IntelliSyn

Comprehensive Organizational and Information Technology Intelligence (COITI)

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The traditional bases for global completive advantage have largely evaporated. How can both public services and private organizations achieve more with few resources and still be more effective with greater efficiency in decision making than its rivals? The answer can be found by infusing both an organization's desired internal and external social outcomes with the appropriate levels of Information Technology (IT) to achieve total organizational intelligence. Organizational Intelligence merges the fields, organizational design and behavior with advanced business intelligence, and quantitative analysis with powerful applications in IT. Refer to Figure 1.0.

Many of today's organizations are seeking their own distinctive process that differentiates an organization's ability beyond good governance alone to achieve a breakthrough innovation in products or services. Every organization by now understands how globalization has eroded traditional bases such as geographical advantage, protective regulation, and prevention of rapid duplication of proprietary technologies with patents and copyright laws. Size is not the defining barrier or key success factor to achieving impressive results when there is an Internet access to a knowledge network consisting of a few decisive individuals who are able to do more than one large bureaucracy in the same period of time.

The frontier for using data has shifted dramatically beyond the costly collecting and storing stage.

As the frontier for using data has shifted dramatically beyond the costly collecting and storing stage, we find many organizations in different industry sectors and levels of government want to build data-savvy leadership capability to build efficient and effective operations. We guide them to developing their own

organization intelligence methodologies with sophisticated statistical and quantitative analysis and predictive modeling for competitive advantage.

In our methodology, we apply simple techniques to the management of the language used, perception, and in the development of well-informed outcomes that will ready an organization for change before applying of any new advances in information technologies (i.e. Cloud Computing, Mash-up and Collaborative Databases, Enterprise 3.0, virtualization, and WLAN broadband network design). The challenge for an organization is to integrate these new peer-based models of collaboration with legacy technologies and mindsets. Enterprise 3.0 breaks down traditional divisional barriers and encourages building bridges. The organization's managerial structure might not change, but the ability to conceive solutions and access the technology to deliver them is available to all members of the organization. Changing the social structure of a firm is termed "soft reorganization." Its consequence is a movement away from fixed roles and responsibilities and toward a more open and unrestricted workplace. It has led to the movement away from the traditional notion of "economies of scale" (i.e. cost advantages associated with large-scale production) to what is refer to as the benefits of "economies of collaboration" as a result of technologies like Enterprise 3.0.

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Wringing out every last drop of value through an eight-step methodology creates a comprehensive organization intelligence roadmap.

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Every organization has processes that must be fused together. This includes the social and technological aspects of organizational intelligence with smart decision-making, and the ability to wring out every last drop of value through an eight-step methodology that creates a comprehensive organization intelligence roadmap. The roadmap provides the practical assistance towards building an enterprise-wide business intelligence system across the entire organization. We focus on both the individuals and the organization's teams to overcome barriers to success and develop a winning mindset by building effective working relationships to improve communication skills and greater rapport with one another to inspire peak performance.

Change can happen in one or more of the following levels:
- **The environmental level** describes the situation and answers the questions where? when? And with whom?
- **The behavior level** refers to what people say and do within the environment to answer the question of what?
- **The capabilities level** includes the skills and knowledge that directs people's behavior in the environment. It answers the question how?

- **The beliefs and values level** encompasses those things that are real and important to people within the situation. It answers the question why?
- **The identity level** is the people's sense of self or their roles. It answers the question who?
- **The purpose level** is about how people connect to something bigger than themselves. It answers the question what for?

Figure 1 Comprehensive Organization and Information Technology Intelligence

Organization Intelligence
Step 1A Organization Design and Behaviour Analysis	**Step 1B** Statistical and Quantative Analysis and Modeling

Business Case Justification
Step 2A BusinessCase Accessment	**Step 2B** Request for Information Process (RFI)

Planning
Step 3A Enterprise Infrastructure Evaluation	**Step 3B** "First Step Platform" towards integration of Goverance with Enterprise Development	**Step 3C** Project Planning

Business Analysis
Step 4A Project Requirement Definition	**Step 4B** Data Analysis	**Step 4C** Application Prototyping	**Step 4D** Meta Data Repository Analysis

Design
Step 5A Database Design	**Step 5B** Meta Data Respository	**Step 5C** Extract/Transform/Load Design (ETL)

Construction
Step 6A Extract/Transform/Load Development	**Step 6B** Application Development	**Step 6C** Data Mining Meta Repository Development

The Deployment Stage
Step 7A Implementation	**Step 7B** Release Evaluation

Organization Intelligence RoadMap
Step 8 Annual Upgrading and Effectiveness Review & Feedback