

# BUSINESS ACTIVITY MONITORING

THE IMPORTANCE OF REAL-TIME DATA ANALYSIS TO REACH OBJECTIVES



# CONTENT

- Introduction
- The need for real-time information
- A journey through BAM concept
- Relationship between BAM tools and KPI's
- Structure of a BAM tool
- Related concepts
- Requirements for the implementation of a BAM system
- Characteristics of a BAM system
- The Multipeers as BAM system
- Practical Case with Multipeers
- Conclusion

# INTRODUCTION

The business world works at an extremely fast pace, which makes it imperative to be constantly updated about what is happening in organizations, otherwise you will lose business opportunities and you won't be able to detect problems in a timely manner. Managers are increasingly challenged to act quickly and effectively and this is only possible if they have all the important information they need.

Competition in the business world has reached levels never before seen, making companies feel a constant need to increase their efficiency and maximize their performance, so that they remain competitive in the market. In the hectic day-to-day of the business world are the small details that make the difference and that define the success or failure of the decisions. Finding the right tools that allow managers to consistently make the right decisions for business growth is a challenge.

The globalization of access to information and the constant development of information technologies have contributed to the existence of products such as Multiplayers. Capturing data for the creation of dashboards where the entire state of a company is found is increasingly necessary for the control of operations and consequent maximization of results.



# THE NEED FOR REAL-TIME INFORMATION

**60%**

of all administrative problems result from ineffective communication

**95%**

of all operational decisions are based on reports with more than one week

**65%**

of all managers don't have immediate access to the information




# THE NEED FOR REAL-TIME INFORMATION

The evolution of technology makes changes at an ever-increasing speed and in today's fast-paced business world, every second counts. Access to information in real time ensures speed and efficiency in decision making, creating competitive advantages that will result in an increase of value for the company.

Markets are becoming more competitive and consumers, since they are more informed than before, are increasingly demanding and are looking for solutions in a practical and fast way. Nowadays, everyone is running for their lives so that acting late in the business sector can lead to irreversible losses in profits and competitiveness.


A company that makes its decisions based on reports with a few days will always have a reactive and non-proactive presence. Let's look at the example of a home decor store.

# THE NEED FOR REAL-TIME INFORMATION | SCENE 1



Mike has a chain of decoration shops that usually sells quite well, regardless of the time of year. However, by week 30, sales fell sharply.

Mike uses a traditional management system and analyzes the data at the end of the week and was very surprised when realized that the values were so low. He wondered why sales so suddenly dropped and found that his most direct competitor had run a 20 percent discount campaign that week.



To combat this, Mike decided to launch a campaign for the next week that offered a 30% discount. However, as people had already resolved their need, they ended up not buying at Mike's stores, and the campaign was fruitless and only resulted in a loss of margin for Antonio.

# THE NEED FOR REAL-TIME INFORMATION | SCENARIO 2



John has a chain of decoration stores that usually sells quite well, regardless of the time of year. However, by week 30, sales fell sharply.

John uses a business monitoring system (BAM) so he noticed that something happened on the first day of the week. He wondered why sales that day were lower than usual and found that his most direct competitor was running a 20% discount campaign.



He met with the sales and marketing teams who, by having access to the same information, were already preparing a reaction campaign. Working collaboratively, they quickly defined that they would launch a campaign that offered a 30% discount. After promoting the campaign, sales increased and there was no drop in the company's monthly profit.

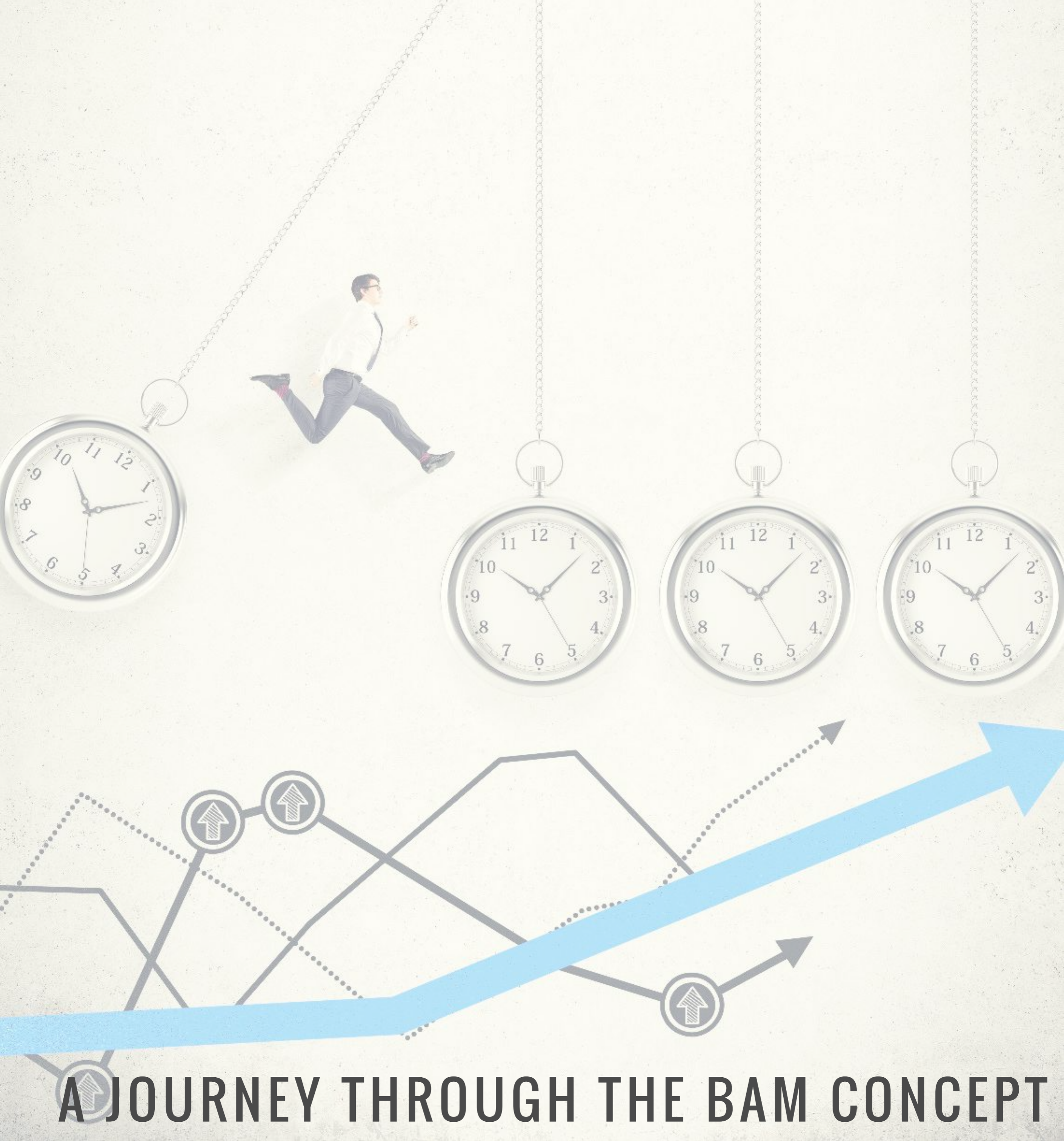


# THE NEED FOR REAL-TIME INFORMATION

According to the scenarios presented above, it can be said that having a system that allows the analysis of the business in real time is beneficial for the business because it allows to detect problems and threats immediately and act instantly. Access to real-time information allows you to "take a picture" of the exact status where the business is, which greatly influences decision-making so that processes flow and do not compromise company productivity

Efficient information management and the ability to anticipate and solve problems before they have practical effects are a critical point for companies. Through the use of real-time information management systems it is possible to have a more assertive and global monitoring of the whole business. The challenges of managing information will always be present, but due to technological developments, it is becoming easier to follow the business to the minute.





# A JOURNEY THROUGH THE BAM CONCEPT

"Business Activity Monitoring (BAM) describes processes and technologies that improve situational awareness and enable analysis of critical business performance indicators for a business based on real-time data."

GARTNER®



# A JOURNEY THROUGH THE BAM CONCEPT

BAM =  
Business Activity  
Monitoring

Technology that allows  
monitoring of business  
indicators in real time



It allows the decision  
making in a more  
agile and conscious  
way, resulting from  
the analysis of the  
indicators



BAM is just about the  
present: it gives  
information about  
what is happening;  
not about what  
happened or about  
what will happen



# A JOURNEY THROUGH BAM CONCEPT

A BAM tool consists of monitoring the company's business processes through management indicators. Managers track all processes in real time through a simple and intuitive dashboard that can be defined as the global management "cockpit" of the company or organization.

Through the implementation of a BAM system managers can cross performance information and through this crossing they can find production failures, for example, and act immediately, ensuring that these failures will not have harmful consequences.

With the use of a BAM system it is possible to observe the evolution of the business processes, identify trends, find improvement points and perceive the state of the company with the previously established objectives. BAM will seek information from multiple systems and internal and external sources, providing a broader and richer view of business activities.



# RELATIONSHIP BETWEEN BAM AND KPI'S

Companies that decide to invest in a BAM system must have mechanisms to continuously measure the business, because only with constant analysis investment make sense.

In order for a BAM system to be well implemented and to present practical results, it is necessary to follow some good practices and are highlighted as follows:

- Survey of critical business processes
- Define which metrics you need to analyze
- Find the best way to compile the information present in the various systems
- Present the information in an intuitive dashboard and adapted to the needs of each user
- Ensure historical data and make projections based on real-time data analysis vs. historical data
- Constant analysis of results



# RELATIONSHIP BETWEEN BAM AND KPI'S

Analyzing performance consistently ensures that more attention is paid to meeting the objectives. An efficient process must be planned and controlled.

Continuous performance monitoring plays a key role in planning and subsequent control as it provides information on processes developed by the organization. The effectiveness of any control strategy depends to a large extent on the correct suitability of developed performance metrics and KPIs.



# RELATIONSHIP BETWEEN BAM AND KPI'S

**GOAL**

**REALIST**

**MEASURABLE**

**REPRESENTS PERFORMANCE**

**KPI**

Key performance indicator that functions as a vehicle of communication: quantifiable measures to understand if objectives are being achieved

**KEY PROCESSES**

**ACHIEVABLE**

**SPECIFIC**

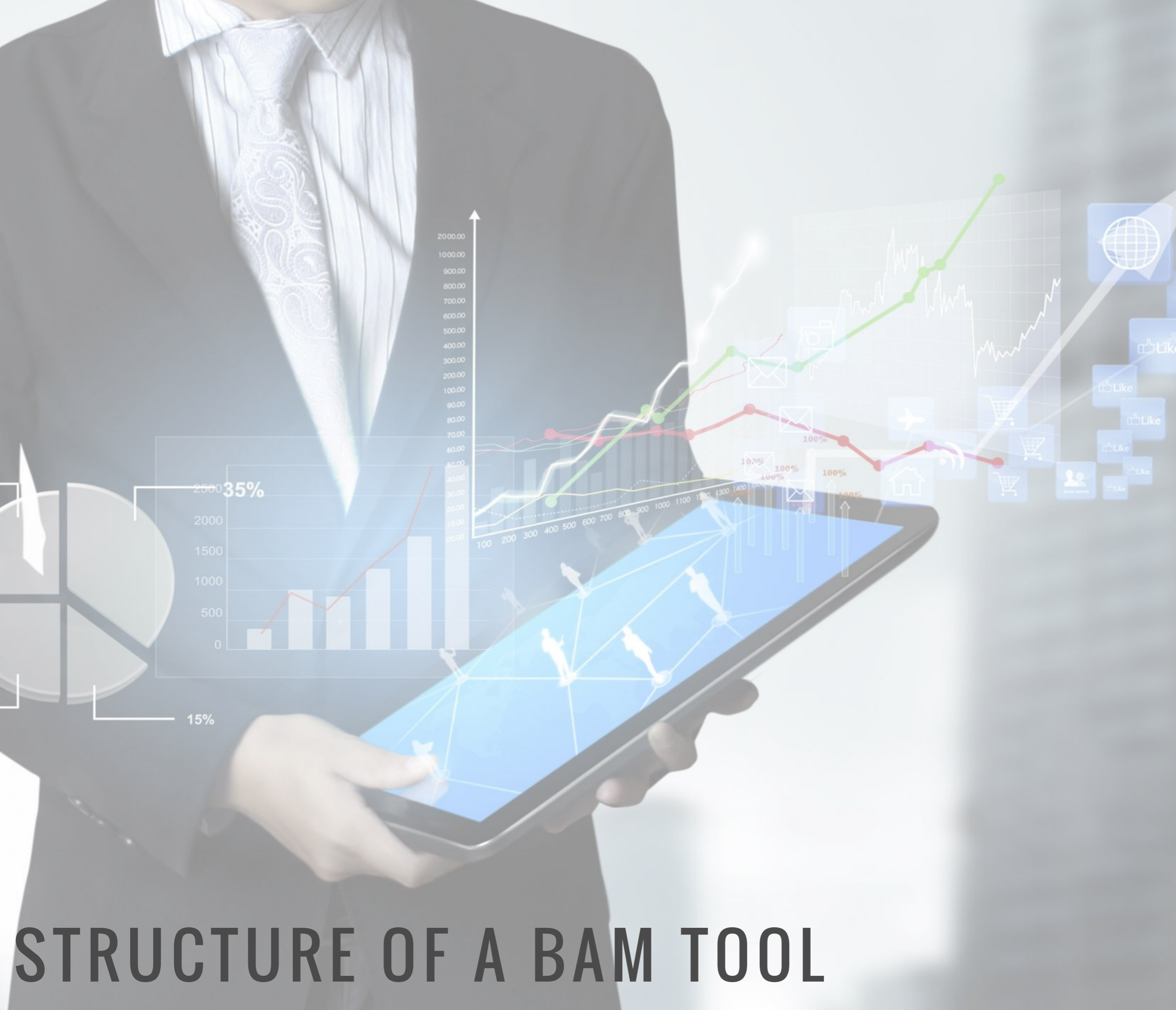
**SIMPLE**



# RELATIONSHIP BETWEEN BAM AND KPI'S

It is essential that each employee of the company or organization knows their KPIs. "If we don't know where we are going, any way is good": the same goes for companies. If we are not aware of the results we should achieve with our work, we can do anything, which may not be in line with the organization's goals.

Defining each employee's indicators and linking to the monitoring system is essential to a global and integrated view of the company's status. It is also important to mention that each employee must have access only to the indicators that are important for the continuation of their work, to have a more focused and organized day-to-day.



# STRUCTURE OF A BAM TOOL

BAM tools provide a graphical interface to display the various business data, usually in the form of a dashboard.

A dashboard is the set of a series of graphs viewed together, in which each graph can appear in a different format (bars, round, among others) and each one presents a different indicator on the business, always giving priority the easy readability of information.

The architecture of a BAM product is variable according to the tool. However, the structure normally used is as follows:

- Configuration interface: allows the development of graphics presentation and definition of data by architects;
- Interface of presentation: interface of the end users with the tool, allowing the visualization of dashboards;
- Aggregation and event processing engine: component that collects and processes data collected from various sources very quickly to be presented to end users.





# STRUCTURE OF A BAM TOOL



# RELATED CONCEPTS

## INTEGRATION OF APPLICATIONS

Aggregation of applications, systems and business processes of an organization, with the help of services. Concept that optimizes and automates processes, increases productivity and reduces costs.

## BUSINESS INDICATORS

Quantitative metrics that allow the company to measure the work that is being performed so as to know if individual and global goals are being met. An indicator is a metric that reveals useful information that helps in making decisions.

## BUSINESS INTELLIGENCE

Business Intelligence (BI) is the process of collection, organization and analysis of information that supports business management. It is the set of theories, methodologies, processes, structures and technologies that transform the raw data into useful information for a conscious decision making, supported in the analysis of historical data of the organization.

# RELATED CONCEPTS

## ERP

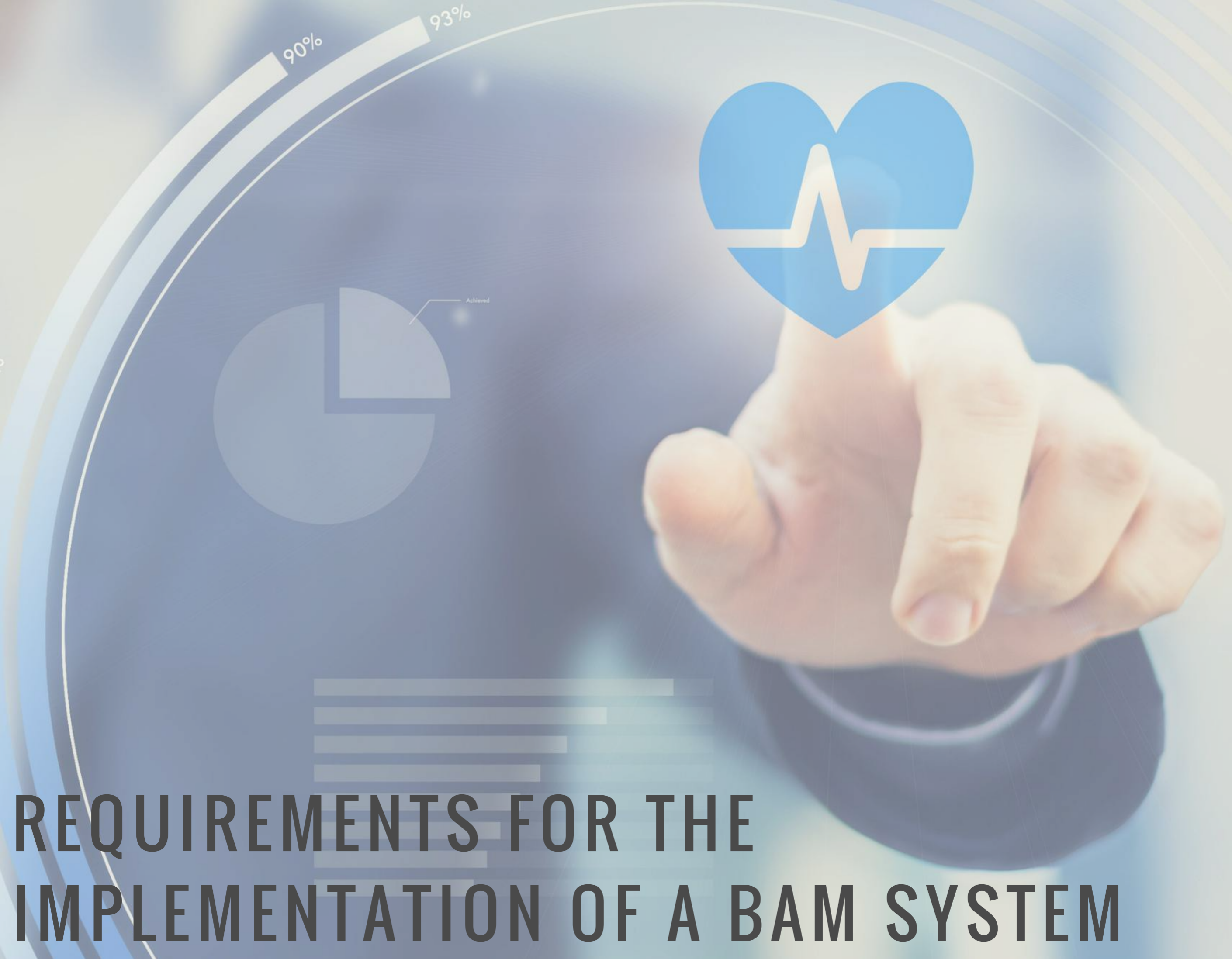
ERP means Enterprise Resource Planning. An ERP software is a computer system capable of handling all the daily operations of a company, from the administrative part to the operational part.

## DATABASES OF A BAM SYSTEM

This is where the information displayed in the BAM software dashboard is stored. The information originates from different systems but the BAM, as a rule, contains an internal database, so that it can have autonomy and the ability to correlate information without constantly consulting external sources.

## BAM vs BUSINESS INTELLIGENCE

A Business Intelligence (BI) solution extracts and processes application history information, on which analyzes and reports will then be performed to obtain valid business conclusions that can positively influence strategy and decision making. A BAM solution captures events directly from data sources, in real time, without intermediate processing stages, in order to give full visibility to what is happening at the moment and thus to support operational decision making.

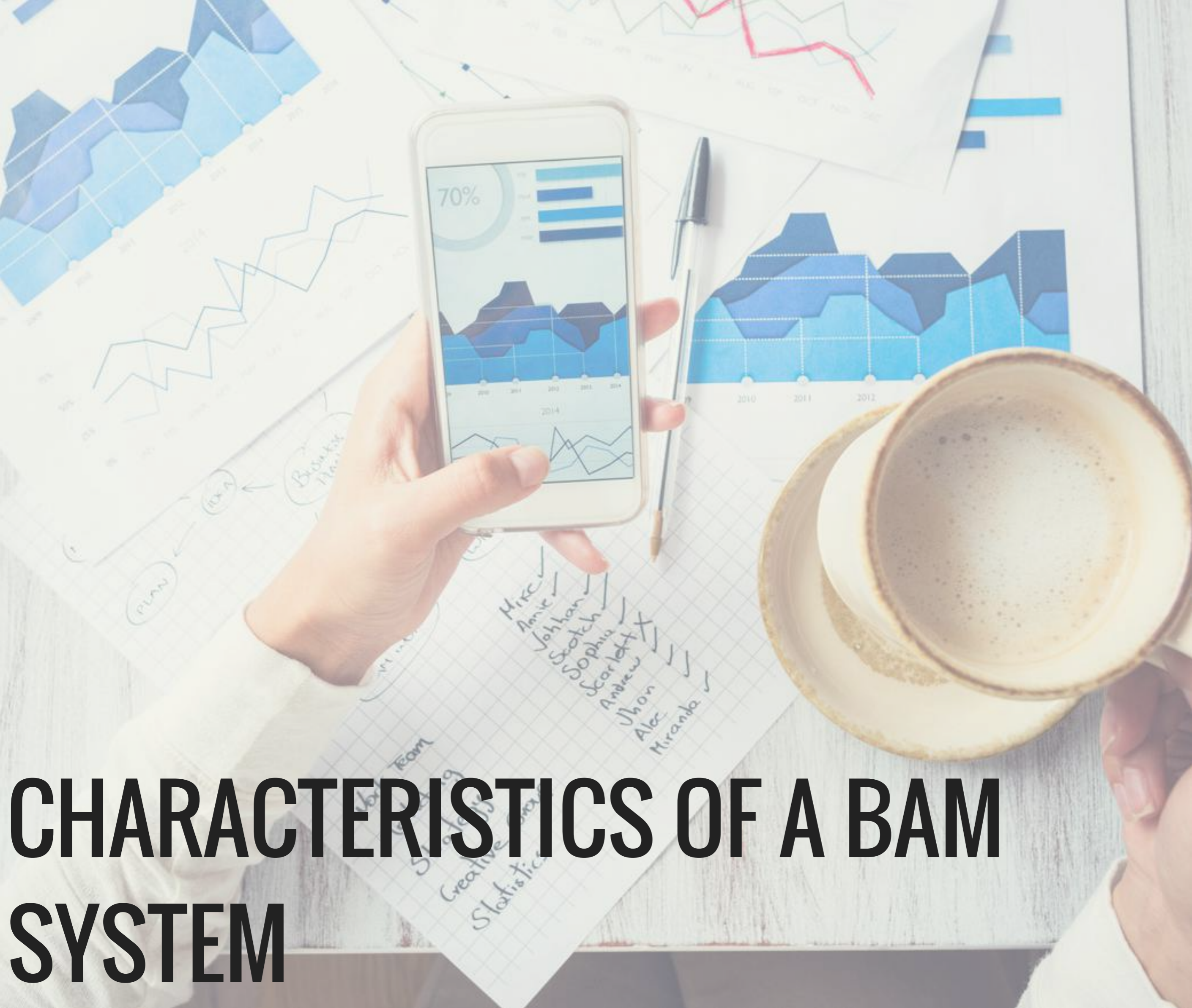


# REQUIREMENTS FOR THE IMPLEMENTATION OF A BAM SYSTEM

For an implementation of a business activity monitoring system, three essential requirements are mandatory:

- Correct identification of key business processes;
- Key metrics defined with identified objectives;
- Access to existing data sources in the company.

Setting up a business monitoring system should be a simple process that does not require high technical expertise.



# CHARACTERISTICS OF A BAM SYSTEM

## REAL TIME INFORMATION

Real-time data capture of different sources of information and instant presentation to users.

## ALWAYS UPDATED

Update permanently and automatically, so there is no need for any intervention by the user.

## BUSINESS MONITORING

Systematically analyze business events with the possibility of defining alerts about important situations.

## INTERACTIVE DASHBOARDS

Quick and easy query through very intuitive and appealing graphics.



# CHARACTERISTICS OF A BAM SYSTEM

## MOBILITY

Consult the information about the business through mobile devices. Wherever you are, you always receive all the important information.

## QUICK CONFIGURATION

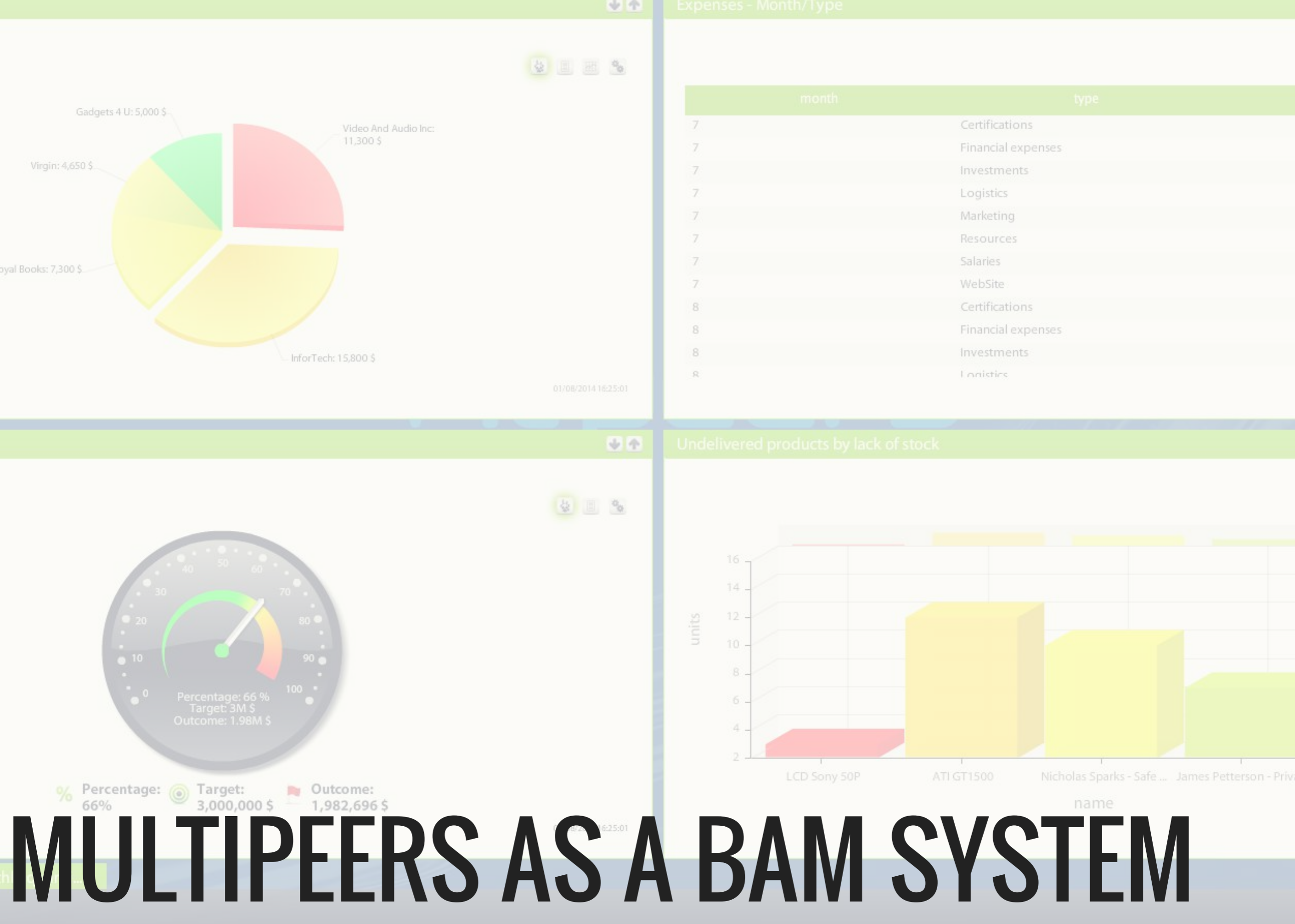
In a short time you should be able to create a complete dashboard and set up your business alerts in minutes.

## CENTRALIZED MANAGEMENT

Solid management platform capable of collecting data from a wide variety of sources.

## MULTIPLE DATA SOURCES

Direct interaction with all existing data sources in an organization, without exception.



# MULTIPEERS AS A BAM SYSTEM

Multipeers comes as a response to a real market need. In order to survive in a global economy, companies must have the means to respond quickly to market changes. It is essential that managers have at their disposal mechanisms that allow them to make decisions quickly for a good business management.

In most companies, decision-making is based on reports, intranets, and emails that require the user to look up the information. Due to this reality, many companies lost business opportunities because they didn't have information in a timely manner. Likewise, on many occasions decisions have been made on the basis of outdated information, rendering them ineffective and wrong.

To combat this difficulty, Multipeers comes with the objective of delivering relevant information about the business in real time directly to devices (desktop, tablet or smartphone). By using Multipeers, you don't need to spend time looking for information, making processes and decision making much more agile and effective. In a simplified way, Multipeers assumes itself as a global, automated and real-time management cockpit.



# MULTIPEERS AS A BAM SYSTEM

página no ... 28/11/13 | S&P reavalia rating 'BBB' do Santander Brasil Economia & Negócios 28/11/13 | FIP assumirá inspeção de site do programa de saúde Economia & Negócios 28/11/13 | Rússia libera carne bovina do Minerva de Bataiporã-MS Economia & Negócios 27/11/13 | Freijão de Cox, de Elze Batista, dispara 516%, para R\$ 2,1 bilhões Economia & Negócios 27/11/13 | Trabalhadores do 2º turno da Embraer aprovam reajuste Economia & Negócios 27/11/13 | Justiça notifica Apple sobre em reais em reais Economia & Negócios 27/11/13

100%

Multipeers enables real-time monitoring of the company's objectives locally and globally, allowing management and operational teams to comply with their KPIs

50%

Reduces operational costs and simplifies all processes

70%

After implementation of Multipeers in different sectors, on average 70% of monthly and daily goals are met

100%

Information on resource availability increases significantly, improving the ability to reorganize teams and minimize impacts





# PRACTICAL CASE WITH MULTYPEERS

With the significant increase in services provided by the Municipality, department directors have felt an increase in complexity in the management of their teams' activities and, consequently, it was difficult to improve the quality of services provided to citizens. To achieve this, there was a need to collect information from departments and services in a flexible way to enable decision-makers to work effectively to improve the performance of their teams.

## MULTYPEERS APPROACH

- Compile information in a timely manner to alert users to relevant situations.
- Present business data in the form of graphically appealing and easy-to-read indicators focused on customer services, management, human and financial resources.
- Distribute to each user only the information relevant to their activity.
- Use the Mobile MultiPeers client so that important information always reaches the right people, anytime, anywhere.



# PRACTICAL CASE WITH MULTIPLEERS


## RESULT OF THE IMPLEMENTATION OF MULTIPLEERS

It is now possible to monitor in real time all the information and it is possible to alert the user to exceptional situations, allowing managers to define solutions quickly and, consequently, to improve the performance of their teams and the satisfaction of the residents.

Information on the availability of human resources has improved and today the capacity to reorganize teams is greater, contributing to minimize negative impacts. Faster analysis of results against objectives allows better decisions and accelerates the achievement of the goals set by the organization.

The implementation of Multipleers was considered a great success by the Municipality of Porto, becoming a reference of the day-to-day work. The use has been broadened to make progressively more information available to users by helping them make better decisions and focus on achieving well-known goals. It also helped in communication within the organization, where any change or situation can now be reported easily and immediately. The Municipality of Porto recognizes that Multipleers is a key element in its information systems and a clear factor of differentiation in its current strategy of success in the area of public administration.



A woman with blonde hair, wearing a white blazer over a striped shirt and dark pants, stands in a meeting room. She is smiling and gesturing with her hands as if presenting. In the background, a whiteboard is visible with handwritten notes in green and red ink, including words like "Budget", "Approved", and "Paid". Other people are seated around a table in the foreground, looking towards the presenter. The room has large windows and a modern office aesthetic.

# CONCLUSION

Business Activity Monitoring systems allow a real business monitoring. By implementing such a solution, employees of a company and or organization are able to track their goals and measure the actual results of their work.

Managers, through the use of a BAM tool, no longer need access to diverse data sources, having compiled in one place all the important information about the company, so that they can make the right decisions.

The trend supported by leading market analysts for the next years is that BAM will grow exponentially, shifting its scope to application integration. BAM will increasingly encompass application integration, business intelligence, systems and data visualization, resulting in more affordable and reliable business information.

## ABOUT MULTIPLEERS

It is a collaboration tool that allows you to have all the business information sent to the user whenever something important happens. Receive the information even when you are not at your office.

In addition to ensuring that updated information is always available, it is also delivered in a graphically clean and interactive way. Thus, it allows analyzing and taking actions immediately, improving individual performance and, consequently, increasing the efficiency of the organization.

[www.multipleers.itpeers.com](http://www.multipleers.itpeers.com) | [multipleers.info@itpeers.com](mailto:multipleers.info@itpeers.com)