Mobile Dashboards For Executives

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Introduction

In the current competitive world of business, executives continue to face stiff challenges to drive growth, and in parallel rationalize operations costs. This leads to various imperatives like:

- Real-time monitoring of business & KPI
- An executive being at helm of the business, the organization looks upto him/her for the right decision at the right time
- This underscores the need to stay connected with enterprise performance data to be able to make informed decisions while running the operations

Mobility enabled executive dashboards can prove to be an extremely helpful tool for the executives. Mobile dashboards address all the aforementioned challenges in a seamless way. Being handy, mobile devices enables availability of right knowledge about the state of the business operations anywhere, anytime and stay connected with the business via wireless networks.

Mobile dashboard based application will empower the executives from various sectors like retail, hospitality, manufacturing, insurance, banking, telecom, automobiles, healthcare etc. to view and act on various KPIs quickly and easily from any smartphone or tablets.   This opens up new possibilities for executives to perform their operations virtually in each area of the business.

Abstract

This paper throws light on how mobile based dashboards can help executives of a business organization in monitoring business KPI, making informed decisions and rectifying the negative metrics in real-time to enhance the business performance.

Challenges in current dashboard & BI based tools adoption by enterprises

Though most of the enterprises use dashboard utilities, they continue to face issues in complete adoption. This leads to non-effective usage of current dashboards and in-turn affects the decision making ability of business executives. Some of the major hurdles could be noted as:

- **Device:** Currently dashboards are desktop based, so significant investment is on desktops & laptops
- **Immobile:** So executives can't use desktops while roaming or out of office
- **Stale information:** Desktop based dashboard tools normally work on request based data, periodic sync based data principles. So this impedes the real time assessment of operations therefore impacting the KPI
- **Partial and/or distributed data:** Most of the enterprises have started to migrate from manual paper based information to digital information, and others are moving to integrating various heterogeneous data repositories that are built in bits and pieces

Immense opportunities in mobile dashboards

Vigorous competition among OEMs has been witnessing a huge surge of smartphones & tablets into market. Cost effective and high performance smartphones and tablets are catching attention of enterprises due to screen landscape & its applicability in business. BYOD policies are igniting & accelerating pervasive adoption of smart mobile devices for business purpose. Gartner's report forecasts flourishing scenario for the mobile & tablet market in 2016.

The opportunity to increase productivity, business insight on the move, customer service from anywhere etc. is waiting to be tapped. Mobile dashboards for every work group, from executives to customer service will increasingly become the order of the day.

Mega trends influencing the informed decision making – Happiest Minds point of view

Trend 1: Cloud Computing and Virtualized Enterprise data

As cloud adoption accelerates data, information and actionable intelligence access is possible on any device, anytime and anywhere. It makes mobile based dashboards a MUST HAVE

Trend 2: Real-time notification on data updates to mobile devices

The growing maturity in push notifications in mobiles is opening up a whole new way of server to client communication. This can prove really useful in reflecting the real-time graph of KPI on mobile dashboards. Normally, when user opens a dashboard app on desktop, it fetches all the relevant information instantly and displays or it periodically requests the server to update the information. But notifying the dashboard app only when data change happens on server will save periodic requests from mobile devices and user can get real-time alerts on the changes in KPI when it actually happens.

Sector wise overview of how mobile dashboards play a key role in KPI assessment of a business

1.1 Banking

- Real-time information/reports from all departments credits, sales, fixed deposits, mutual funds, accounts etc.
- Real time monitoring of ATM machines
- Credit History review and approval on the go
- Comprehensive information on all aspects of banking indicating KPIs and ability to analyze this information to the minutest detail possible
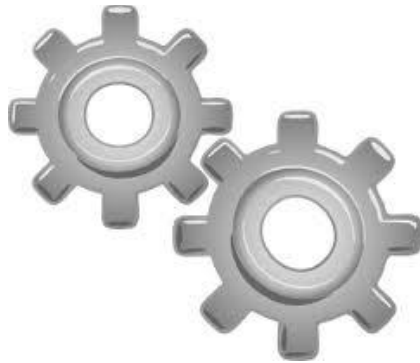
1.2 Retail

- Sales monitoring; store wise/ product wise/ category wise/ brand wise
- Real-time evaluation of offers; customized and generic
- Monitor registered user activities and draw analytics on feedbacks, product-interests, recommendations, purchases etc.
- Planogram based product analysis
- Monitor new launches and promotion of productions from manufacturers

1.3 Automobiles

- Sales reports based on region, franchisee, showrooms
- Maintenance monitoring and supervising vehicle services
- Monitor spare parts demand/supply
- Monitor new vehicle launch, promotions/offers/exchange bonus
- Used vehicles sales management

1.4 Manufacturing

- Monitor production/assembly/packaging line
- Monitor supply and stocking of raw materials
- Remote quality assessment of raw and finished materials
- Collaborative information of various units, assembly lines, warehouses

1.5 Health Care

- Detailed information on profiles of patients, Doctors and other medical assistants
- Reports on medication history, reports and follow up with other specialists
- Remote assistance on a particular health topic, discussions, reviews
- Real-time remote assistance on operations/critical surgeries from experts

1.6 Insurance

- Reports on sales based area, policy types
- Claims analysis and monitoring based on maturity, hazards and eligibility criteria, appropriate documents verifications
- Analyze policies close to maturity and its impact on revenues
- Analysis, suggestions and approval on policy terms and conditions
- Analytics driven new product suggestions, existing product improvisation

1.7 Pharmaceutical

- Sales performances by region, store, brand
- Out of stock, expired, banned drugs management
- Analyze and process customer complaints and redirect to appropriate brands
- Region wise assessment of new drugs promotion, doctor's opinion and sales KPIs
- Distribution of drugs based on past data pertaining to geography, climate and other natural unevenness that has affected people's health

1.8 Hospitality

- Analyzing online reviews, ratings in a competitive matrix
- Monitoring reservations
- Dynamic offers over internet and analyzing its performances
  Monitoring customer services like food services, transport facilities etc.

1.9 Inventory management

- Reports on end-to-end management of inventory
- Real-time tracking of inventory status, sales, purchases, distribution
- Remote quality assessment & control
- Alerts and notifications on schedules, stocks status and distribution

Stay relevant, only change is constant

1. Why?

There are various high influence factors that compel executives to be always connected with enterprise data to make informed decisions. Some of them are:

- **Time**: now its 24*7 ready and informed decision making
- **Growing Competition**: nowadays we hardly imagine a business sector without any stiff competition
- **Continuous Evolution in Mobile Devices**: size, handiness, performance, network connectivity, cost etc.
- **Various Mobile Operating Systems:** Android, iOS, Blackberry, windows that are continuously evolving with new and improved features and intuitive capabilities
- **Distributed User Group:** Need for conversion of these platform capabilities, as the user group is distributed in using various OS based mobiles and tablets
- **Need for One App on Many OS:** Unifying software development efforts to run all these major mobile operating systems, scalable and self-evolvable to stay relevant

2. How?

This is where the IT providers come into playing a key role in improving, re-modeling and transforming decision making processes and instruments associated with it. An IT provider will have to act as a right technology partner with the organization in mobile enablement of the organizations business. The IT provider and organization together have to carve out the plans for incorporation of new methodologies, processes, manage changing requirements from the line of businesses of the organization speedily through mobile technology enablement. Both constantly strives to innovate new ways in business information synthesis by utilizing the growing capabilities in mobile technology, evolution in wireless network connectivity leading to carrying out the business from anywhere and anytime and by having key operational performance indicators enables quick flowing decision making to retain the competitive edge.

Conclusion

Mobile dashboards have become imperative with the revolution in mobile technology. It can really influence the informed decision making ability anywhere and anytime. Having data organized in charts in real-time will help the executives to drive their business remotely and also monitor the business KPIs, rectify a negative KPI remotely instantly. This helps executives to stay connected with the business in real-time.

Happiest Minds Technology has established niche capacity to carve out the enterprise mobile enablement for its customers. It uses refined software development methodologies with proven best practices and highly skilled engineers in versatile mobile technologies to leverage the best mobile software solutions in building mobile and tablet based dashboards for executives. Solutions are crafted to finest degree based on the critical requirements of the organization, level of information comprehension, ability for data analysis, minimalistic footprint, reusable, scalable and portable to all major mobile operating systems.

About Happiest Minds Technologies:

Happiest Minds, the Mindful IT Company, applies agile methodologies to enable digital transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: Big Data Analytics, AI & Cognitive Computing, Internet of Things, Cloud, Security, SDN-NFV, RPA, Blockchain, etc. Positioned as "Born Digital . Born Agile", our capabilities spans across product engineering, digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/ hospitality.

Headquartered in Bangalore, India; Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.

To know more about our offerings. Please write to us at business@happiestminds.com