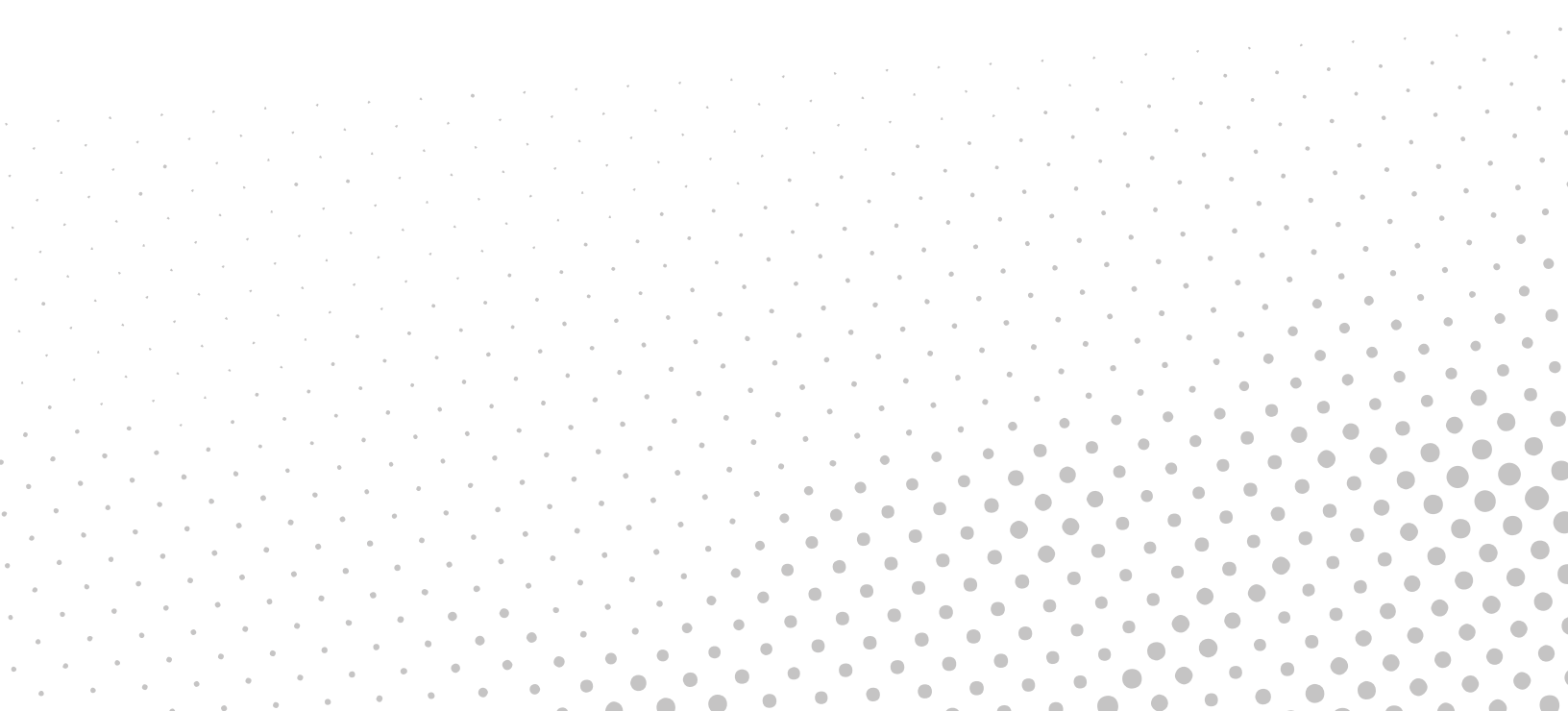




# The Competitive Advantage of Decision Intelligence



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## Introduction

The path to ROI with analytics is better decisions, not better dashboards. Organizations that have historically relied on business intelligence (BI) dashboards and manual data analysis are shifting to decision intelligence (DI) to enable their business and analytics teams to make smarter decisions, faster and improve outcomes. Decision intelligence is making data-driven decision-making a reality for organizations of all shapes and sizes, unlocking access to AI-powered analytics and recommendations for every business user (even those without technical expertise). Finding the right path forward with decision intelligence requires an understanding of several major trends that will shape its evolution and adoption.

- In the past two decades, enterprises have made massive investments in BI and visualization tools, data lakes and machine learning platforms to deliver data-driven insights and optimize business outcomes. Despite the tsunami of insights being produced, effectively turning insight into action remains elusive to many businesses. Dashboards have failed to deliver on the promise of providing timely insights in a way that makes it easy for users to understand, quantify and act upon them. The last mile of analytics - the final step in the analytics process in which insights are translated into outcomes generated by a frontline worker or manager that drive value - is still a challenge for many organizations.
- Digital transformation, global competitive dynamics and new expectations from customers require businesses to constantly look for faster ways to turn data into insights and understand both what happened and how to respond. Business teams need real-time access to the massive amounts of data pouring in across channels to make the daily, on-demand micro-decisions that add up and impact an organization's macro, long-term success. Static reports and surface-level dashboards won't cut it for current data-driven decision-makers looking to beat the competition.
- There continues to be a gap in analytic skills between highly trained data scientists and business domain experts, who often lack sufficient support for advanced analytics from scarce data science experts. This gap can be filled by introducing new tools, like decision intelligence, that make analytics easier to consume and act upon and data literacy programs to enable business workers to benefit from advanced analytics.

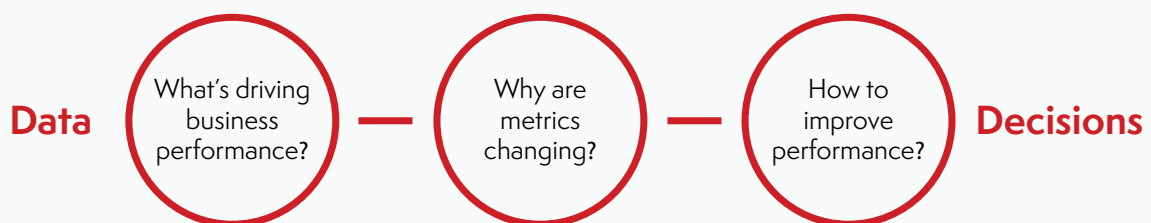
- The modern data stack provides the potential for reimagining the entire analytics processes, leading to much fresher data and quicker time to insight. Legacy technical constructs such as cubes and monolithic data warehouses are giving way to more flexible and scalable data models. Decision intelligence leverages key advantages of the modern data stack to drive efficiency throughout the analytic process and accelerate decision-making.
- There will be ~180 zettabytes of data worldwide by 2025. This massive volume of data won't be processed manually. Organizations will need to use AI, machine learning and decision intelligence to automate and augment analysis and decision-making processes.

## The Decline of Dashboards

Most companies today agree that data should fuel decision-making. However, 63% of decision-makers report that they're still not able to get the insights they need in time to make effective decisions. While cloud data platforms paired with modern data integration tools solve the first part of this goal by preparing data for analysis, companies across industries have failed to complete the last mile of analytics and efficiently turn insights into action.

Point and click dashboards were great when being “data-driven” meant reporting out on a limited, predefined set of business metrics. At best, dashboards offer surface-level reporting on what is already known, and worse, leave their consumers without the ability to ask follow up questions or know how to affect change in performance. Although they can convey snapshots of important measures, dashboards are poor at providing nuance and context that effective data-driven decision-making demands. Organizations today need an analytics platform that can do more than just visualize their data. They need a platform that facilitates decision-making and empowers business users to take action in the business moment.

Moving from descriptive insight to recommendations for action requires a deep understanding of the business context and critical thinking skills on the part of the user to understand what the data does and does not mean. Dashboards don't provide any of this: they provide the “what” but not the “why.” Business users typically have no clear, logical step to take after they've viewed the data on their dashboards. They've seen a change in the data and ask, “now what?”



As decision-makers come under pressure to make decisions in the business moment, dashboards can't keep up. On average, 8-12 different dashboards are reviewed before making an effective decision. Not only is this process complex, time-consuming and prone to bias, it also results in cognitive overload from having to interpret multiple sources of truth. Additionally, it takes a trained data analyst five days to produce a dashboard. No decision-maker today can afford to wait that long for insight into their business. They need real-time understanding of changes to important metrics and recommendations for action.

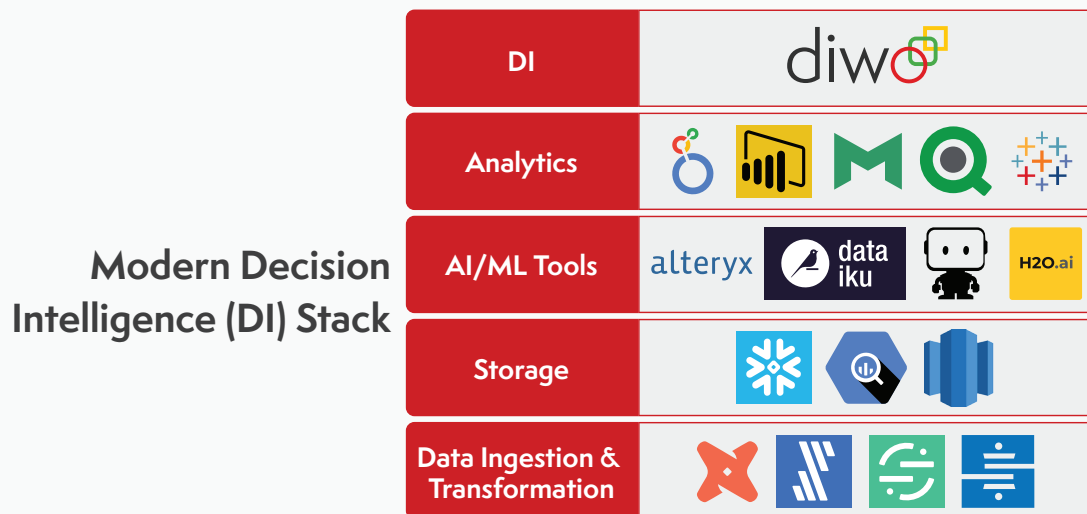
While the volume, variety and velocity of data continue to grow, it's critical that analytic tools evolve to support modern data challenges. This is where decision intelligence comes into play. Decision intelligence accelerates the path from data to decisions by quickly identifying what is happening in your business, uncovering why things are changing and surfacing recommendations for how to improve business outcomes. Any business user who relies on data, can benefit from the advanced analytic capabilities of decision intelligence without having to have expertise in data science or coding. With guided AI-powered recommendations in the hands of domain experts, users can make important decisions faster and with more rigor, while still leaning into their human judgment. Together, human expertise, judgment, and contextual awareness combined with the automation and scalability of decision intelligence drive better business outcomes.

Decision intelligence is expected to have a huge impact on business results and performance, with Gartner forecasting that over 33% of organizations will have analysts that practice business intelligence by 2023.

## Modernizing Analytics

The technology now exists to harness data and develop insights and reliable, actionable recommendations that weren't possible, either, just five or 10 years ago. Modern analytics enabled by AI makes it easier and faster to analyze volumes of complex data to support better business decision-making. And new tools, like decision intelligence, make analytics more consumable by a broader population of users within the context of their expertise level (non-data scientist).

The rise of the modern data stack - with its focus on speed, scalability and making data easily accessible - addresses the challenge of scaling and reducing the existing bottlenecks created by legacy BI dashboards and reports. The modern data stack has led to a dramatic increase in the speed and scale with which analytics can be performed and makes it possible to get answers in near real-time, which yields benefits like increased revenue and optimized operations.



The modern data stack is a suite of tools used for gathering, storing, transforming and analyzing data. It is architected to reduce latency and complexity, ultimately shortening the path between the data and the business value derived from it. In its simplest form, a modern data stack encompasses an ingestion tool, a warehousing tool, a transformation tool, analysis and model building tools and the “why” layer built on the advanced analytical capabilities of decision intelligence. Each of these layers play a key role in an organization’s ability to get actionable insight from vast amounts of data, develop recommendations for action and accelerate decision-making.

Decision intelligence takes full advantage of the modern data stack's capabilities to forecast, predict and prescribe optimal actions that support better decision-making in near real-time. Decision intelligence automates data exploration and looks at every factor in your data fabric to surface key drivers impacting important metrics, in seconds. It also delivers explainable insights and prescriptive recommendations to improve performance relative to the desired KPI. Unlike BI, decision intelligence can automatically answer questions like what happened, why and what to do about it.

### Diwo's Decision Intelligence Advantage

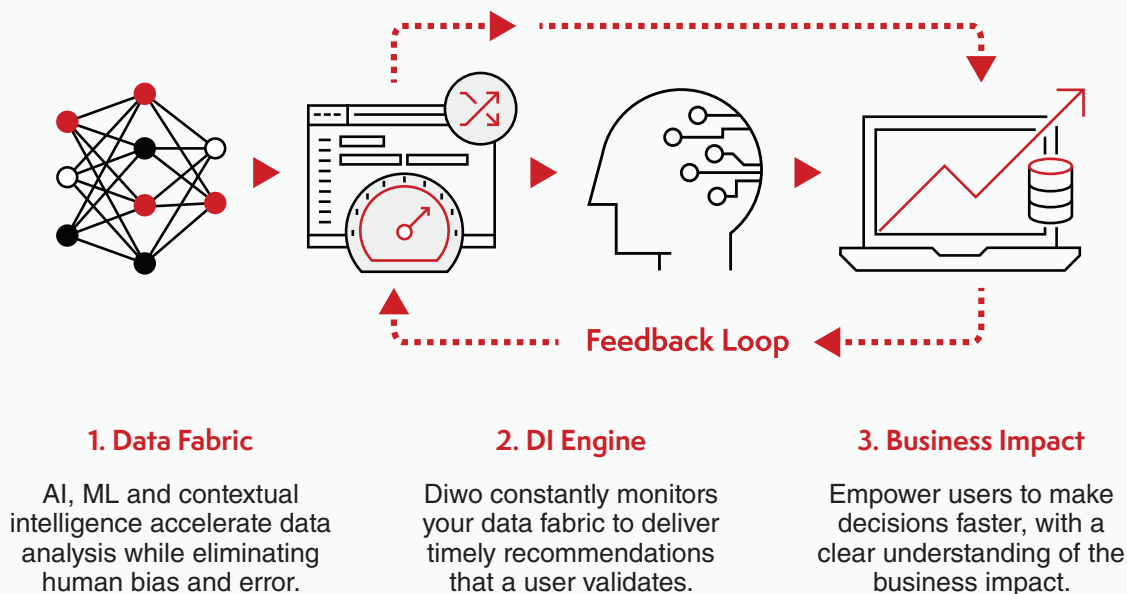
For companies who want to move beyond traditional BI dashboards to close the gap between insight and action, Diwo is the logical next step in the analytics journey. Diwo's Decision Intelligence platform bridges this gap by delivering timely, relevant recommendations that understand business context and decision intent to accelerate decision-making. With this approach, businesses in any industry can make AI-powered decisions about marketing, sales, demand forecasting, diagnostics, supply chains and more.

We're not delivering reports; we're providing recommendations, and ultimately, real, quantifiable value by enabling people to make better business decisions faster – that's the power of Diwo's Decision Intelligence platform.

Diwo's patented architecture brings together the latest in AI/ML, contextual intelligence, statistical inferencing, distributed data management, NLP and UX to deliver a unique decisioning experience across the business. Diwo's system is architected to understand an organization's business processes and uses the knowledge to ensure every user interaction is highly contextualized. Diwo leverages your existing data fabric and identifies opportunities to enhance and optimize the business and drive growth. Diwo's patented knowledge graph technology and unique contextual intelligence IP surface business opportunities from your existing data environment to deliver a clear, in-context recommendation that a decision-maker validates and then puts into action. With Diwo's platform, any decision-maker in your organization can access recommendations that support day-to-day decisions, while understanding trade-offs, consequences and business constraints.



Diwo generates a recommendation while being able to fully explain and validate it. It can determine how a decision impacts other departments in the organization, model different scenarios, quantify the impact of competing business objectives and recommend the best strategies to meet enterprise goals and KPIs. The system constantly learns from user interactions and decisions. Each time Diwo runs an analysis, it tests and measures its own performance and develops additional expertise to improve future recommendations and build trust with the end user.



Diwo's UI is designed to make it easy for business users to consume and use analytical insights and AI-powered recommendations. Diwo's platform is best suited to support decision-makers in regularly or consistently recurring decision scenarios, like inventory optimization. In this example, Diwo leverages SKU-level demand forecasting in order to make accurate inventory planning across the entire supply chain, identify likely outages and overages ahead of time in order for proper adjustments and action. Often this type of data analysis involves techniques such as root cause analysis, key driver identification, or scenario or what-if analysis that happens regularly. Operationalizing decision intelligence in this use case results in significant gains in efficiency and frees up the user from repeated tasks.

## Solving the Last Mile of Analytics Challenge

To maximize the value of your data, you need a way to curate, manage and analyze it to make better business decisions. In a recent survey by Harvard Business Review Analytic Services, 44% of executives said

Analytics are a powerful tool, but insights have little value if they don't result in action.

their organizations are not effective at deriving market insights from analytics, and in yet another survey only 14% rated their organizations highly on their ability to act quickly on such insights to deliver desired business outcomes. Bridging the “last mile,” the gap between uncovering data-driven insights and extracting value from them, continues to be a challenge for most organizations.

Diwo's Decision Intelligence platform is designed to close the “last mile,” helping customers uncover actionable insights and delivering recommendations that lead to high-impact business outcomes - without a user having to wade through multiple dashboards or rely on teams of data scientists. Diwo works continuously to discover hidden drivers of a business and keeps a pulse on existing KPIs without hours of manual analysis. Diwo delivers explainable AI so business users can easily understand why metrics change and identify the next best action to drive desired business outcomes. Diwo's UI is designed to make it easy for business users from across the business to use analytical insights in their day-to-day decision making, in turn helping organizations deliver data-driven insights at the scale and speed needed to realize value from them.

Today, organizations need a platform that facilitates decision-making and empowers business users to take action in the business moment. Diwo delivers actionable recommendations to those closest to the decision and fundamentally improves the speed, consistency and business impact of a user's decision-making. It is an intelligent and highly adaptive system that works continuously to:

- Modernize the analytics workflow and speed the process from data to decisions
- Deliver a real-time understanding of important metrics
- Close the “last mile” decision gap by delivering contextual insights and recommendations that lead to high-impact business outcomes
- Empower users to make decisions in the business moment with greater confidence and full visibility into the impact of their decision
- Get more people using data-driven decision making in the daily routine of business

Now is the time to prepare for the era of decision intelligence and meet the rising demand for predictive, contextual recommendations that reduce the time to decision while increasing business impact. Diwo delivers an AI-powered Decision Intelligence platform that enables business users to quickly understand key drivers behind business metric changes and then delivers recommendations on how to impact business outcomes in a simple, unified user experience. With a pragmatic approach, companies can realize the full potential of decision intelligence and turn insights into outcomes that deliver immediate business value - and more importantly, conquer the last mile of analytics challenge.

**Find out  
more**

If you are interested in learning more about the Diwo DI Platform and our unique approach to decision intelligence, contact us.

[CONTACT US](#)



Diwo is on a mission to close the gap between analytic insight and action with Decision Intelligence. Data-driven companies across industries deploy Diwo to get 10x faster business impact than traditional BI tools and dashboards.