

# BI4SME AND WHAT IT CAN DO FOR YOUR COMPANY



Business intelligence (BI) is a set of helpful technology tools and practices that facilitates informed decision-making processes. It provides quality information based on the analysis of large amounts of internal and external data.

However, micro, small and medium-sized enterprises (SMEs) are lagging behind in the use of this type of digital technology, facing problems such as an excessively large volume of data, lack of information and lack of knowledge in this regard. To make decisions on time, the SMEs' managers use mainly their experience, which implies a high risk of failure.

Moreover, according to Gartner's surveys, BI systems are ranked as the top technological priority of companies in the last years worldwide due to the benefits it brings to business growth.

Nevertheless, like any technology, BI is accompanied by some limitations that must be overcome in order for SMEs to take advantage of its benefits. BI systems are characterised by their difficulty and complexity to handle. Also, economic factors are the ones that make many SME administrations fail to use BI systems, as it requires considerable funding. Moreover, the majority of SMEs do not have a specialised IT department with adequate skills to operate it nor have enough resources to hire qualified professionals. Finally, many small and medium enterprises are run by owners, who might not have advanced technological knowledge.

In light of the above considerations, the BI4SME project arises from the ambition to contribute to these emerging challenges by developing an integrated training strategy for the uptake of business intelligence skills by SMEs. Our ambition is to democratise Business Intelligence technology to foster SMEs' competitiveness and growth across Europe.

For this purpose, as the main outcome of the project, a learning path adapted for non-IT professionals will be developed, in the form of open-access online courses that will cover contents from theoretical lessons to practical examples. In the courses we develop, the trainee will solve a real business case, using different Business Intelligence tools and methodologies.

If you want to know more about the development of our project, be sure to follow us on our [LinkedIn](#) page, where we regularly publish posts about the results obtained during the life of the BI4SME project, and about many other interesting things related to the world of Business Intelligence.