



**Web 2.0 + Business Intelligence
for
Operational Excellence**

Whitepaper

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There has been a lot of hype and hence confusion around Web 2.0 and its benefits. Since there is no perfect definition of web 2.0, it means different things to different people. It can be described as a collection of technologies, tools and concepts that take the traditional World Wide Web (Web 1.0) to the next level of innovation.

Web 2.0 which is focused on enhancing user experience includes:

- **Technologies:** Ajax, web services, java scripts, and XML
- **Tools/applications:** Blog, wiki, mashup, widget, forum, RSS & tagging
- **Concepts:** Collaboration, Social networking & social bookmarking
- **Result:** Write-enabled Internet / Intranet and hence dynamic user contributed content; Rich user experience

While web 2.0 has been adopted by public websites extensively, it has just started invading the enterprises fast in the form of Enterprise 2.0. A recent Yankee Group survey discovered that 86% of non-IT workers are using at least one consumer web 2.0 tool at work. As younger workforce that is well versed with consumer 2.0 tools enters the corporate world, access to 2.0 technologies has become only more of a given.

Collaboration being the most important component of 2.0, the impact of it in enterprises is prominent and its benefits are visible immediately. The ease of data creation, modification or deletion by individual team members opens up unlimited collaboration possibilities in an enterprise. The teams can share information, analyze, plan action and execute strategies which finally drive up the overall business performance.



2.0 collaboration tools coupled with business intelligence is a revolutionary combination for driving operational excellence in an enterprise. The BI component of the combined solution highlights where the problem is and the collaboration component helps tackle the same faster and better. Thus the 2.0 tools multiply the value of BI based performance management solutions and accelerate the ROI dramatically. These tools serve as quick and effective delivery vehicle for the static data stuck in silos.

Key benefits of Web 2.0 enabled BI solution are:

- **Easy adoption:** Even non-technical users can interact with reporting and analysis tools comfortably.
- **User contribution:** Use of wikis, blogs, forums and other collaborative workspaces will allow users to instantly publish and share reports and other critical business content.
- **Problem solving:** Business performance trends can be published to the teams and they can be invited to generate ideas for tackling negative trends and learn from the positive trends.
- **Real-time performance mgmt:** RSS feeds serve as an additional information source in reports and analyses, providing an endless stream of real-time information.
- **Worldwide (web) 'collaboration':** Combining performance data with various external sources by use of mashups will expand the depth and breadth of the corporate information that already exists. Mashups can also be utilized to enable rapid creation of composite BI services and data visualization
- **Data discovery:** Use of 'tagging' techniques will make reporting content available and easy to search & find through 'everyday' web sites such as Yahoo and Google. This will facilitate collaboration with customers and external business partners.
- **System development:** Development of BI environments using advanced Internet frameworks such as widgets will accelerate deployment, improve system performance, enhance robustness of the user interface, increase speed of data delivery, and ease integration with other business applications.

CollabWorks platform from Metrica provides this perfect marriage between 2.0 and traditional BI technologies. It extends the ease of use and interactivity of next generation web collaboration technologies to the complex, static BI systems. It is highly suitable for environments such as contact centers, back-office service delivery centers and field operations where the business performance is driven by 100s of employees.

CollabWorks makes collaborative contribution a part of employees' daily work life by becoming the preferred 'workplace' for them. It makes usage of performance data a pervasive business practice by leveraging 2.0 in a task specific manner.

The following are the key solutions provided by CollabWorks:

	<p>Actionable Insights and Execution Workflow</p> <p>Discovering actionable data and deriving an action plan to execute are the two most important parts of performance management. Advanced analytics tools help discover the useful data from large volumes of raw data. Tools such as multi-dimensional drill-down reports, KPIs, dashboards, alerts, trend analysis etc equip managers with actionable data. Tools such as wiki, knowledge base, forums, discussions, blogs etc help drive the performance.</p> <p>For example, the VP-Sales or Contact Center manager can publish the company's daily, weekly or monthly Contact center targets in a discussion forum and alert his team. They can also simply copy paste a dashboard or a mashup that indicates the current undesirable trend and invite their teams to discuss root-cause and action plan. In extremely critical situations, they can highlight the issue or plan of action as a slide show on the home page to get everyone's attention. The managers can monitor performance in-real-time via dashboards, reports and KPI alerts.</p>	 <p>Advanced Analytics</p> <p>Analytics is the most important component of performance management. Embedded multi-dimensional OLAP engine can integrate data from various disparate systems and presents a single page view of the workforce and business processes performance. KPIs, alerts, reports scheduling, ad-hoc reporting etc help keep a sharp focus on performance management. Collaborative visualization help people understand the data and respond immediately.</p> <p>Backend systems that can be integrated are: CRM, ACD, Dialer, WFM, IVR, Quality Mgmt, ERP and other unstructured data sources</p>
		 <p>Personal Dashboards</p> <p>Personalized dashboards increase efficiencies and revenues by quickly highlighting problem areas to the right people. They help identify opportunities amongst the teams and processes to improve business performance.</p> <p>Various advanced data visualization techniques help users instantly interpret & feel the impact of the data they are looking at.</p>
	<p>Wiki for Collaborative Work Culture</p> <p>The Wiki module makes the end users create / edit any content on their own and participate in open knowledge sharing. This module enables the team 'socialize' internally by acting on the work related information directly. Direct editing of content by several users collaboratively is necessary to alter the same text when correcting errors, improving clarity and flow, and adding new information.</p>	 <p>Widgets</p> <p>Widgets allow personalization of content and help teams to focus on the info that is relevant to their work. A widget based iGoogle style personal homepage can be populated with personal dashboards, blog/RSS/FAQ pages etc by simple drag & drop without much help from IT team.</p> <p>Widgets save time, enhance focus and improve productivity at all levels of the organization.</p>

	Articles, training notes, FAQ, knowledge base, expert comments, documentation etc are a few of the applications that directly drive performance.		
	<p>Mashups</p> <p>Mashups bring together internal performance data and contextual info from public web. There are numerous applications for mashups. One popular example is embedding location-wise sales and contact center statistics on a Google map. Another good example of mashup is providing Facebook profile of a customer to a contact center agent as a screen pop-up. Using mashups, any power user can create visualizations that improve understanding by adding context to the information or juxtapose it with real-time collaboration in the form of text and comments. Mashups can get the right information to the right people at the right time so they can get their job done efficiently and take the best informed business decisions.</p> <p>Mashups save time, increase productivity, communication and effectiveness at all levels of the organization.</p>		<p>Knowledge Base, FAQ & Search</p> <p>Knowledge base helps the front-end teams find answers to the frequently asked questions. A repository of frequently asked questions and answers, documents and other knowledge commonly needed by the CSRs helps them perform their duties effectively and improves their productivity..</p>
			<p>Blogs, Discussions and RSS</p> <p>Blogs, message boards, forums, memberships etc help building interactions, relationships and bonding within and across the teams.</p> <p>Stakeholders can discuss problems, root-causes, new ideas, action plan etc transparently and collectively work towards strategic goals. RSS can alert teams about an update or new content posted by a subject matter expert.</p>
	<p>Training Calendar</p> <p>Share group calendars for easy training, event and project scheduling with the convenience of a web-based, online calendar. Disseminate training information throughout the organization and facilitate student registration for offered courses.</p> <p>It streamlines events & team activity planning.</p>		<p>Quick Polls & Surveys</p> <p>Polls & surveys keep the team involved in business decision making.</p>
			<p>Messaging</p> <p>Check who is online and send an instant message which they'll see immediately.</p> <p>It is useful in tracking performance in real-time, escalations, expert help etc to improve performance.</p>

CollabWorks exposes the data to the user to the maximum possible extent by making the data follow the user!! For example, once a dashboard or a report or a piece of text message is wrapped up in a widget, it can be re-used and presented to the user through multiple channels. Most commonly used channels are BI portal, Intranet, iGoogle and plasma TV screen. The widget can be delivered simultaneously to all the channels or a designated channel of user's choice. The same data can be delivered through RSS and e-mail as well.