Even if Your Business is Small Your Data Can Still be Big

By Rachel Delacour, General Manager at BIME Analytics and co-founder of BIME, the producer of BIME Analytics, the first pure cloud Business Intelligence service for the age of Big Data.

Just because it’s Big Data doesn’t mean it’s out of reach for small businesses. It’s a common belief that only large companies with large budgets and bandwidth, as well as highly trained technical advisors, have access to applications capable of processing data the company has available and then drawing valuable insight from the data. And that these applications are too costly or unpredictable for smaller businesses.

I say that this is 100% not the case.

Small businesses have access to a wide range of web services that can be used to equip their teams with CRMs, ERPs, HR systems, etc. The result is that most businesses begin with a deluge of data from the start. But through advancement’s in technology, it’s now possible for organizations of any size to store data for an affordable price, so they can take advantage of the data available to them and potentially access valuable business intelligence.

One specific trend in the last year has been the use of Big Data to improve the sales operations process. SMBs are taking data related to quality assurance and working to find correlations with complaints and customer feedback. When data related to production, customer feedback and marketing all comes together, important business intelligence can be gained.

The true challenge for SMBs when it comes to Big Data is handling the multitude of new data sources continuously popping up in separate databases. The trick to really getting value from Big Data is figuring out how to break down data silos, bring the data together, and then producing relevant, actionable information that has business benefits. This requires query-blending technology that some BI solutions offer and that organizations need to adopt in order to quickly mix a variety of data sources. Mixing data sources enables organizations to analyze the data available to them and gain important business intelligence.

Now all businesses ranging in employee size from 2 to 2 million can successfully mine Big Data to better understand customers’ behavior to help decrease inefficiencies and increase revenue, as well as strengthen client bonds by anticipating clients’ needs. All companies, regardless of size, must quickly learn how to approach and analyze the data available to them. A company’s ability to quickly adopt and understand data analysis is what will keep it ahead of the curve, and in that respect no one is in a better position to evolve faster than SMBs.