

# A SURVEY BASED RESEARCH FOR BUSINESS INTELLIGENCE INTEGRATION WITH KNOWLEDGE MANAGEMENT

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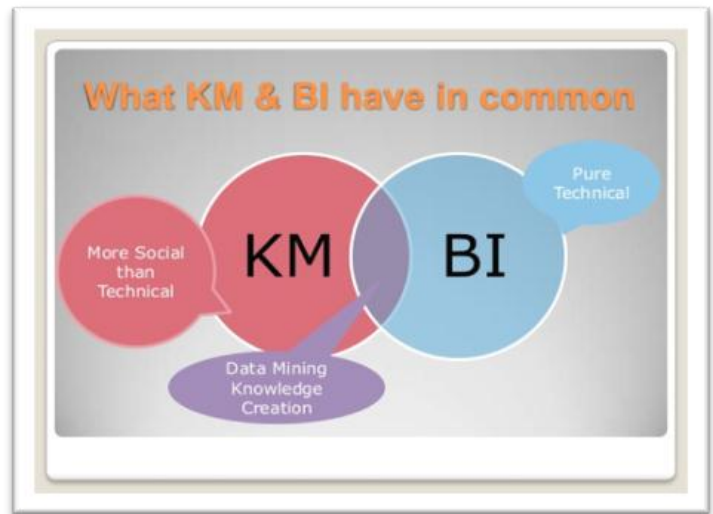
**ABSTRACT:** Business Intelligence is an arrangement of all innovations that assemble and investigate information to enhance decision making. In Business intelligence, knowledge is frequently characterized as the revelation and clarification of concealed, characteristic, and choice important settings in a lot of business and financial information. Knowledge Management is depicted as a deliberate procedure of discovering, selecting, arranging, refining and displaying data in a way that enhances a representative's understanding in a particular zone of premium. Perplexity existed between Business Intelligence and Knowledge Management. This paper builds up distinctive qualification between two essential fields of study, Business Intelligence and Knowledge Management, establishing an expanded role for BI. That is the part of Business Intelligence in Knowledge Management. This extended part likewise recommends that the adequacy of a Business Intelligence will be later on be measured in light of how well it advances and upgrades information, how well it enhances the mental model(s) and comprehension of the choice maker(s) and consequently how well it enhances their basic leadership and thus firm execution. This research work brings the statistical outcome from a survey about the use of Business Intelligence for Knowledge Management. This survey provides evidence regarding the use of Business Intelligence and Knowledge Management and how Knowledge Management plays an important role in Business Organizations. The competitive pressure in business environment has increased tremendously especially in the knowledge management. As a result, companies from various industries around the world have invested millions in embarking the Knowledge Management.

**Key words:** Business intelligence, Knowledge Management, Business Environment, Software development Tools.

## INTRODUCTION

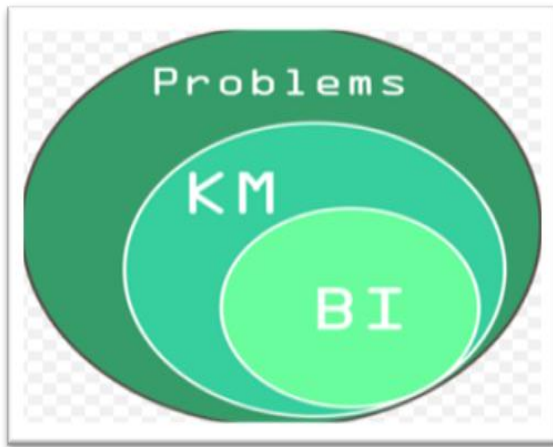
Business Intelligence (BI) is an arrangement of all innovations that accumulate and dissect information to enhance basic leadership. In business Intelligence, insight is regularly characterized as the disclosure and clarification of shrouded, natural, and choice pertinent settings in a lot of business and monetary information. Many in industry confuse knowledge management (KM) with BI [5]. KM is portrayed as a precise procedure of discovering, selecting, sorting out, refining and showing data in a way that enhances a worker's perception in a particular zone of intrigue. KM helps an association to pick up knowledge and comprehension from its own particular experience. Particular information administration exercises centre the association on securing, putting away and using learning for such things as critical thinking, dynamic learning, vital arranging and basic leadership [8].

Theoretically, it is anything but difficult to understand how information can be considered as a vital segment of BI and consequently basic leadership. I contend that KM and BI, while contrasting, should be viewed as together as fundamentally incorporated and commonly basic parts in the administration of scholarly capital. KM has been characterized with reference to joint effort, content administration, hierarchical behavioural science and innovations. KM advances join those utilized to make, store, recover, disperse and dissect organized and unstructured data [4]. Frequently, be that as it may, learning administration innovations are considered as far as their capacity to prepare and sort out literary data and information in order to improve look abilities and to accumulate meaning and evaluate importance to answer questions, acknowledge new open doors and take care of current issues. Basic things in BI and KM are depicted in fig. 1.1.



**Fig. 1.1:** Relationship between BI and KM

In most bigger firms, there is a limitless conglomeration of records and information, including business archives, frames, databases, spread sheets, email, news and press articles, specialized diaries and reports, contracts, and web archives. Learning and substance administration applications and advances are utilized to look, sort out and remove esteem from these data sources and are the concentration of critical innovative work exercises [9].



**Fig. 1.2: KM-BI**

A few specialists see KM as a component of BI. They contend that KM is inward confronting BI, sharing the insight among workers about how to adequately play out the assortment of capacities required to make the association go as depicted in fig. 1.2. Thus, information is overseen utilizing numerous BI methods. Others fight that a "genuine" endeavor wide learning administration arrangement can't exist without a BI based metadata storehouse. They trust that a metadata vault is the foundation of a KM arrangement. That is, the BI metadata store actualizes a specialized arrangement that accumulates, holds, examines and scatters corporate "information" to produce an upper hand in the market. This scholarly capital (information, data and learning) is viewed as both specialized and business-related [15].

### REVIEW OF LITERATURE

It is described that within self-hosted surroundings it had been scary in which company learning ability (BI) may gradually confront the learning resource meltdown situation due to the constant extension associated with data warehouses along with the online analytical digesting (OLAP) needs about the actual marketing. Fog up processing has instigated a fresh expect potential customers associated with BI. Nevertheless, precisely how BI may always be executed with Fog up along with precisely how may your targeted visitors along with demand profile appear like? This investigation attempts to be able to answer these kinds of crucial inquiries in relation to getting BI towards Fog up [12].

In [10] it's reviewed that the integration of "Business intelligence" and knowledge management. Within today's globe facts usually are thus numerous which engineering is needed to deal with this know-how. "Business intelligence" (BI) is a procedure that requires selecting all the collected facts and choose the ones that usually are applicable. BI offers crucial experience which support agencies create right selections. Knowledge management (KM) is a critical method of handling current difficulties. KM can be defined as any step-by-step technique of finding, picking, setting up, distilling as well as introducing facts in a manner that enhances the employee's appreciation in a very unique area of interest. BI as well as KM engages in an essential purpose inside improving your qualitative as well as quantitative worth regarding facts intended for decision making. KM as well as BI may take

advantage of one another.

[7] described that "Business intelligence" (BI) is a well-known along with rising area in which helps administrators along with decision-makers within choosing important options. Over the past two decades progress within technologies have got increased benefit associated with BI devices along with software program to an sorted corporate and business method along with overall good results. Reputable along with exact BI devices are utilized by simply a lot of big organizations; they can be custom-built with a vendor or by simply folks employed by the corporation. This is due to they are very expensive, leading edge software program devices.

It's examined that the role of the decision environment in how well "Business intelligence" (BI) capabilities are leveraged to achieve BI success. Most of us verify deciding environment when it comes to your kinds of judgments made and also the details digesting wants in the business. Our own findings claim that technological abilities including information excellent, user gain access to and also the integration involving BI with other methods are essential intended for BI achievement, regardless of the decision environment. Even so, deciding environment may affect their bond in between BI achievement and also abilities, for example the magnitude to which often BI supports freedom and also possibility with decision producing [15].

It's described that to achieve strategic advantage in today's turbulent environments, it is important with regard to organizations to help sketch more and more quicker conclusions away from modifying instances. As most selections currently depend on files compiled through Information Systems (IS), this will be per se needed to are more versatile. This can be particularly complicated within the domain regarding Enterprise Intelligence (BI) Systems considering that the main executive tactic regarding enterprise-wide choice assistance techniques seriously isn't construct upon agility, yet upon dependability and also robustness more than some time. As a way to figure out this agility regarding BI, an exceptional comprehension of agility and its particular main considerations is necessary [2].

In [1] it is discussed that Under the label of BI agility various actions has become suggested, through the adaption involving cloud computing, over the setup involving "Self-Service-BI" strategies, up to the actual setup involving agile application advancement techniques. His or her commonality will be which they almost all intention with proficiently lowering answer occasions to alter asks. Your discussion will be hampered, nevertheless, by simply the point that the idea of "agile" continues to be fuzzy inside the situation involving BI understanding that it can quickly grow to be misleading: Some sort of BI answer that is certainly apparently with their "agile" through the point of view of a offered area can potentially minimize the actual agility of the enterprise-wide BI answer.

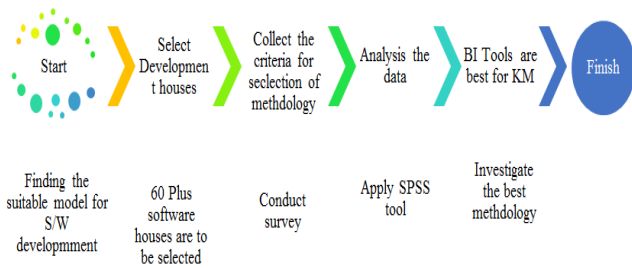
In [3] it's referred to the case(s) demonstrates the importance associated with company method managing (BPM) in addition to "Business intelligence" system (BIS) with obtaining superior firm overall performance. Many experts have well recorded in the materials which analysis for the efficiently usage in addition to mixture of expertise from BPM in addition to BIS with violent services situations is bound. Within

result, many of us perform an exploratory evaluation example associated with some organizations with consumer banking in addition to telecommunication industrial sectors that have put in place BPM project in addition to BIS solution.

BI along with web 2.0 get in the meantime turns out to be significant research career fields. While BI is aimed at helping the organization’s options by providing pertinent analytical information, web 2.0 is definitely a promising method to obtain personal along with specific know-how, opinion, along with behaviour involving stakeholders. For a short time, any convergence with the pair of domains could be observed in real-world implementations along with research, leading to ideas such as social BI. A lot of research questions even now keep on being open up or maybe worse are not but developed [6].

**METHODOLOGY**

The methodology for developing and testing the research model included two stages, exploratory and confirmatory as shown in Fig. 3.1. The first stage involved an exploratory analysis of the theoretical premises underlying the research objective, in particular the relationships among BI assets, Knowledge management and business value, as well as the distinction between BI and KM. The moderating role of organizational learning was not explored at this stage because of the intricate nature of such relationships.



**Fig. 3.1:** Research Flow Diagram

Questionnaire has made and Google form is used for feedback and data collection or responses of the professionals and IT experts connected to this field. Chi square test is applied to check the association of BI and KM that statistically proves my objective. The objective of this Survey based research is: (1) to give industrial knowledge (having a large amount of data for Reporting) into the most known BI techniques, (2) to comprehend the level of appropriation and (3) to see how helpful the received BI strategies with KM and their individual practices are experienced to be, (4) refinement between BI and KM. The survey study focuses on a selected group of software organizations known to be interested and active in exploring and adopting BI.

**RESULTS**

This table 1 and table 2 are showing the no of employees in organization and how many employees are involved in Business Intelligence.

**Table 1**

**How are many employees in organization?  
Number of Employees in Organization**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 25-40	34	63.0	68.0	68.0
50-150	16	29.6	32.0	100.0
Total	50	92.6	100.0	
Missing System	4	7.4		
Total	54	100.0		

**Table 2**

**Employees Involved In BI**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 15-20	30	55.6	60.0	60.0
20-40	20	37.0	40.0	100.0
Total	50	92.6	100.0	
Missing System	4	7.4		
Total	54	100.0		

**Table 3**

**Experience of employees**

**Average Expirence About BI Software Techniques**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid a.Less than 1 year	2	3.7	4.0	4.0
2-5 years	18	33.3	36.0	40.0
More than 5 years	30	55.6	60.0	100.0
Total	50	92.6	100.0	
Missing System	4	7.4		
Total	54	100.0		

Table 3 shows the experience of employees about BI.

**Table 4**

**Usage of BI Tools for KM**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	45	83.3	90.0	90.0
No	5	9.3	10.0	100.0
Total	50	92.6	100.0	
Missing System	4	7.4		
Total	54	100.0		

Result in table 4 shows that BI is helping out the organization in knowledge management. 45% persons said that “yes”. These are the dashboards in fig. 4.1 of an export company, where the sale at particular time, total sale, articles which are being sailed out, top five brands of sale are shown. This is a dash board giving a clear and concise knowledge about the business. In which a number of aspects of a business can be analysed and it is so helpful for clear understanding of data and provide a solid way for appropriate decision making.

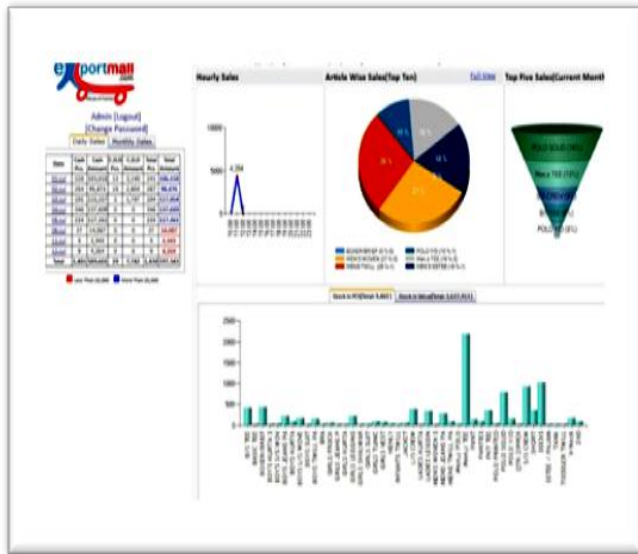


Fig. 4.1: Dashboards for KM

**What are the obstacles that have been faced while using BI tools and technologies?**

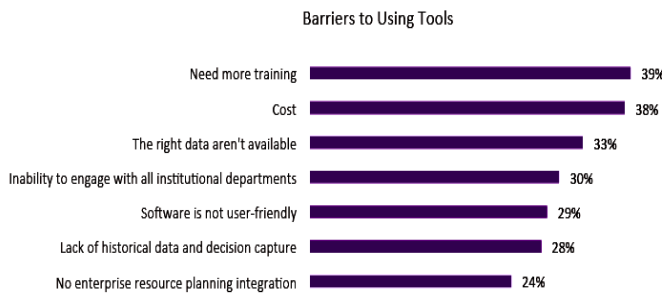


Figure 4.2: Difficulties in usage of BI

Fig. 4,2 shows the difficulties that are faced in implementation of Business Intelligence.

**CONCLUSION**

BI captures electronic data and KM captures organizational data. With the usage of BI tools KM can be gained. I believe that KM is at last viable and that business intelligence has an important role to play in KM projects. The capacity to relate noteworthy data to business forms likewise gives the establishment to different methods for computerizing basic leadership and move making. Less experienced business clients (bolster delegates in a bolster focus, for instance) could be given a guided-investigation work process (created by business specialists and taking into account best business rehearses) that helps them translate noteworthy data, find extra data, and settle on the right choice to alter business issues, upgrade business forms and fulfill client needs.

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