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Research Paper

Prioritized indicators to evaluate performance of business intelligence in Tose'e Ta'avon Bank

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Abstract

Information is the lifeblood of the economy and the key to success in the digital era, making decisions that are consistent, better and faster than the competition's preemption. The proportion of bad business decisions and decisions based on incomplete information, or at least, could bring millions of dollars in losses, and the majorities of the market share of foreign companies or even bankrupt the company. To overcome these problems, data processing technology, this is called business intelligence; the present research has been to "Prioritized indicators to evaluate performance of business intelligence in Cooperative Development Bank ". The research includes Cooperative Development Bank management centers in the country 45 people all of the meeting dated 2015 in Tehran to attend training courses were brought there. After the questionnaire was distributed among the target population of 34 questionnaires were returned using the software were analyzed SUPER DISITION. According to results indicators to assess the performance of business intelligence in order of preference are: After adaptation to the needs of business, after the performance of business intelligence systems, the flexibility of the system, supply and services meet and the ability to integrate and merge the experiences and needs of customers. Prioritize options to comply with the requirements of the business are: system to align with organizational goals highest and aligned with the strategic goals of the system.

Keywords: business intelligence, Cooperative Development Bank, Software SUPER DISITION, ANP technique.

Introduction

Organizations of rising capitalism, it was gathering information about competitors. Nowadays according to many experts, the real revolution in the field of business activities lies in attempts to locate the information. To enable organizations to respond quickly to changes in the market management information systems are needed the organization and its environment that can perform various analyzes of cause and effect. BI systems that exist among the most complex information systems provide a means by which the information needs to be answered properly. Commercial intelligence and business information in a timely, reliable and adequate supply of and the ability to reason and understand the underlying business information through the discovery process and enables data analysis. Such systems, the information provided which may serve as a basis for making fundamental changes in the work of a particular company. Including the establishment of new areas for cooperation, acquiring new customers identify new markets and offer new services to customers noted that all point to the importance of this new approach to business intelligence. However, according to Jung, is currently still in the early stages of a business intelligence application most enterprises are incapable of understanding it effectively. Since the effective evaluation of an information system is a central element in the successful implementation of the system research on Performance Evaluation and currently is very low BI managers often have to assess all the supporters and opponents in order to evaluate the performance of BI systems provide balance. (Mazlomi, 2012)

On the other hand, information is the lifeblood of the digital economy and the key to success in the era, making decisions without contradiction, better and faster than the competition's preemption. Bad business decisions the decisions based on incomplete information, or at least, could be millions of dollars in losses time, the majority of the

company's market share abroad or even bankrupt the company to overcome these problems, data processing technology, which is called business intelligence, The company helps that the task analysis, strategy and forecast preparation methods and to automate them to make better decisions insurance that do not use the Business Intelligence, often squeezed some problems such as bulk data, the complexity of the analysis and the inability to track the process and outcome of decisions taken, are derived. (Azimi ,2012)

BI to help solve these problems, because of the structure of the organization to create, creating new opportunities for growth, and not only eliminate the problem, but with time and cost savings, working conditions transforms if insurance companies in the infrastructure and transaction layers of technology transfer and transform data extraction and use and business intelligence in the context of data mining technology provides the business intelligence becomes effective. (Ahonen ,A.&salonen ,J.2014)

The Business Intelligence Systems on some important aspects of financial and other important focused on increasing efficiency due to the specific nature of electronic technologies and virtual spaces, the use of analytical tools and intelligent, processing enables high availability lot of information at different levels of organization can provide. (Azimi ,2012)

Therefore the necessity mastering new technologies like business intelligence in business, especially businesses in cyberspace to the good feeling. The aim of this study was to evaluate the performance of business intelligence Cooperative Development Bank.

Theoretical Foundations
Intelligence

Intelligence is learning ability to apply what has been learned, in adapting to new situations and solve new problems. Talents of the they will arise, Cognitive learning and the constituent elements of the work we to solve the problems of

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daily life and adapt to changing environmental conditions and constant. (Burder ,2013)

Business Intelligence

BI or Business Intelligence is a more common format such as commercial or non-commercial (non-military) is the wide range of applications and technologies for data collection and knowledge of the genesis of inquiry in order to make commercial decisions and accurate intelligence analysis firm. A business intelligence firm based on architecture composed online analytical processing of data in a careful and intelligent business decisions are explored. (Ahonen ,A.&salonen ,J.2014)

Compliance with business needs: Compliance with business requirements are alignment system to align with organizational goals and strategic objectives of the system. (Burder ,2013)

Functions of business intelligence systems: Business intelligence systems are functioning security system output data accuracy, response time and ease of use. (Bromideh, A & Aarabi, N .2014),

Flexibility: The flexibility of the system possible future development of the system, and parametric flexibility and convenience of changes in the output report. (Bromideh, A & Aarabi, N .2014),

Supply and services meet: Supply and services meet the support decision-making in the organization, user participation and support efficiency. (Bromideh, A & Aarabi, N .2014),

Ability to integrate and merge the experiences and needs of customers: The ability to integrate and merge the experiences and needs of our customers the application of consulting experience and integrating the information needs of business executives. (Ahonen ,A.&salonen ,J.2014)

Research Background

Haghighat Monfared and colleagues (2011) in a study evaluating the performance of business intelligence is expressed as: In today's fast-changing business environment, organizations need business information useful not only to survive, but it is vital to success. Due to the inability of management information systems to meet expectations of organizational decision makers in the competition in recent years, art technologies such as Business Intelligence has become one of the important concepts in management information systems and is integrated with leading cultural organizations. And the forefront of information technology support management decisions. In this article to identify the most important factors and factors affecting the performance of a business intelligence system, a performance evaluation model of business intelligence (in the form of a case study of an organization's software manufacturer) should be introduced. And due to the lack of a relationship between factors affecting independence, method of Fuzzy analytic Network Process to identify possible relationships between the measured and used them to develop evaluation models and

then, the results obtained with the method of AHP and fuzzy and non-fuzzy analytic network process compared.

Abdari and colleagues (2014) in a study titled "Take Business Intelligence in Banking Industry" suggests that today's world is a world of change and the need to anticipate the possibility of timely business issues are more evident. If the prediction is effective have sufficient knowledge about the current situation previous to recognize trends and changes can be planned for the future. So that managers can take strategic decisions at the right time. Thus, the policy will be carried out with a better view of the future.

Ahonen&salonen (2014) conducted a study on private banks (Bank 1200) and Finland did Customers The following results were obtained: according to the study, the vast majority of private banks at least 3 to 5 years the use of the Internet to provide services to almost all of them have a website.

On the other side the company's corporate clients on average 2 to 5 times a year will benefit from the services of private banks. Saving time and money is one of the reasons for the popularity of private banks. However, the lack of public awareness, previous negative experiences of users, complexity, methods and processes of electronic insurance, lack of facilities and equipment, security systems, and the need for professionals and technical experts and the need for electronic banking conditions such challenges and barriers to the development of electronic banking in Finland are presented.

Ahonen&jarvinien (2013) in a study titled the current status of electronic banking level 5's in America, England, Germany, Finland and Sweden have been conducted. After analyzing the situation each of these countries in the field of electronic banking, little experience of companies in the provision of electronic services, issues related to security systems, attitudes and cultural issues related to users, the need for confidentiality and privacy of users, small number of insurance required to be familiar with computers and electronic banking methods and ... among the challenges of electronic banking in these countries are presented.

Research methodology

Research method is descriptive; and since research results can be used practically, it is classified as practical researches. Also, inferential statistic has been used to analyze data. The research includes cooperative Development Bank management centers in the country to 45 people. After distribution of the questionnaires were returned by 34 questionnaires, analyzed. The most common means of gathering information through observations, interviews and questionnaires fitted. In this method, the validity of the questionnaire will be used. For this purpose, library studies were performed to identify variables, the expert opinions were received.

With outputs Software ANP the priority of each of the options appraisal business intelligence Cooperative Development Bank as follows:

Name	Ideals	NORMALS	Raw
Security	0.551425	0.158972	0.064955
Development	0.1795534	0.051759	0.021148
Flexibility	0.1068886	0.030815	0.012591
Experiences	0.150976	0.043525	0.017784
Decision making	0.267556	0.077135	0.030212
Accuracy	0.253483	0.073942	0.030212
Convenience	0.081960	0.023629	0.009655
Time	0.202895	0.058493	0.023900
Simplicity	0.099250	0.028613	0.011691
System	1.000000	0.288294	0.117795
Partnership	0.172925	0.049853	0.020370
Required	0.067920	0.072581	0.008001
Accountability	0.252108	0.072681	0.029697
Performance	0.078765	0.022707	0.009278

Figure 1 - Priority options for business intelligence assessment

Output with software options highest priority rating options for system alignment with organizational goals and lowest points of the options is to integrate information needs of business executives. As well prioritization index options are consistent with business needs, system to align with organizational goals high and then align with the strategic goals of the system.

Table1:

system	1.00000	0.288294	0.117795
Accountability	0.252108	0.072681	0.029697

Prioritize BI system performance index options are: System security, accuracy of data output time and ease of use and ability to respond to system data visualization.

Table2:

Security	0.551425	0.158972	0.064955
The time	0.202895	0.058493	0.023900
Simplicity	0.099250	0.028613	0.011691
Accuracy	0.256483	0.073942	0.030212

Output with software flexibility in the order of priority options are: Possible future development of the system, and parametric flexibility and convenience of changes in the output report.

Table3:

Convenience	0.081960	0.023629	0.009655
Development	0.179534	0.051759	0.021148
Flexibility	0.106886	0.030815	0.012591

Prioritize and meet the requirements of enterprise supply index options are: Support decision-making in the organization, user participation and support efficiency.

Table4:

Decision making	0267556	0.077135	0.031517
Partnership	0.172925	0.049853	0.020370
Performance	0.078765	0.022707	0.009278

Software prioritized in accordance with the output index options and the ability to integrate and merge the experiences and needs are: The application of consulting experience and integrate the information needs of business executives.

Table5:

Experiences	0.150976	0.043525	0.017784
requirement	0.067920	0.019581	0.008001

Conclusions and recommendations

New technologies are developing at a staggering pace, so that communities in general and in particular with the market looking for tricks that are indescribable haste that ensure survival in the chaotic field. Organizations must accept that philosophy has changed his life and being alive means of achieving sustained profitability cannot be and must be followed by competition and its instruments, because they are

less involved in such areas as far away from the traditional and the new rules of the game business and, to be tantamount remaining competitors or it might be hard and with great skill, they took a step, the new rules of the game must be fluent to be your day to be considered a new rule. The mastery of new technologies such as business intelligence business is considered to be an inevitable requirement of the need.

The main objective of this study was to evaluate the performance of business intelligence to prioritize indicators is the Cooperative Development Bank. The results presented in accordance with the following suggestions:

1- Planning for the promotion of the use of business intelligence framework proposed in this study after its review of the organization according to the characteristics of different sectors.

2- Needed to implement a pilot project in the operational business intelligence to be provided after receiving the feedback to improve the implementation and enforcement of the decision is final.

3- Considering that, in accordance with the Cooperative Development Bank, the business needs to be given more importance the output of the software in accordance with the priority of options to choose the highest rating system alignment with organizational objectives, it is suggested that to improve these indicators timely planning done.

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