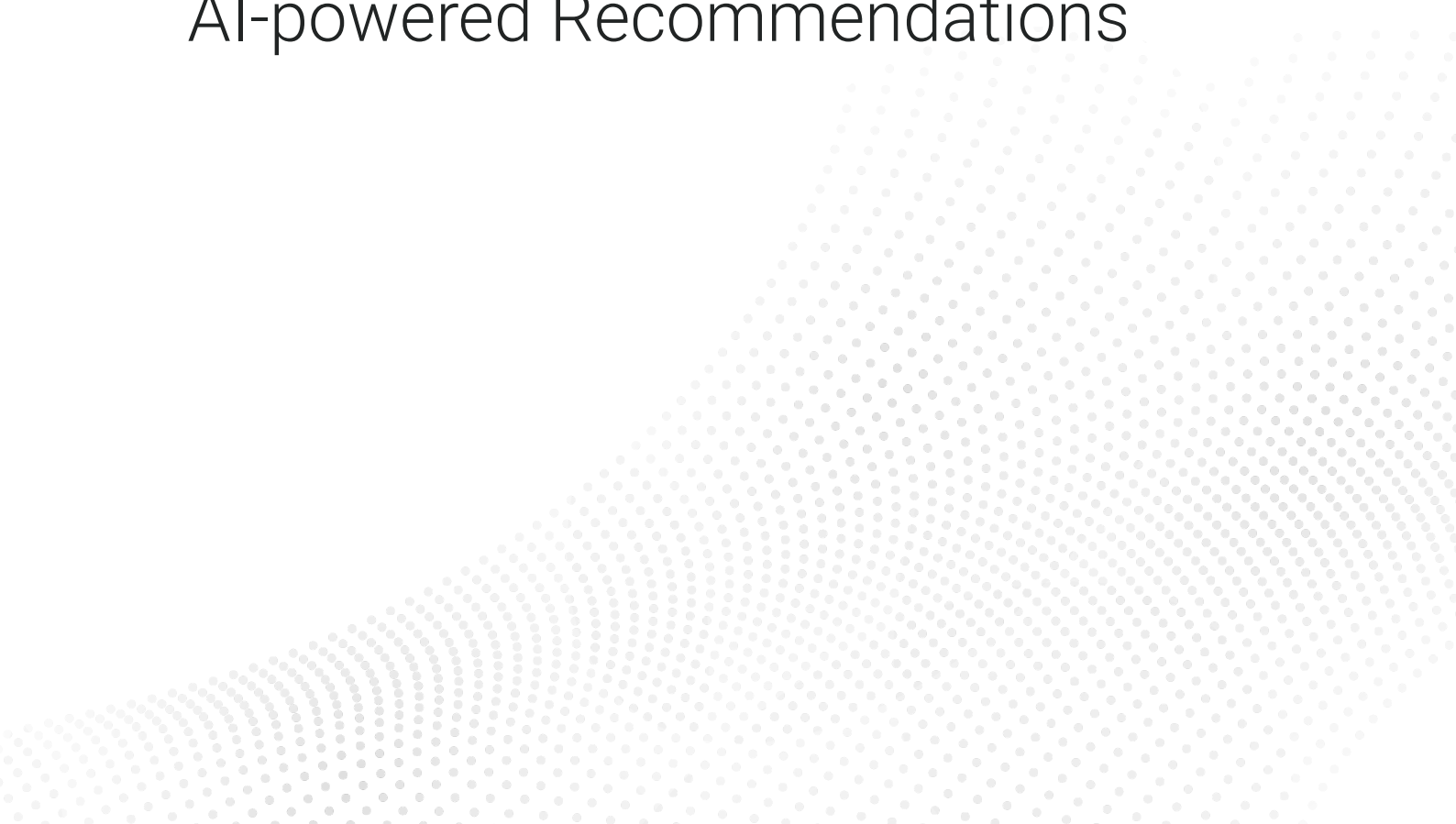




# The Competitive Advantage of Decision Intelligence

Get Immediate Business Value with  
AI-powered Recommendations





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## Introduction

Data-driven insights are at the core of every business in the digital era. Organizations that have historically relied on business intelligence (BI) dashboards and manual data analysis are shifting to decision intelligence (DI) and applied machine learning to enable their business and analytics teams to make smarter decisions, faster and become truly data-driven. This paper examines the evolution of business intelligence to decision intelligence and the key factors shaping its adoption.

### Top 3 Trends Driving the Adoption of Decision Intelligence

- 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. The “last mile of analytics” - the final step in the analytics process in which insights are translated into outcomes 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 recommendations into action. Business decision-makers need to go beyond descriptive BI reports and dashboards and leverage DI, which provides deeper, more accurate insights and delivers data-driven, contextual recommendations at the point of decision.
- There will be ~175 zettabytes of data worldwide by 2025, much of this data is unstructured. This massive volume of data won't be processed manually. This is where organizations will need to use decision intelligence along with advanced machine learning algorithms. DI will augment human capabilities in the decision-making process with data and algorithms, thereby eliminating bias and enhancing the quality of decision-making. Decision intelligence will also enable more responsive operations and ultimately, an improved bottom line.

### The Decline of Dashboards

BI reports and dashboards have been a mainstay of the analytics tool kit for the past 20 years. Dashboards are great

for observing standard metrics from aggregated data at a high-level and with rigid, predetermined drill paths. But they cannot address follow-on questions such as “why” things are happening, or “how” you can 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 drive real-time decisions and action.

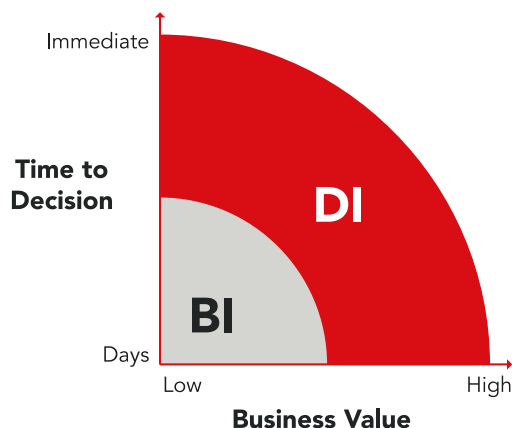
Dashboards were engineered to inform, not prescribe actions in response to business moments and events. They can't tell you why things change.

Moving from descriptive insight to recommendations for action requires knowledge of how the underlying data was generated, 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”. Even with predictive AI models, current BI tools have only offered possibilities, leaving human users indecisive. 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?”

Additionally, business intelligence tools do not perform data analysis on metrics that are not explicitly specified. Decision-makers do not get insights that they weren't already looking for, meaning that they don't get to view the data in the context of the entire business. That leads to siloed decisions and puts the organization at a competitive disadvantage.



Making smarter decisions requires a business user to know “why” metrics have changed “how” to drive better outcomes with AI-powered recommendations.



	<b>BI Dashboard</b>	<b>Diwo</b>
<b>Questions</b>	What happened?	Why did metrics change? How to improve outcomes?
<b>Analytic Output</b>	Reports, Dashboards	Recommendations, NLP interaction
<b>Type of Analysis</b>	Slice & dice, subject to human bias	AI-powered, contextual recommendations
<b>Data Analysis Experience</b>	SQL queries	Machine learning, AI, statistics, NLQ

As decision-makers come under pressure to make in-the-moment decisions, dashboards can't keep up. The average business decision-maker reviews 8-12 different dashboards to make a decision. Not only is this process complex and time-consuming, the manual nature limits scalability and introduces subjectivity and bias. Additionally, it takes a trained data analyst five days to produce a dashboard. No business today can afford to wait that long for insight into their business. Decision intelligence accelerates the path from data to decisions. It helps users quickly evaluate different scenarios and outcomes so they can make decisions and take action when it matters most - in the business moment.

## The Rise of Decision Intelligence and AI-powered Recommendations

The next evolution of business intelligence is here - moving beyond static reports and dashboards toward the automation of complex data analysis and the timely delivery of actionable recommendations. Progressing from data to decisions requires answers to what happened, why metrics changed, and how to improve outcomes. Only decision intelligence can get you there.

Decision intelligence empowers users to make smarter decisions by delivering insights and recommendations at the right place and time, fundamentally improving the speed, quality and impact of their decision-making.

Decision intelligence solves for decision latency - the time it takes to make a decision in response to a business change. DI accelerates decision-making by transforming an organization's massive amount of data into recommendations for action when and where users need them. DI is capable of making recommendations while being able to fully explain and validate the recommendation with the business logic

applied and supporting data. It can understand and apply business context, quantify the impact of competing business objectives, model different scenarios and recommend the best strategies to meet enterprise goals and KPIs. With decision intelligence, users understand potential decisions and their outcomes, based on their unique business context. They can confidently make decisions faster, in turn, delivering immediate business value.

While dashboards aren't going away, they will be augmented with decision intelligence. DI automates much of the work required to get answers to the "why" and "now what" questions and accelerate the decision-making process. With DI, users can make decisions significantly faster to stay ahead of the competition. According to Gartner, "By 2023, more than 33% of large organizations will have analysts practicing decision intelligence, including decision modeling."

## How Decision Intelligence Works

Decision Intelligence leverages AI, machine learning, contextual intelligence, NLP, and process automation to help users explore, analyze, and make decisions upon data more effectively than they could manually with static reports and dashboards. DI leverages your existing data fabric and identifies opportunities to enhance and optimize the business, driving growth, and creating new efficiencies. It continuously puts relevant, actionable recommendations from business data at the point of decision, rather than forcing users to pivot to a BI tool, perform multiple queries, and review multiple dashboards. Decision intelligence empowers business leaders to converse with data with natural language query (NLQ), making it faster and easier to consume information.

## Accelerate Decision Velocity with a Streamlined Analytics Process

Decision intelligence eliminates the long, manual data analysis process (and biases) that keeps your organization from making smarter, data-driven decisions. DI automatically surfaces opportunities and quantifies their potential impact to your business. More importantly, decision intelligence

## Diwo Decision intelligence Platform

Business user



then provides recommendations that a user validates and puts into action.

Decision intelligence uses AI to augment a human's decision-making process. It can handle complexity beyond human cognition and fundamentally improves the speed, consistency and impact of our decision-making. The system learns from every interaction and improves itself over time, increasing trust with a decision-maker. Additionally, decision-makers do more for themselves without relying on IT and data engineering teams.

### The Diwo Decision Intelligence Advantage

Many enterprises have realized that dashboards aren't enough when making decisions. Analytics teams need to get insights from machine learning models into the hands of decision-makers in a way that is intuitive for business users. Diwo's Decision Intelligence platform goes deeper than a dashboard by accelerating data exploration and looking at every factor in your data fabric to surface key drivers impacting your metrics, in seconds. It then delivers recommendations to users, to accelerate and simplify decision-making.

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 decision intelligence.

Diwo's system is architected to deeply understand an organization's business processes and uses the knowledge to ensure every interaction with users is highly contextualized. It connects the dots between multiple machine learning models, helping to determine how a decision impacts other departments in the organization. Instead of just generating insights, Diwo leverages AI to identify business opportunities and risks in a timely manner and recommend the next best action to decision-makers. Diwo's natural language interface and tailored graphical interface simplify access to even the most complex analyses and machine learning models. It constantly learns from interactions, decisions and data feeds to predict user actions and tailor insights and recommendations, further reducing the cognitive load on users.

By applying consistent semantic context and using that context as the basis for automatically providing recommendations, Diwo's Decision Intelligence platform provides a consistent portfolio of recommendations and best actions built out from your business context. Users are empowered to act quickly with full visibility on the impact of their decisions.

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Diwo automatically surfaces insights and pushes recommendations to the business user for immediate business impact.

**How might we increase margins on this key product for next season?**

Increase volume commitment to 150,000 units per week for the next eight weeks, lowering overall unit cost by \$0.45 per unit and increasing gross margins by \$1.12M.

**Which customer segments are most likely to spend more with a credit limit increase?**

Increase credit limit by 14% on the following customers: List A from campaign 23, and List M from campaign 16.

**What can we do to increase revenue with our digital customers in Q3?**

Offer an incentive to your digital customer base of 10% storewide to increase revenue by \$34M for the month of August, with a 2% increase in gross margins as compared to individual cost reductions.

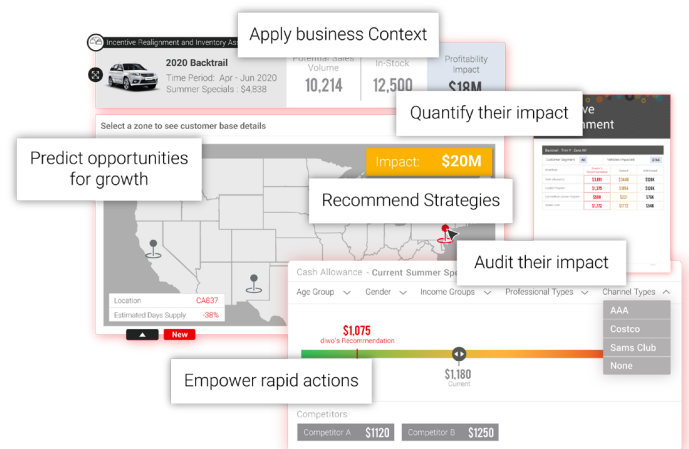
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## Summary

The need to make faster, higher quality decisions is a reality that every organization is facing, regardless of the industry they operate in. Diwo's Decision Intelligence platform has been designed from the ground up to automate the last mile of analytics and accelerate business decision making. It is an intelligent and highly adaptive system that works to continuously optimize the business. It tracks all of your key metrics and uncovers insights that even humans cannot find. The patented architecture brings together the latest in ML, contextual intelligence, statistical inferencing, NLP and distributed data management to deliver:

- Deep personalization through understanding of the business context
- Real-time analytic response across massive data volumes
- Increased ROI on AI and AutoML investment

More importantly, Diwo provides recommendations that you validate and put into action. It does this in a fraction of the time compared to legacy BI approaches and delivers actionable recommendations in a way that is easier for end users to consume. It is precisely this combination of contextual intelligence, process acceleration and UX that delivers immediate business value. Now is the time to prepare for the era of Decision Intelligence and meet the rising demand for access to contextual recommendations that reduce the latency between data and decisions.



## About Diwo

Diwo, the market leader in AI-powered Decision Intelligence (DI), accelerates business decision-making by automating the last mile of analytics. Diwo empowers users to make better decisions faster by understanding “why” metrics have changed and “how” to improve outcomes. Diwo's DI platform combines AI and ML-driven automation and contextual intelligence to continuously monitor your data fabric and immediately surface actionable recommendations. Data-driven companies across industries deploy Diwo to get 10x faster business impact than traditional BI tools and dashboards. To learn more follow Diwo on [LinkedIn](#) and [Twitter](#) or visit [www.diwo.ai](http://www.diwo.ai)