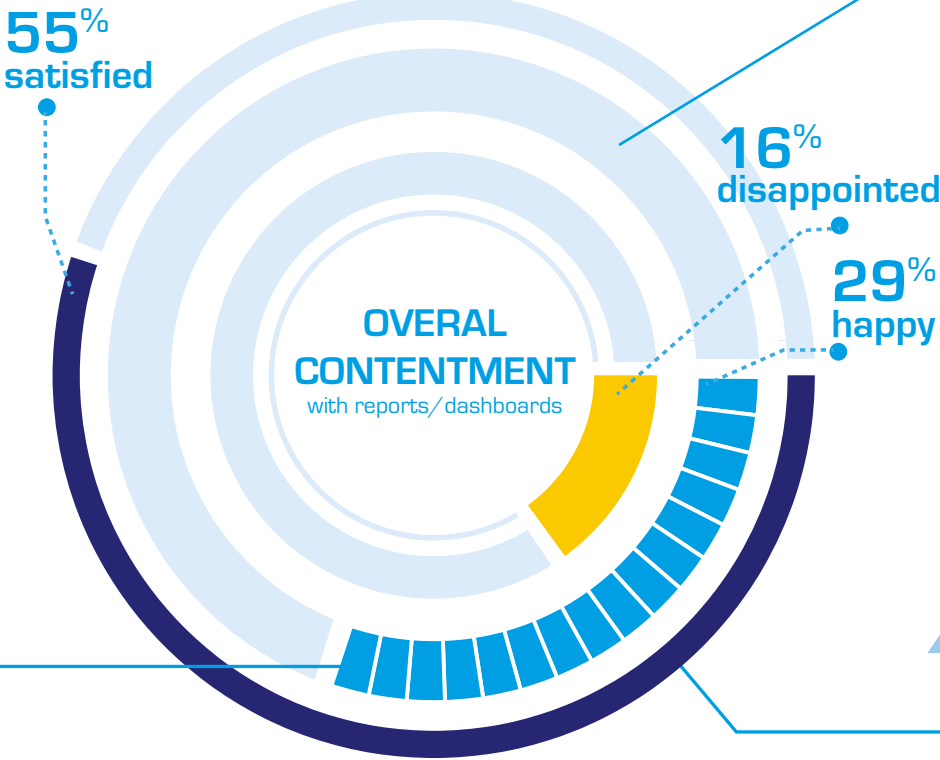
76% OF RESPONDENTS USE DATA MANAGEMENT STANDARDS AND EVEN **88%** HAVE IMPLEMENTED DATA QUALITY CONTROLS

4 OUT OF 10 ORGANISATIONS DO NOT HAVE A DATA QUALITY DASHBOARD IMPLEMENTED YET

REPORT/DASHBOARD VISUALISATION

Does it take ages to find the desired information in your dashboard? In **81%** of cases it takes **MORE** than just a **FEW SECONDS** to get it. What about your organisation?

ONLY **4%** OF RESPONDENTS ARE ABLE TO IDENTIFY RELATIONSHIPS BETWEEN KEY METRICS IN REPORTS/DASHBOARDS AT A GLANCE

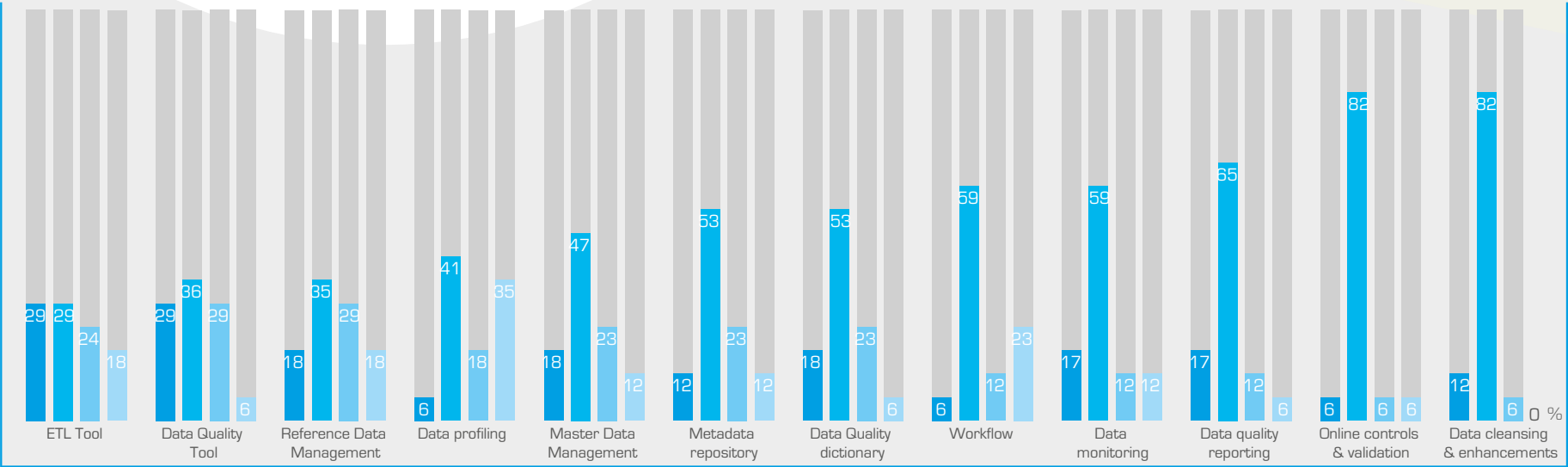


23% OF RESPONDENTS HAVE **NOT** IMPLEMENTED **UNIFORM GRAPHIC AND ERGONOMIC STANDARDS** THAT ENSURE CONSISTENT AND MEANINGFUL DESIGN OF REPORTS AND DASHBOARDS; **76%** ARE CURRENTLY IN THE PROCESS OF IMPLEMENTATION, AND **NO ONE** HAS FULLY ADOPTED THEM

STATIC AND TEXTUAL ELEMENTS PREVAIL IN REPORTS/DASHBOARDS ON ALL LEVELS OF MANAGEMENT

GRAPHICAL ELEMENTS ARE INCREASING CONTENTMENT ON A STRATEGIC LEVEL

THE CURRENT LEVEL OF DQ TOOLS' IMPLEMENTATION

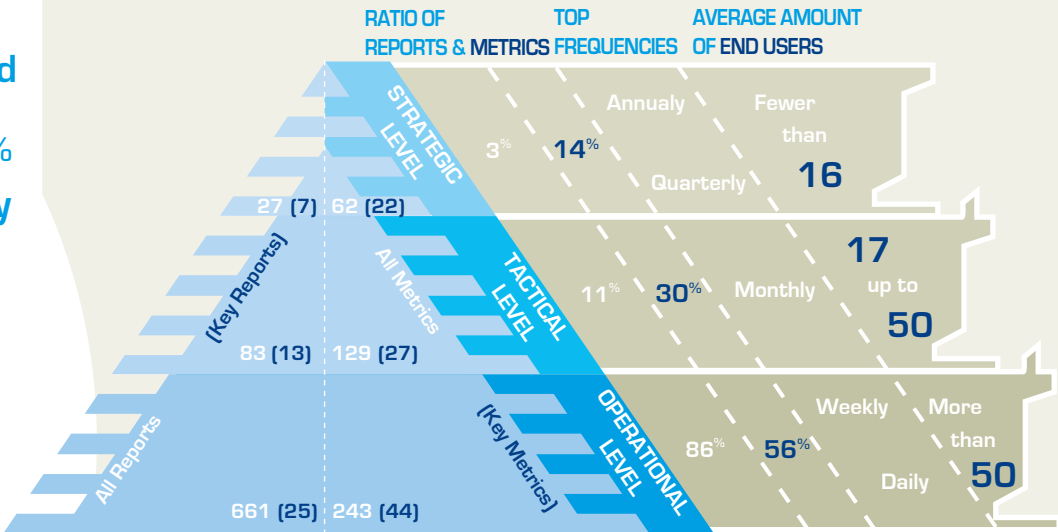


KEY METRICS

The most **favoured** approaches for the key metric specification in the organisations are brainstorming, prioritisation by executives and heads of business units, benchmarking against leaders in the industry. What about your organisation?

3/4 OF RESPONDENTS CLAIM, THAT THE KEY METRICS HAVE A HIGH OR VERY HIGH POSITIVE IMPACT ON BUSINESS RESULTS

In most cases **80%** of metrics are calculated **AUTOMATICALLY** with roughly an **EQUAL** number of **FINANCIAL** and **NON-FINANCIAL** ones



Average amount of ALL REPORTS **771** (45 key reports)

Average amount of ALL METRICS **434** (93 key metrics)

LESSONS LEARNED FROM THE BEST

ENTERPRISE REPORTING

MUST HAVE	COMPETITIVE ADVANTAGE	TO BE AVOIDED
<ul style="list-style-type: none">• Data Warehouse• BI Reporting Server• Catalogs & Dictionaries	<ul style="list-style-type: none">• Advanced Analytics• Visual Analysis tool	<ul style="list-style-type: none">• Source Systems-based reporting• Excessive MS Office-based reporting

KEY METRICS

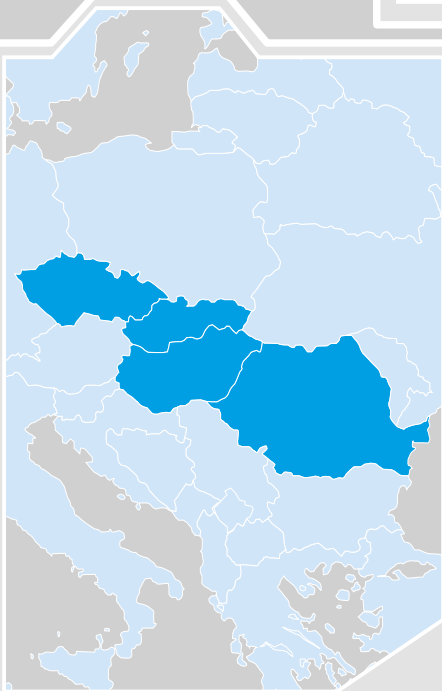
MUST HAVE	COMPETITIVE ADVANTAGE	TO BE AVOIDED
<ul style="list-style-type: none">• Clear definitions of metrics	<ul style="list-style-type: none">• Balanced scorecard (BSC) adoption	<ul style="list-style-type: none">• Unclear competencies during key metric definition process

DATA MANAGEMENT

MUST HAVE	COMPETITIVE ADVANTAGE	TO BE AVOIDED
<ul style="list-style-type: none">• Data Management initiative• Data Quality tool	<ul style="list-style-type: none">• Data Quality Dashboard• Online validation• Data cleansing	<ul style="list-style-type: none">• Unclear competencies within Data Management

REPORT/DASHBOARD VISUALISATION

MUST HAVE	COMPETITIVE ADVANTAGE	TO BE AVOIDED
<ul style="list-style-type: none">• Graphic and ergonomic standards (Effective data visualisation)	<ul style="list-style-type: none">• Identification of metric relationships at a glance• Filters, Slice'n' Dice and Drilling usage• Key metric grouping	<ul style="list-style-type: none">• Distracting elements• Disorganised report/dashboard layout



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