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(Recognized by UGC, Approved by AICTE, New Delhi and
Affiliated to Bharathiar University, Coimbatore - 49)

DEPARTMENT OF COMMERCE (IT)

COURSE NAME : 21UCI508 - Business Intelligence

III YEAR / V SEMESTER

Unit II

Planning for Success

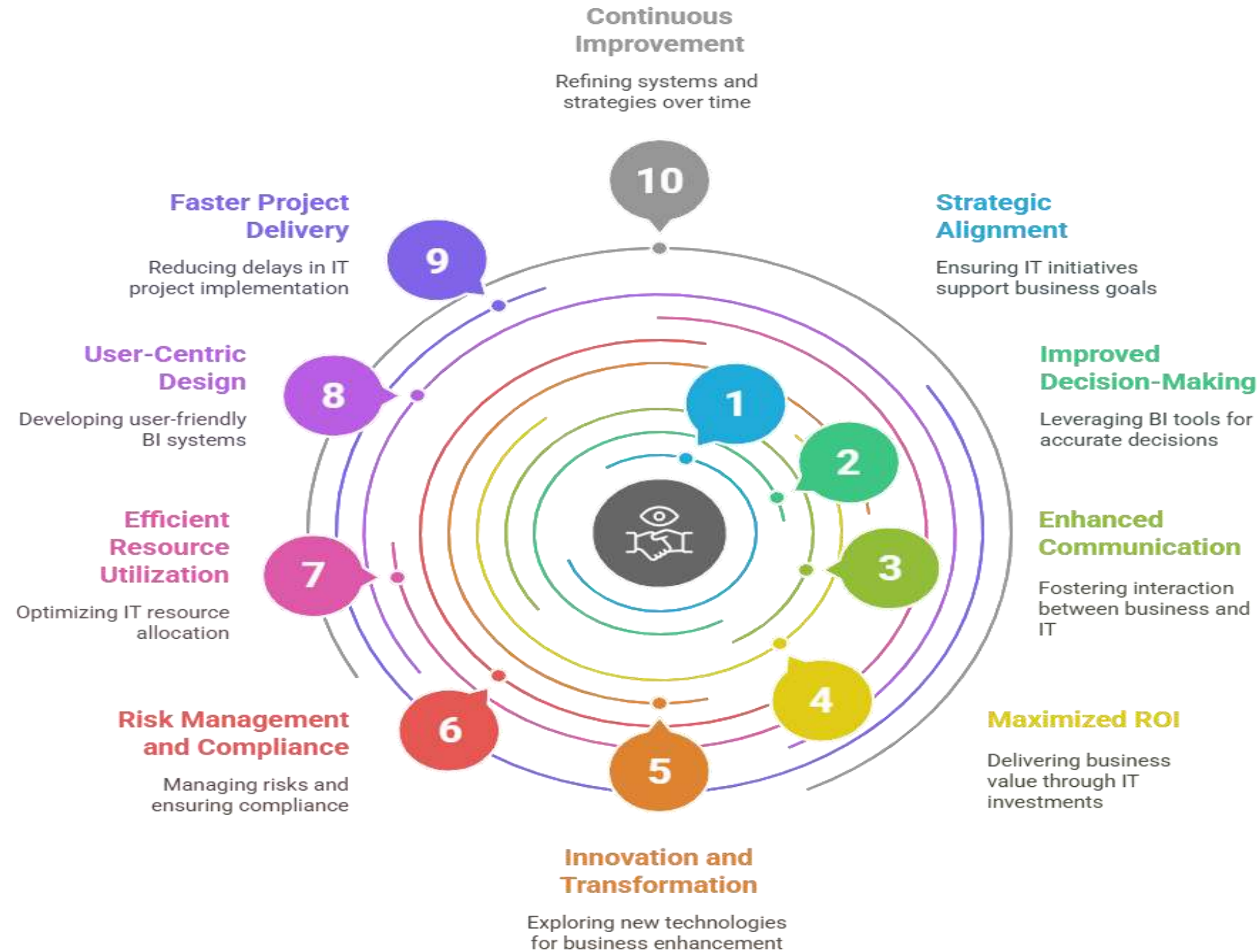
Topic 4 – Business/Information Technology Partnership

Objectives of Business/Information Technology (IT) Partnership

The Business/IT Partnership is a strategic collaboration between an organization's business units and its IT department to align technology investments with business objectives. This partnership is critical in the era of Business Intelligence (BI), where IT systems must support data-driven decision-making, agility, and innovation. A strong partnership ensures that IT is not just a support function but a core contributor to business success.

A **Business/IT Partnership** refers to the strategic alignment and collaboration between an organization's business units and its Information Technology (IT) department. The goal is to ensure that technology supports and drives the business strategy, especially in a data-centric environment like Business Intelligence (BI).

Strategic IT Partnership Objectives



Core Objectives of Business Intelligence

- 1. Strategic Alignment:** To ensure that IT initiatives are directly aligned with the organization's business goals, enabling technology to support and drive business strategy.
- 2. Improved Decision-Making:** To leverage Business Intelligence (BI) tools and data analytics to support accurate, timely, and data-driven decision-making across all levels of the organization.
- 3. Enhanced Communication and Collaboration:** To foster better interaction and understanding between business units and IT teams, ensuring smooth project execution and reduced misunderstandings.



4. Maximized Return on Investment (ROI): To ensure that investments in IT and BI technologies deliver measurable business value through increased efficiency, productivity, and profitability.

5. Innovation and Digital Transformation: To encourage innovation by jointly exploring and implementing new technologies that enhance business capabilities and improve customer experience.

6. Risk Management and Compliance: To collaboratively identify, assess, and manage technological, operational, and regulatory risks, ensuring secure and compliant IT systems.

Key Business Intelligence Objectives



Maximized ROI

Ensuring investments deliver measurable business value



Innovation and Digital Transformation

Exploring and implementing new technologies



Risk Management and Compliance

Identifying and managing risks for secure systems

7. Efficient Resource Utilization: To ensure optimal allocation and usage of IT resources, budgets, and human capital in line with business priorities.

8. User-Centric BI System Design: To develop and implement BI systems that are user-friendly, relevant, and aligned with the specific needs of business users.

9. Faster Project Delivery: To reduce delays and increase the speed of IT and BI project implementation by aligning expectations and minimizing rework.

10. Continuous Improvement: To establish a feedback loop between business and IT for refining systems, processes, and strategies over time.

