

# VISTA – AN OUTLOOK

Monthly Newsletter of Aishwarya Institute of Management & IT

Theme : Business Intelligence

Issue : 2

Month : August 2012

College of Education Sansthan

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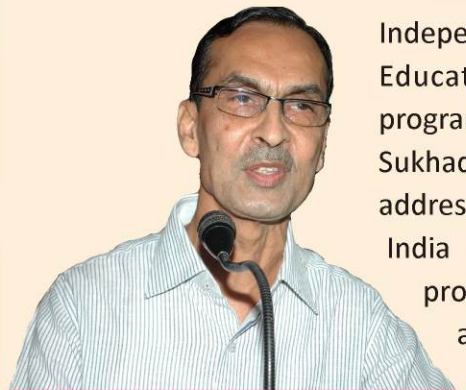
## From the Director's Desk

Data analysis, reporting, and query tools can help business users wade through a sea of data, to synthesize valuable information from it; these tools collectively fall into a category called "Business Intelligence". With Business Intelligence, information and applications are available broadly to : employees, consultants, customers, suppliers, and the public. The key to thriving in a competitive marketplace is, staying ahead of the competition. Making sound business decisions, based on accurate and current information takes more than intuition.



**Dr. Archana Golwalkar**

## 15-08-12 : INDEPENDENCE DAY CELEBRATION



Chief Guest Prof. P K Jain addressing on independence day

Independence Day was celebrated by Aishwarya Education Society; the Chief Guest for the programme was Prof. P. K. Jain (Director, FMS, M L Sukhadia University, Udaipur). Prof. Jain, in his address, focused on the current development of India and stressed on students contribution in progress of our nation and the future of India. He also pointed out the current global trends in development.

On this occasion various literary and cultural events based on patriotism were presented by the students. All the Students and Staff of AES remembered the struggle of the freedom fighters for the Independence of India.

## IMPORTANT LINKS

[www.aishwaryacollege.org](http://www.aishwaryacollege.org)

[www.rtu.ac.in](http://www.rtu.ac.in)

[www.univindia.info](http://www.univindia.info)

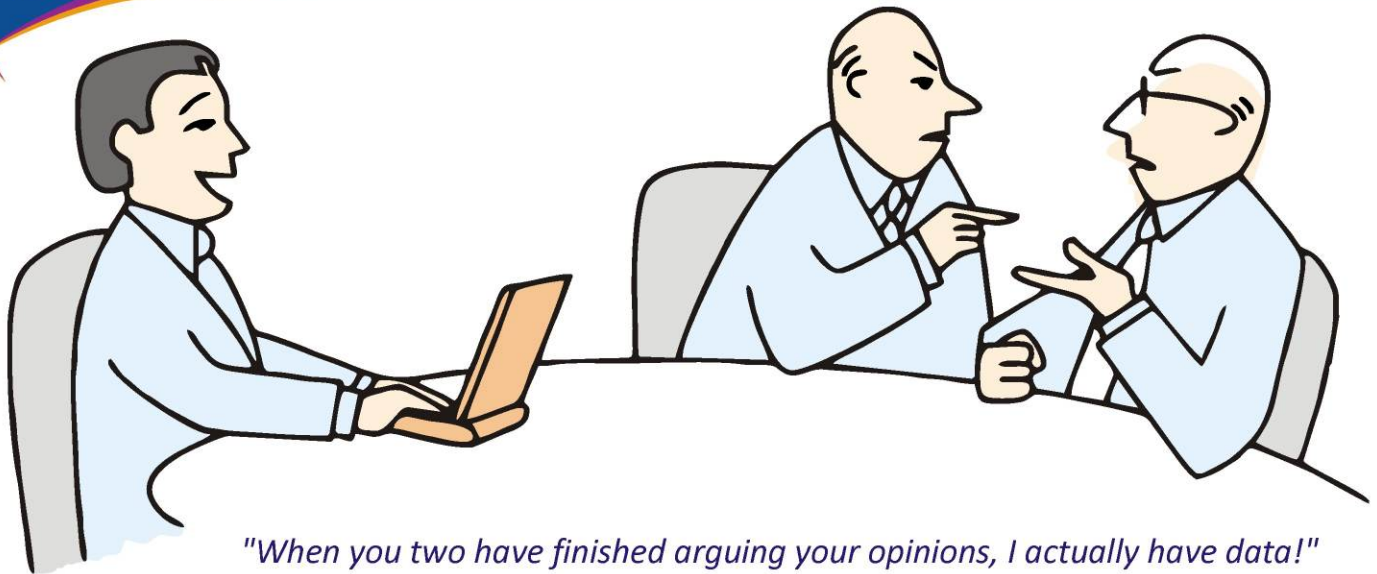
[www.csi-india.org](http://www.csi-india.org)

[www.ekalavya.it.iitb.ac.in](http://www.ekalavya.it.iitb.ac.in)

[www.nbrc.ac.in/library/free\\_ebooks.htm](http://www.nbrc.ac.in/library/free_ebooks.htm)

[www.delnet.nic.in](http://www.delnet.nic.in)





*"When you two have finished arguing your opinions, I actually have data!"*

## 18-09-12 : STUDENT ORIENTATION PROGRAMME

Student orientation was organized for the newly joined students of MBA on 18/08/2012 as a part of their induction. The program started with the welcome of the students to AIM & IT family by Dr Archana Golwalkar (Director AIM & IT). Dr Golwalkar urged the students to make the most of these formative years, as building blocks of the is careers.

During the course, students came to know about any aspects of institution like : the code of conduct, facilities, almanac, Smart Campus, to name of few, from Mr Kapil Shrimal (Asst. Prof.) and Mr Saurabh Shandilya (Asst. Prof.)

The Session was interestingly interactive, as students took keen interest in their tenure at AIM & IT.



During Orientation Program  
Mr Kapil Shrimal with new students.



During the Business Quiz Visual Round

## 13/08/12 : BUSINESS QUIZ

Business Quiz was organized for the students of AIM & IT on 23/08/2012. In this event a total of 8 teams participated from MBA & MCA. In this quiz, various rounds like MCQ, Punch line, Image Identification and Rapid fire were included. Two teams qualified for final round.

*" One of the things we are starting to see from leading - edge places like Google is the need for graduates with the understanding and skill to cope in the new world of data intensive computing. "*

Professor Peter Lee,  
Head of the Computer Science Department at Carnegie Mellon University





Winners being awarded

The winners of the quiz were Nikhil Singh Rathore and Gulab Chand Meena (MBA I Sem) and runners up were Pooja Kothari and Dipesh Jain (MCA I Sem). The audience eagerly witnessed the quiz.

## Integrating performance management and business intelligence

**Mukesh Taylor, MBA III**

Most organizations already have a mix of packages and custom built business intelligence applications, including: strategic performance management enterprise analytics for tactical analysis, operational reports and analytics used to support operational decisions. The problem is that these three decision levels are separated (in terms of applications, users, data sources) when what is really needed is for them to be integrated.

Strategic planning is based on stand-alone scorecard, budgeting and planning applications that use scorecard databases that hold only summarized data. There is no detail to allow executives to drill down and find out why a problem occurred in a key performance indicator. Tactical analysis is based on analytic applications, reporting and OLAP tools delivering analytics based on summary and detailed data stored in data marts and data warehouses.

Operational reports that support operational decisions are based on detailed databases. What is needed to manage a business is the combination of strategic and near real time operational analytics- the

integration of objectives driven business management using scorecards and dashboards at the strategic level with the business intelligence tools and analytic applications that support business measurement at tactical and operational levels

## Applications of Business Intelligence

**Zeba Shiekh, MCA V**

Business intelligence (BI) is a broad category of applications and technologies for gathering, storing, analyzing, and providing access to data to help enterprise users make better business decisions. This term was used as early as September, 1996. BI applications include the activities of decision support systems, query and reporting, online analytical processing (OLAP), statistical analysis, forecasting, and data mining.

**Business intelligence applications can be:**

- Mission-critical and integral to an enterprise's operations or occasional to meet a special requirement
- Enterprise-wide or local to one division, department, or project
- Centrally initiated or driven by user demand

## Business Intelligence Software

**Suman, MCA III**

Business intelligence software is often referred to as business intelligence tools (BI tools) representing a number of software applications that integrate to provide the means to report, analyze and then present the data. Business intelligence software is also designed to use data that is stored by the business in any type of data storage system or data warehouse.

The types of tools that make up a business intelligence software application solution generally include : tools for spreadsheets, operational dashboards, data mining, reporting, search (query), analytics processing (OLAP), content viewer, and other components of enterprise

If knowledge is power, then " knowledge about power should be especially empowering, "

— John Murrell, Good Morning Silicon Valley



resource planning (ERP) systems. Often, business intelligence software may also integrate tools designed for specific verticals, such as retail, healthcare or education.

**Business intelligence software applications can be deployed in a number of ways, with the following being the most common options:**

- Cloud Computing (cloud) Implementation: private cloud, hybrid cloud or a public cloud.
- On-Premise Installment: deployed in-house using owned or leased equipment.
- SaaS (hosted on-demand): hosted by the application service provider (ASP).

## 10 Business Intelligence trends for 2012

**Nikhil Singh Rathore, MBA I Sem**

In this ever changing economy we see the Business Intelligence (BI) landscape rapidly transforming. The increased focus of the market on cost reduction and customer profitability has forced IT to return to its core, while business is driving future developments. This transformation is further fueled by technology innovations. This impacts the trends in BI as never before.

### Fixing the basics

The business is demanding more and more from their IT department. In their thirst for extending Business Intelligence and Analytical support, it is essential to build a strong information foundation to fund future use. Key elements are Master Data Management (with Customer Master Data as the obvious first), Data Quality improvements and robust BI platforms. With a Return-On-Intelligence (ROI) in mind, this requires a highly industrialized and efficient approach to BI services.

### Big data gets bigger and bigger

The rise in volume (amount of data), velocity (speed of data) and variety (range of data) gives way to new architectures that no longer only collect and store but actually use data. The challenge, however, is that Big data, as opposed to its name, is really many amounts of

small data ranging from tweets, sales reports to mail messages. Therefore performance is key word. Look for technology solutions like datawarehouse appliances, in memory analytics, columnar storage and smart software solutions.

### Need for speed

Even though the size of data is increasing, the BI user is expecting faster answers from their BI environment. Whether it is standard reports or navigating through (source) data. In memory technology, (as opposed to separate disk storage), will allow for new business usage. In order to store, process and gain insight from Big data, on-demand or real-time BI architectures will replace traditional datawarehouses.

### Up in the cloud

Cloud or As A Service models are in increased demand for both temporary as well as permanent usage. It's all about services (like reporting or analytics) provided from a managed environment based on a (new) business model (often pay per use). In other words: making BI (hardware, software, intelligence) available via the internet.

### Agility is the new normal

Historically, BI has been IT controlled data collection, integration and distribution of historical data. However, BI has evolved into being part of the ongoing daily (operational, tactic and strategic) business processes to plan, monitor and improve on organizational goals. Next generation BI is, therefore, by nature, more agile in its development (BI lifecycle) and requires (real- or realtime) insights into increasingly complex questions.

### Do IT yourself

BI once was the field of a limited number of expert users, but has come a long way since; Through the democratization of information, placing BI in the hand of many but still as a separate process. BI now has become part of our daily work. With this comes the increased need to create insight on the fly instead of tough standard IT (governance) processes. More and more BI users are taking over tasks that traditionally were the field of the IT developers.

### Social Media are hot

Social media like Twitter and Facebook are no longer a hype or a trend but part of the everyday life from a personal as well from business perspective. They can



supply organizations with essential information about their customers opinions. Combined with the actual customer behavior as captured in transactional systems this proves to be a wealth of information.

### Google fast, Apple easy

Just like at home, business users are expecting an engine that searches all available data (structured and unstructured, internal and external) to quickly find answers. Navigating through the results to find patterns, trends could be improved with advanced visualizations. The result is a consumerization of enterprise BI. The corporate BI App Store is (virtually) just around the corner.

### Business & IT in therapy

BI users are struggling to get faster access to more data. For this the need to build, maintain and organize BI solutions increases. IT therefore is in an unique position to enable the BI business user. However it often seems like business comes from Mars and IT from Venus. Aligning both parties (for example in a BI competence center) is a first step.

### Let's go mobile

BI users want to access their data anytime and anywhere. This puts a demand on both the backend of any BI solution (like datawarehouse appliances) but also on the frontend where information access and visualization must be possible. The increased use of tables and smartphones has already become mainstream in many business environment.

## Business Intelligence (BI) tools

Amreen Bano, MCA I Sem

A list of Business Intelligence (BI) tools in the table below. They are widely used for reporting, dashboarding and analysis. The following Business Intelligence tools, were thoroughly examined on 103 criteria and are part of our 100% vendor independent Business Intelligence tools comparison, the Business Intelligence Tools Survey 2012

Business Intelligence Tool	Version	Vendor
Bizz Score Suite	7.3	EFM Software
Board Management Intelligence Toolkit	7.1	Board International
Business Objects Enterprise XI	r4	SAP
IBM Cognos Series 10	10.1	IBM
JasperSoft (open source)	4.5	JasperSoft
Microsoft BI tools (integrated BI offering*)	2008/2010	Microsoft
Microstrategy	9	Microstrategy
Oracle Enterprise BI Server	11g1	Oracle
Oracle Hyperion System	9	Oracle
Pentaho BI suite (open source)	4	Pentaho
QlikView	11	QlikTech
SAP NetWeaver BI	7.3	SAP
SAS Enterprise BI Server	9.2	SAS Institute
Style Intelligence	11	InetSoft
Tableau Software	6.1	Tableau Software
WebFocus	8	Information Builders



## Open source BI Tools

Amir Sanwari, MCA III Sem

Many organizations, both private and public, are currently evaluating or deploying Open Source BI tools (OS BI) like JasperSoft, Pentaho or SpagoBI. These three leading open source Business Intelligence suites offer a full range of Business Intelligence capabilities, ranging from ETL to ad-hoc analysis and reporting.

### Open source adoption increases

On a feature by feature comparison, open source Business Intelligence tools still can't beat the leading closed source offerings, but, as a leading analyst firm recently stated in a research paper: open source

adoption increases, because it is often considered 'good enough'.

### OS BI tools worth considering

If you combine the 'good enough' factor with an attractive price point and the support delivered by the vendors, open source BI tools are certainly worth considering. More information about the maturity and implementation of OS BI can be found in the Business Intelligence Tools Survey 2012, a in-depth comparison report including open source BI tools.

## Upcoming Events

1/09/2012

Student Council Oath Ceremony

7/09/2012

First CSI Rajasthan State Student  
Convention

12/09/2012

First Internal Exam MCA III and V

22/09/2012

Freshers Welcome Programme



Sakshee Jain (MCA I Sem)