

The Shift from Business Information to Business Intelligence;

"BIC (Business Information Center) ONLINE" at Israel Aircraft Industries: A Case Study / Luria Ruth

Abstract

The introduction of electronic information into our lives has transformed libraries into information centers, which contain not only books and periodicals but databases and CD-ROMs as well. The role of information centers within the organizations is to assist employees and managers in getting updated information in the timeframe required to perform their job. The information centers provide raw data from both printed material and electronic sources.

Today, with the increasing competition and the organizations' struggle for survival, it appears that the information center in its present form does not meet the decision makers' requirements and it is necessary to add another function to the business information unit; a business intelligence unit, which will provide, in addition to raw material, analyzed and evaluated information.

The aim of this dissertation is to prove the necessity of business intelligence within the organizations. The "**BIC ONLINE**" – a computerized information system – has been chosen as a case study. The "**BIC ONLINE**" was developed by the Business Information Center at Israel Aircraft Industries as a tool to support the unit's tasks.

The first chapter explores the evolution of online information, resulting in the Internet era. An explanation is given about the "**BIC ONLINE**" system. The following terms are defined: information, intelligence, intelligence objectives and the business intelligence process. The dissertation then proceeds to review the competitive intelligence in Israel and abroad, knowledge management and the use of intelligence in light of the professional literature.

The writer is information professional at the Business Information Center of Israel Aircraft Industries. She has accompanied the "**BIC ONLINE**" system since its establishment in 1997 and is taking an active part in the process of modifying the Business Information unit into a Business Intelligence unit.

The writer's assumption is that in the internet age the "**BIC ONLINE**" system is not meeting the users' needs and therefore has to be modified with an improved system that is capable of providing a business intelligence product.

In order to examine this assumption, a questionnaire was sent to some 250 employees who were defined as potential users of the "**BIC ONLINE**" system. The questionnaire examined the users' attitude towards the system from the point of view of content and interface. The frequency of usage, the users' needs for information and their preferences were also checked.

The findings confirm the research assumptions: where there is a small number of users, the frequency of using the system is not significant and the rate of satisfaction is not high. In order to fulfill their assignments, employees have to look for other sources of information; internet, professional periodicals and internal unstructured information available in Hebrew. It also appears that potential users of information systems do not use the “**BIC ONLINE**” because they lack training.

In light of these findings it has been decided that the Business Information Center will upgrade the present system and will develop a new tool which will support the unit in preparing analytical intelligence reports. The Business Information Center will also prepare a suitable training program.

Additional chapters in this dissertation consider the available tools for information retrieval and for competitive intelligence. They also discuss the requirements from the new system as it appears from the findings.

The Business Information Center has examined some tools and has selected Verity K2 for bi-lingual information retrieval and Share Point Team Services - the technology offered by Microsoft for knowledge sharing within the organizations.

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