TARGIT
courage to act

COPENHAGEN BUSINESS SCHOOL

Better resource management thanks to TARGIT
Decision Suite

CBS ◹ COPENHAGEN BUSINESS SCHOOL
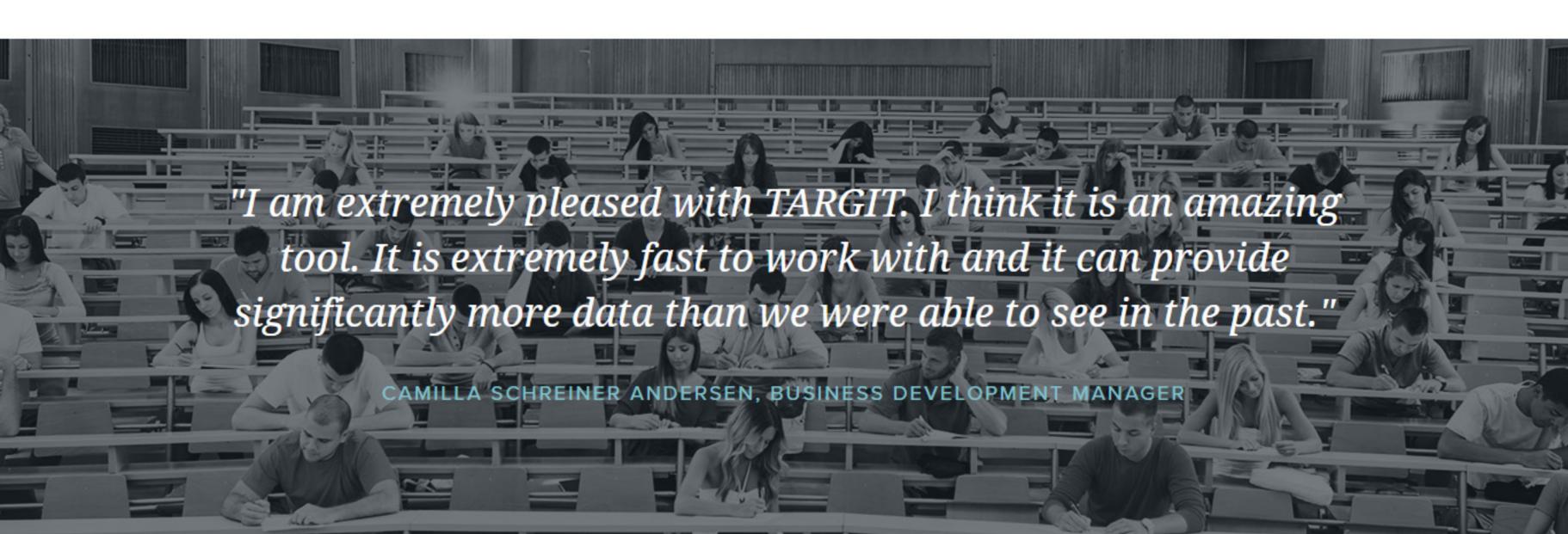HANDELSHØJSKOLEN

ABOUT THE COMPANY

Copenhagen Business School has approximately 15,000 students and an annual intake of approximately 1,000 exchange students. The school's 400 full-time researchers and 500 administrative employees makes CBS one of the three largest business schools in northern Europe.

THEIR CHALLENGES

- Data was not easily accessible to employees throughout the organization
- Reporting was done in Excel which was time consuming and prone to error
- It took up to a week to deliver any data from disparate systems and analysis was impossible

HOW WE HELPED

- Instant access to data has increased overall efficiency with the organization
- Employees can directly view their performance against organization benchmarks which has heightened professionalism and cohesion
- TARGIT's self-service analytics makes data accessible to all users, despite IT skill levels

"I am extremely pleased with TARGIT. I think it is an amazing tool. It is extremely fast to work with and it can provide significantly more data than we were able to see in the past."

CAMILLA SCHREINER ANDERSEN, BUSINESS DEVELOPMENT MANAGER

REWIND 10 YEARS AGO AND Copenhagen Business School was a modern educational organization running on an old-fashioned reporting strategy. With an ever-increasing demand from employees and external authorities for more data and greater insights, CBS knew the answer to better resource management was in BI.

Once CBS brought on **Microsoft Dynamics NAV** for data warehousing needs, TARGIT Decision Suite's **business analytics for educational institutes** was a natural choice to complete the stack.

"The price was reasonable and the solution very user friendly," recounts Business Development Manager, Camilla Schreiner Andersen.

The benefits of a BI solution designed to fit the needs of educational organizations were noticed immediately. "Previously, we spent a lot of time delivering data and it could take up to a week to get certain types of data," says Andersen. "Now we can do it continuously and save time. By gathering our data sources into a single data warehouse we have easy access to basic information and that makes it easier to create great management information and thereby support the decision making processes at CBS."

Today, CBS has hundreds of TARGIT users, most of whom can be found booting up TARGIT Decision Suite on a daily basis.

"I can use TARGIT in analyses directly on my screen, and that saves me a lot of time and improves the quality of my work," says Andersen. "Previously, I had to insert it into Excel and it was a time-consuming process. TARGIT gives me and my colleagues a better work tool, and we can provide our management and colleagues faster and better than before."

Management at CBS is focused on measurements and quantitative overviews. TARGIT puts those important KPIs at decision-maker's fingertips.

"As in many other organizations, the economy at CBS is under pressure, and it is important that we are good at managing our resources, and that is what TARGIT helps us do." says Andersen. "Today, we can deliver data from just about all relevant business areas through TARGIT. We are now working on consolidating our solutions and look forward to benefiting from even more of the features that TARGIT offers. I expect that within the next couple of years we'll be able to support decisions and processes to a far larger extent."

With many the departments, divisions, and focuses at CBS, employees' easy access to data increases democracy and gives users a greater understanding of their performance.

"There are a lot of people who want information and having TARGIT makes it easier for these people to find that information," says Andersen. "Easy accessibility makes people want to use the system and that ensures a higher data quality. Access to information also heightens the professionalism in the organization."

Today, just about all significant data sources deliver data for CBS's TARGIT solution. Finance, salaries, attendance, classrooms, research publications, HR, students, energy consumption, and more is all incorporated and analyzed within TARGIT. And they don't plan to stop there.

"It is our ambition that we get all important management information from our BI solution and we are definitely getting closer," says Andersen. "I am extremely pleased with TARGIT – I think it is an amazing tool. It is extremely fast to work with and it can provide significantly more data than we were able to see in the past. It has a great influence on the people in Business Management as it is our responsibility to deliver analyses and statistics for CBS. But also in other departments I can see that TARGIT helps make the business processes more efficient. The easy access to TARGIT saves time and helps us optimize the way we work."