Slide 1

* Definition of business intelligence (BI)
* Overview of BI tools used at Nokia: SAS EG, VISA, Clear Idea Framework
* Benefits of BI for data analysis, identifying trends, and creating reports to support decision-making

Slide 2 AGENDA

* Topics to be covered: Business Case, Clear Idea Framework, SAS EG, VISA, Recommendations

Slide 3 NOKIA BUSINESS CASE

* Background on Nokia: Established in 1865 in Finland, originally a telecom company, but Now focuses on network infrastructure.
* 2022 revenue €24.91B, over 86K employees, Operates in 130+ countries.
* Mission: Use BI tools to build customer trust and enhance sales/marketing.
* Vision: Provide efficient BI analysis to improve strategies.
* Main challenges: Demand forecasting, Marketing strategy, Insufficient product innovation.

Slide 4 Challenges

* + Demand Forecast Failure
    - Issues accurately predicting & aligning supply/demand
  + Marketing Strategy
    - Ineffective messaging, positioning, or targeting
  + Insufficient Product Innovation
    - Lack of new & differentiated product offerings

In summary, Nokia faces challenges with:

* Demand Forecasting - inability to accurately predict future demand leading to mismatches with supply
* Marketing Strategy - poorly messaged/targeted products and brand positioning
* Product Innovation - missing opportunities for new product development

These challenges likely contribute to issues like declining revenue, market share losses, negative brand perception, etc. Effective business intelligence analytics would help provide data-driven insights to address these challenges with metrics tracking demand signals, marketing analytics, product portfolio evaluation, and more.

Slide 5 Gartner Magic Quadrant

* + Research methodology to classify technology vendors by:
    - Leaders
    - Visionaries
    - Niche Players
    - Challengers
  + Provides insight into vendors' capabilities and product/service offerings
  + Focuses on particular use cases

In summary, the Gartner Magic Quadrant is an industry standard model that objectively categorizes technology vendors into four segments based on their completeness of vision and ability to execute. It offers additional context to better understand vendors' strengths and weaknesses for certain use case scenarios.

Nokia likely utilizes the Magic Quadrant for analyses when evaluating different business intelligence solutions and vendors. The Magic Quadrant ratings and vendor positioning provides them with an independent perspective on how vendors compare in areas like vision, market understanding, sales & support, and overall capability to deliver for Nokia's specific needs.

Slide 6 CLEAR IDEA FRAMEWORK

* Structured approach to break down complex ideas/data into clear, concise, understandable components
* Implemented across Nokia to improve communication and decision making
* Key benefits: Enhanced collaboration, More effective decisions, Increased efficiency

Slide 7 V.I.S.A SOFTWARE

* Industry standard API for communication with test/measurement equipment
* Used at Nokia to analyze/visualize data from multiple sources

Slide 8 SAS ENTERPRISE GUIDE

* Powerful BI tool used at Nokia to analyze/visualize large datasets
* Enables creation of reports, automation of tasks
* Utilized for comparison of BI tools to select optimal software

Slide 9 Conclusion

* Recommend Tableau based on:
* User-friendly interface
* Robust visualization capabilities
* Interactivity & real-time analysis
* Broad data connectivity
* Scalability
* Superior to alternatives analyzed:
* SAS Enterprise Guide
* Clear Idea Framework
* V.I.S.A

In summary, after a thorough evaluation comparing several business intelligence software options, Tableau is highly recommended for Nokia due to its intuitive interface, flexible visualizations, ability to interactively analyze real-time data from diverse sources, scalability to grow with Nokia's needs, and overall capabilities surpassing the SAS, Clear Idea, and VISA alternatives specifically analyzed.