Merging Balanced Scorecards and Business Intelligence Techniques: An Applied case on the IT Subsidiary Company in the Egyptian Civil Aviation

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Abstract

A very important challenge for organizations is to have an integrated measurement framework that effectively defines the performance measures and connect them with the organizations’ strategies, then to analyze and report the results efficiently. Here comes the role of the Business Intelligence (BI) as an essential key factor that presents and translates the measurement results, for the performance measurement is one of the BI techniques. This paper focuses on adopting the Balanced Scorecard (BSC) as a key framework for performance measurement to manage and measure the organizations’ businesses. Merging both BI and BSC approaches gives a very strong roadmap to identify strategic goals, measures and take the right actions according to the measurement results. In this paper, the BSC model was applied along with some BI tools such as dashboards, analytical charts and performance measures on the IT arm for the civil aviation in Egypt to define clear connections between strategic objectives, the business processes by which the strategies are executed, and the Key Performance Indicators (KPIs) that measure business performance. Moreover, the current system was fully evaluated, and suggested corrective actions were reported to the strategic management, and a quick look is provided for how the BSC results can be presented using the
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Index Terms

Computer Science       Artificial Intelligence

Keywords

Business Intelligence; Strategic Performance; Balanced scorecard; Performance measurement; KPI Dashboards  Strategic Objectives.