1. What operational and tactical advantages were achieved?

**Survival**

With Business Intelligence, the company able to obtain an operational advantage from it. The company able to withstand the competency and survive in its business war between other companies. The company able to face a number of problems such as negative cash flows and intense competition easily with business intelligence models as the model able to do the analysis and predictions for the company to make some decisions.

For example, MayBank Sdn. Bhd.

**Increase Sales Revenue**

**Raising Market Share**

**Pricing**

**Sales**