

Business Intelligence and Analytics for Fortune 500 Companies



Gopal Krishnamurthy
CEO

CEOCFO: Mr. Krishnamurthy, what is the concept behind Visual BI?

Mr. Krishnamurthy: We are primarily a Business Intelligence & Analytics firm. Everyone has realized that there is a huge proliferation of data and big data at all companies. However, the whole concept of analyzing the data and looking at the spreadsheets and tables is long gone. With the greater use of smartphones, everyone is very impatient and wants the access to information quickly. What we offer to companies is business insights by leveraging smart visualizations. We go to large Fortune 500 clients, take their data, do the enterprise data warehousing and, on top of that, provide personalized and customized visualizations that give the executives the insights about the business that they are looking for in a very agile and quick timeframe.

CEOCFO: How are you able to present visualization so that it makes a difference?

Mr. Krishnamurthy: There are many BI & Analytics companies that have mushroomed over the last three years. We are not someone who has opened up a shop because BI & Analytics is hot. Visual BI has quite a few experts with twenty plus years in the BI & Analytics space and a number of employees at Visual BI were in the enterprise Data Warehousing world before. In working with a great deal of businesses and executives, we know that they want to get quick insights. It is not about presenting data. It is about presenting actionable insights, so that they can quickly make a decision, rather than being reactive. They want to know how their company did in the last thirty days, so they need us to proactively provide actionable intelligence. What differentiates Visual BI from other companies in this space is how smart we work and how much business value we give. We have come up with a great deal of advanced visualization controls. The Visual BI proprietary custom controls give them insights very quickly; rather than two clicks, they would get it in one click.

CEOCFO: Would you give us an example of the type of information you could provide that would trigger action?

Mr. Krishnamurthy: When you look at a simple chart you get trend analysis of how you have been doing over the past ten months or ten years. It is human nature to present it the old way. However, in reality what they want to do is at one time analyze A – my business is seasonal, so I only want to analyze summer months over the past five years. On the other hand, you may have a business where you may want to only analyze November and December sales over the last four years. Therefore, some of the tools that we have developed allow them that run time analysis. We have a U.S. patent on that tool, called a Multi-Select Period Selector. The other thing that we offer is that we have better visual ways of presenting data that are more intuitive. For example, if I were a retailer, I would want to know if over the last thirty-one days, I am doing well on Mondays, but weekends are very bad for sales, so therefore I would want to increase my discounts and promotions over the weekends. We provide that insight without having to click anything. That is where we add value. We make it easy for them to look at the data and make decisions.

CEOCFO: What is involved with implementing your software?

Mr. Krishnamurthy: The data is stored in Enterprise data warehouses like SAP BW or SAP HANA, or Traditional EDW using Oracle/SQL Server etc. We cleanse and harmonize the data so that we can consume that and provide the Visual Intuitive interface. It can then run an Executive Dashboard that we build, which could take anywhere from four to twelve weeks. The first week is usually the executive discovery process, where we meet with the executives and discuss what they are doing and what their competitors are doing, as well as what their board and managers are saying as their objectives. It is more management consulting that happens in the first week. In the second week we are making sure that the data is available for analysis and we make the dashboard so that the data analysis can be consumed through any device.

CEOCFO: *Would your system be implemented across an entire company or do you start in one or two departments?*

Mr. Krishnamurthy: Typically, we would start with one engagement, such as the client wants vendor spend analytics, accounts receivable analytics, headcount dashboard or a work order management dashboard. It starts with one, then they fall in love with it and it goes from department to department. However, if there is a big executive backing it, then it could start in multiple departments.

CEOCFO: *How do you reach potential clients?*

Mr. Krishnamurthy: We have grown exponentially in the last four years primarily through word of mouth.

CEOCFO: *Are there particular industries of focus for you?*

Mr. Krishnamurthy: We work with many industries like Pharmaceutical, Healthcare, and Retail, but Oil & Gas is an industry where we receive a great deal of word of mouth references.

CEOCFO: *Was that a deliberate strategy going in or did it develop opportunistically?*

Mr. Krishnamurthy: I worked in the oil & gas industry, so that is where our credibility is very high. However, in the last year we have been doing work with other industries, such as pharmaceutical, healthcare, manufacturing and retail, so the word of mouth is spreading across other industries.

“Visual BI’s Consulting Expertise and Agile Delivery Model helps clients to Look Forward and Think Ahead with Actionable and Intuitive Business Insights.” - Gopal Krishnamurthy

CEOCFO: *What are some of the challenges in working with the oil & gas industry?*

Mr. Krishnamurthy: Most of the activity happens in the Oil field, so data is coming from so many different systems. Therefore, integrating the multiple systems is the challenge.

CEOCFO: *How is business these days?*

Mr. Krishnamurthy: Business is great. We are continuing to grow exponentially.

CEOCFO: *How do you attract talent?*

Mr. Krishnamurthy: We attract talent also through word of mouth. We have a very clean reputation, which attracts quite a bit of talent.

CEOCFO: *What might be different a year from now at Visual BI?*

Mr. Krishnamurthy: We are focused on going global. For example, we are trying to open up an office in Canada. Our vision is to be one of the renowned BI & Analytics firms in five years, and we are on the right track to go there.

CEOCFO: *There are many companies in your industry. Why choose Visual BI?*

Mr. Krishnamurthy: It is simply the consulting expertise and our agile delivery model. Many times you hire a management consultant to give you the best practices in analyzing your business and to take you to the next level. But then you need to leverage the technology, however, they do not work hand-in-hand. We are one firm that brings the best practices in management consulting with our expertise in BI & Analytics, and we also implement it right. It is almost as though we are providing the BI and Analytics Management Consulting services for free. Our people know what they are doing, unlike others in the industry. The depth of our experience and the breadth of our skill set in the latest BI & Analytics, I do not think any other firm can claim that.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

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