



WHITE PAPER

## Why cloud business intelligence?

### The top ten benefits of software-as-a-service analytics

The smartest businesses pursue every available opportunity to maximize performance and minimize costs. Business Intelligence (BI) tools—used to analyze data, identify trends, and support business decisions—are still gaining in popularity among companies of all sizes as they seek to optimize efficiency and productivity and a competitive edge.

Unlike traditional business intelligence solutions, cloud BI platforms offer an agile and cost-effective resource for organizations to maximize their potential while minimizing costs.

Business Intelligence solutions in the cloud represent the merging of two key trends—the evolution of cloud computing as a cost-effective, agile platform for business applications and the use of BI technology to gain insight and improve the quality and speed of decision making. To make the most of cloud BI, look for a complete solution with a breadth of features that are easy-to-use, quick to deploy, and scalable as data and user requirements grow. To find the best solution, each business must consider their own unique needs for multi-source data capability, data discovery, analytics, reporting, scalability, automation, and flexibility. Once your organization determines these needs, it can find the best BI match.

“Cloud providers enable the provisioning of computing resources right on the spot and significantly reduce the time for implementing software solutions, from months or years to even weeks or days.”

JORGE GARCIA

ITC Top Trends report: Analytics and BI solutions in the cloud, February 2019