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Subject: Don't Sleep on Automated Report Generation

Reports are a powerful tool in your business intelligence arsenal. They take a messy proliferation of data and transform it into actionable intelligence. Depending on the methodology used to create them, reports can either be a lifesaver or the bane of your existence.

Whether you're compiling recurring reports or generating data-backed analytical evaluations, reports are only as reliable as your foundational data. As companies and consumers alike become more reliant on this business intelligence tool, the process generating them has evolved. For recurring reports (quarterly, annual, etc.), BI services now automate report generation. This mitigates the risk of human error, lowers time and cost usage, and generates reports faster than the manual alternative.

As you adapt your business model to incorporate this valuable business intelligence tool, keep these things in mind:

- Clean data is crucial. In this McKinsey report, it's evident that the proliferation of data available to your business could mess with your business intelligence tools. After all, if you can't delineate between quality data and useless data, how are your reports to tell the difference? Poor data can be outdated, inaccurate, or simply irrelevant to your analytical purposes. For instance, e-commerce and sensor-generated data, two of the most rapidly growing data streams, take up massive amounts of computing power to filter. Narrow down the parameters of your data to control its impact and ensure your processing power isn't spinning its wheels.
- Leverage the power of your data. If you're accruing sensor data, consumer data, or location data, reports provide critical intelligence for strategic initiatives. This allows you to be proactive in sensing trends, downturns, and rises that would have otherwise caught you off guard. Ensure that your agility is powered by data and your success is inevitable.
- Consider it from a retention perspective. Automation encourages upskilling and the creative utilization of employee abilities instead of toiling away at manual tasks. By delegating these tasks to software automation instead, you'll see a rise in productivity, cross-team collaboration, accuracy, and even work/life balance.

Reliable reports generate actionable insights. You are equipped to make data-backed decisions that boost productivity, increase profits, and enhance the functionality of your operations when you've got the business intelligence tools to back up your wealth of data.

Consult Incyte today about a successful implementation of your business intelligence tools,

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