

# THE CTO FORUM

Technology for Growth and Governance

NO HOLDS BARRED



## The Indian BI market is growing rapidly

MAIA INTELLIGENCE IS ONE OF THE LEADING PROVIDERS OF BUSINESS INTELLIGENCE (BI) TOOLS FOR REPORTING AND ANALYSIS IN INDIA. **SANJAY MEHTA**, CEO, MAIA INTELLIGENCE, SHARES INSIGHTS OF THE INDIAN BI MARKET WITH **CHARU KHERA**. HE COMES TO THE COMPANY WITH OVER 13 YEARS OF WORK EXPERIENCE IN THE SOFTWARE WORKSPACE. MEHTA HAS WIDE KNOWLEDGE ON VARIOUS VERTICALS LIKE MANUFACTURING AND BFSI

**Q** Has Business Intelligence (BI) utilisation in a business environment been fully explored in the Indian scenario? What are the key challenges associated with BI?

The traditional BI solutions are difficult to implement.

Customers believe that they are really hard to employ and use and they do not get proper RoI. Many also say that after having invested a lot in the back-end systems, only less than 10 percent of their employees actually touch it,

or get access to the data.

We are yet to touch the bottom of the pyramid. Various challenges faced by Indian companies today are:

- Limited manpower & IT resources
- Limited IT budgets
- Disparate data sources
- Current business climate pressure and competition
- Ever-changing reporting needs with changing business conditions
- Dynamic government regulations and compliance reporting

Indian companies are capturing massive amount of information, but what they don't have is line of sight into their business, to make real-time decisions.

**?** ERP is perceived as the holy grail of enterprise data management solutions. What potential benefits does a BI tool bring in this scenario?

ERP comes with a reporting toolset and predefined set of reports with general purpose query tools to generate reports with data within ERP database. These tools are difficult to use and rely on the IT team to deliver the on demand report, which takes time where the only thing that matters to the user is the answer to the question of the moment. ERP provides acceptable day-to-day operations reporting but if business requirement changes, these static ERP reports need to be changed. While changes in the required report may take developers weeks, month or years or may never change; users demand it now. Business is ever dynamic with new product lines, new production methods and new distribution channels. Ever-demanding customer needs cannot be fitted in a rigid ERP system. Since it is impossible to predict the business, it is impossible to define reporting needs for the future. By using BI tools and getting reporting done from an external system, you are giving the power to the user to define and generate ad hoc reports while freeing valuable IT resources. It will quench the ever-demanding thirst of users and empower them to turn data into meaningful business decisions.

**?** Which sectors are prominently using BI tools in India? Can you explain it with few examples of BI tools bringing about transformational business benefits in the enterprise space?

The Indian BI market is growing rapidly, on account of increasing IT adoption across industry verticals, increasing competition and globalisation, bringing with it new business challenges. Indian enterprises are adopting BI and analytics solutions in an effort to overcome the challenges of competition and globalization, and in

an effort to pave the way for increased revenue growth and profitability.

Sectors such as transportation, hospitality, logistics, retailing, etc are expected to implement BI solutions in the future and an immense opportunity exists here. Operation BI reporting in enterprises across all verticals allows the companies to look at implementing enhanced capabilities to meet their MIS reporting needs. For example, in the healthcare vertical, where data volumes are large and continuously growing, innovative BI tools can enable faster data utilisation, enable operational analysis and provide quality and easy to understand reports to customers keen on faster analysis of sample data. We believe that there is a sense of urgency where BI is concerned. In addition to BI, consolidation of data is very important. When you have a lot of data available, you have to utilise it; else all that data is of no use to any organisation. Thus, BI is a trend that is going to see large user adoption in the healthcare vertical.

**?** What trends are you currently noticing in the BI industry in India? What is the growth potential?

MAIA Intelligence sees BI 2.0 as an extension of Web 2.0 in enterprise scenario wherein it is an important opportunity to users. It will be a mix and match of structured and unstructured, corporate and public data mash up in many new ways for analysis and interactive reporting capabilities. Traditional BI was within the organisation in hands of few expert users. BI 2.0 will democratize BI and bring it to the masses. Traditionally BI was complex, difficult and architected for selected analysts. BI 2.0 architecture will open up a host of options for creativity with operational business users getting involved. This next generation BI 2.0 includes visualisation capabilities that let users see the relationships among

data, interactivity that lets them manipulate the data and an intuitive manner of working that suits the way business users think, for example, in asking new questions as they arise. BI 2.0 tools are more intuitive for business users than traditional business intelligence tools, specialty software and spreadsheets. They tend to be more adaptable and run faster and are organised around the user's experience, not the structure of the data.

**?** How would you compare the adoption of BI tools and technologies in India vis-a-vis across the world?

In India, BI adoption is still at a nascent stage but is growing rapidly at a CAGR of over 35 percent and is one of fastest growing markets for BI in the APAC region. ■

charu.khera@9dot9.in

## In India, BI adoption is still at a nascent stage but is growing rapidly at a CAGR of over 35 percent