



EVENT HIGHLIGHTS

BI Horizons: Mobilising a New Generation of Insight

3 July 2013 - Nokia, London

This year's BI Horizons was all about helping businesses to forge a dynamic decision making process, in order to become more robust and agile in a challenging economic environment.

Delegates learnt about what they need to consider when implementing an important mobile BI strategy, why it is crucial to link-up isolated data silos, how to limit inherent biases when drawing conclusions from data, and much more.

Industry thought leaders from Nokia, Microsoft, Quocirca, Staffordshire University, TBS Enterprise Mobility and NeutrinoBI shared their valuable insights with delegates, and here are some of the highlights:

Key Note: Rob Bamforth, Principle Analyst, Quocirca

- There is significant growth in mobile adoption throughout work tiers, filtering down from decision makers, to knowledge workers, onto task orientated mobile workers and finally through to automation or machine to machine (M2N).
- Combined financial and social imperatives are also driving this shift, with rising office overheads and the flexible working patterns enabled by mobile devices.
- The fast spread of mobile technology uptake is leading to overwhelming volumes of information and unstructured big data. Historical data is built up quickly, enabling businesses to analyse trends and make predictions. By mobilising BI, we are able to make proactive decisions based on real-time data in addition to retrospective analysis.
- Mobile internet, the automation of knowledge work and the Internet of Things will soon become multi-trillion dollar industries, presenting a wealth of business opportunities and pointing at the mega-trend towards the ubiquity of mobile technologies in the corporate and consumer spaces.
- The pursuit of greater efficiency and lower costs are also driving Cloud adoption, which is increasingly used by businesses to effectively manage data – 2012 saw a 65 per cent rise in Cloud apps shared across devices. However, reluctance to fully adopt Cloud services indicates a lack of awareness to its capabilities in the business community.

Paul Foster, Technology Evangelist, Microsoft

- The Internet of Things is growing but yet to become established. The key drivers of IoT are the wealth of tools, services and devices available and the low cost of Cloud services. However, the density of usage means that there isn't enough bandwidth to cope. Therefore the market must reconsider the mode of transmitting data in order to progress.

- The health and fitness industry is most notable in this area, for activity trackers such as the Nike Fuel Band and cycling app Strava, accumulating data in the cloud. These tools serve as examples for innovative enterprise applications.
- Whilst early adopters are experimenting with IoT applications, there should be more focus on making IoT accessible to consumers, such as home automation in order to accelerate growth.

Steve Reynolds, President, Mobile Data Association & MD, TBS Enterprise Mobility

- There were 7 billion mobile phone connections in 2012. In the UK mobile connectivity has reached 130 per cent which means there are more connected mobile phones than people. As the typical duration of a mobile phone contract is 24 months, by the end of this period the majority of contracts will be for a smartphone.
- Mobile devices are not replacing other technology, but rather adding to the mix of desktops and laptops, transforming the way businesses operate and interact with customers. Businesses are experimenting BYOD (Bring Your Own Device) schemes to keep up with the consumerisation of mobile devices, but this brings many challenges. Buy Your Own Device is emerging as an alternative policy which provides employees with a choice of pre-selected smartphones to give businesses more control.
- Mobile data brings the immediacy and accuracy of real-time to decision making, enabling businesses to perform an impact analysis very quickly. Information from fieldworkers including audits, emails, depot reports, and so on can be harnessed in analytics to drive efficiencies. GPS and location data can also be captured using mobile devices to be used to optimise route planning and resetting KPIs in analytics.

Dr Steve Suckling, Decision Analysis Researcher, Staffordshire University

- The key to gaining true insights from information is appreciating how people use it to make decisions in a natural way; the tacit skills and rules of thumb they apply to dealing with data. History shows us that many disastrous decisions have been taken when the correct information sources have not been effectively analysed because of an over adherence to processes.
- Good decisions use intuition to anchor and use data to disconfirm, not confirm beliefs. This leads to developing stronger, more adaptive plans which can lever risk rather than be sunk by it.
- Increasing reliance on models and procedures can mean expertise is eroded from decision making. The incorrect use of big data and analytics tools can perpetuate this and cause unforeseen problems. Technology should dovetail with the natural decision making process and human intuition if it is result in positive outcomes.

In summary

Mobile technology is transforming the way we work, and businesses need to prioritise the implementation of a robust mobile strategy in order to derive the benefits. The tide of mobile data can be overwhelming, but when properly harnessed through effective analytics can enable



businesses to optimise their processes and people, leading to greater efficiency and customer satisfaction.

TBS Enterprise Mobility has been mobilising the world's leading workforces for over 20 years. To find out how TBS can help you to effectively adopt technology and benefit from real-time analytics, call today on +44(0)1773 596 900, email info@tbsmobility.com and visit www.tbsmobility.com