GLOBALIZATION & BUSINESS INTELLIGENCE - RELOADED

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Abstract

This paper is the following part of a previous article about Business Intelligence regarded as key enabler and effect of the Globalization. Starting from the definitions and from the classifications chosen then, this second part brings many other considerations about GBI, G-L, GIS, and also about a so-called "VWBI".

Keywords: Globalization, Business Intelligence (BI), Global Business Intelligence (GBI), G-Localization (G-L), Geographic Information Systems (GIS), Virtual World Business Intelligence (VWBI)
JEL classification: D83, L86

1. (RE) INTRODUCTION

As said in our previous article, the Globalization is a complex phenomenon related with many changes that had place especially within the 20th Century. But it is also a matter of dealing with spatial and social transformations generating transcontinental flows [2], one of cultural challenges [1], or one of connection between causes, problems and solutions [5]. Further, after shortly describing the Globalization forms (industrial, financial, political, informational or cultural) and its key enablers (technological innovation, regulation, capitalism, rationalism, population, governmental and economical issues, currency and cultural issues) we have dealt with G-Localization as a simultaneous manifestation of both universalizing and particularizing tendencies [3].

After that we have discussed about Business Intelligence showing its insight making features and also that it could be very well related to the Globalization phenomenon especially when speaking about collaboration and integration requirements. Moreover we have concluded about some forms of Business Intelligence within the context of Globalization (at

starting point, enterprise-wide, respectively global) and finally we have to mention the GIS and the virtualization described as a possible future for the third one.

But we have surely missed many other related terms and meanings that put together concepts as Globalization, Localization, Geography and Business Intelligence. Therefore our mission will continue on this provocative subject.

2. DEDICATING THE GBI ACRONYMUS

The bottom line is to keep in mind that Global Business Intelligence will tend to be a well-known term and also a typology for activities and applications. In order to test this is enough to observe that GBI (with the same meaning as mentioned above) is also a name for a great analytical firm founded even since 1997, specialized in international supply chain matters, conducting leading edge research on trade financing and international procurement and working with senior executives at importers, exporters, banks, credit insurers, global transportation and logistic companies, and software vendors interested in international supply chain issues [8].

From another on-line material published by the Banker's Association for Finance and Trade [4] we find out that Global Business Intelligence Corp. was contracted to provide a Benchmark Study into Trade Finance Operations.

So these are just two examples of GBI specialized firms dealing with companies located in other countries and striving to overcome the inherent obstacles in distance relationship management.

3. RECONSIDERING THE G-LOCALIZATION

The subject of G-Localization forces us to take under consideration some other issues starting even from the apparently impossible association of two antonyms in the same well-known collocation: *global* versus *localized*.

But when speaking about Business Intelligence within this context, we have to consider the social component of any software product that must address G-Localization in order to succeed. In fact, this is about approaching all sorts of sensible things as:

- Language;
- Economics;
- Policy;
- Culture;
- Social relations;
- Values.

They all together directly influence the way people use many technologies and consequently the way they must design them. These are problematic issues beyond all the achievements that the digital era has provided allowing the involvement in business and all kind of relations for many people and organizations no matter the time and distance. Actually, the culture is in many opinions [6] the most important one as it is embedded in almost every material things and abstract concepts about how the world works.

The G letter that belongs to this collocation may also suggest geography, so why not dealing with *geographical localization* too, although by that we brutally narrow the area of meanings for such a dedicated term.

4. FROM GIS TO VWBI

Some applications already available as Virtual Earth (made by Microsoft) will gradually belong to a new broad category of Business Intelligence applications, the so-called Virtual World Business Intelligence or VWBI.

Virtual Earth actually puts together information from a variety of data sources, matches it up with geospatial information (maps) and then pulls more useful information out of the result. This allows Business Intelligence and geo-location capabilities previously available only in sophisticated Geographical Information Systems. It means helping to gather and present statistics, rates and results (as example, number of loans) or to track or even monitor some facts or processes (see Figure no.1).
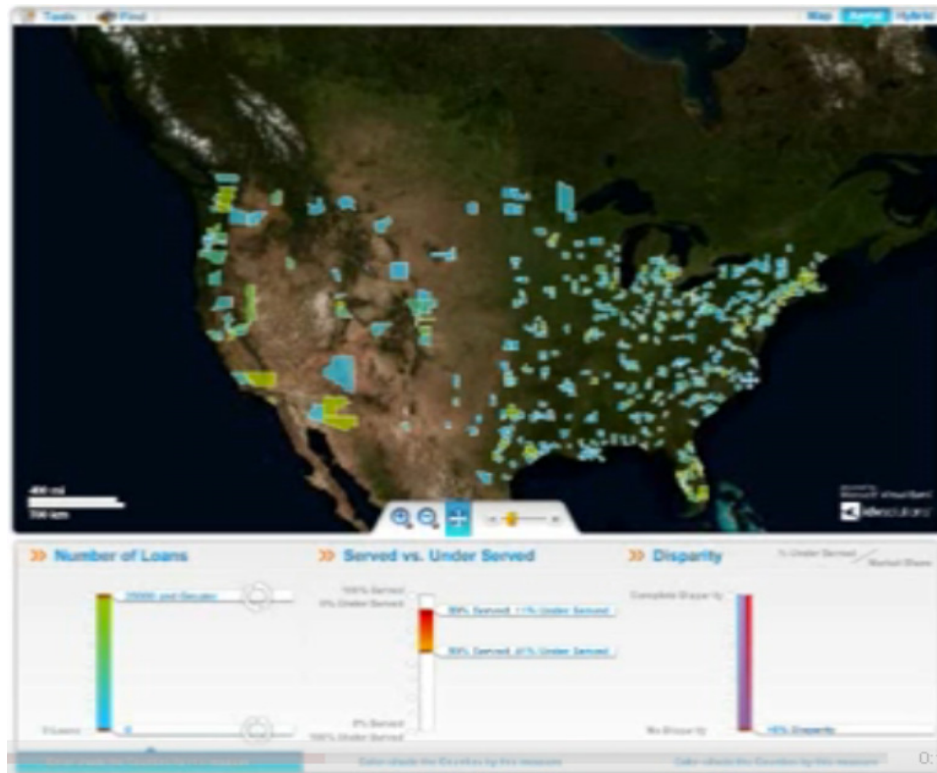
Source: [http://www.youtube.com/watch?v=TZ6zXiHL1h8]
Figure no. 1 Business Intelligence and Virtual Earth

Practically this is a technology that creates visually appealing results by overlaying location-relevant data onto map imagery taken from satellite sensors and aerial footage allowing to any user to drag, drop and pan-down on maps at the click of a mouse [7].

But VWBI could also mean serious games in virtual worlds as a possible future of Enterprise Business Intelligence (see Figure no.2).

Figure no. 2 Virtual Representation of real-time weather reporting as an observe-game

Actually this is about a convergence between two new technologies that could change the nature of business intelligence even more.

As the first category is concerned, there are four levels of serious games:
- Observe;
- Experiment;
- Collaborate;
- Manage.

An *observe-game* signifies that the interaction with the virtual model is limited to watching the behavior of a virtual system with a predetermined set of parameters updated after a certain period of time (usually very short - see Figure no.2). That implies we can walk around and see from many perspectives but without being able to change the parameters.

An *experiment-game* is an observe-game that benefits also from interaction. So we can change parameters to produce a predicted result and then observe the simulated results in order to understand the dynamic of a model.

A *collaborate-game* is an experiment-game where multiple users can simultaneously interact with the model. So the game has new dimensions in coordination and collaboration because of the social interaction and by that the resulting quality is assumed to be better.

A *manage-game* is a collaborate-game with a new kind of interaction that can change parameters not only in the virtual system, but also to control the real system. So, in order to manage the real system toward desirable goals, comparisons of the simulated versus actual behavior can be used.

Heaving these for categories is predictable that the last challenge of the serious games for an enterprise could be the *business performance management* as a framework for organizing, automating, and analyzing the business methodologies, metrics, processes, and systems that drive business performance. Within this framework Business Intelligence plays a key role because it provides the analysis infrastructure supported by the enterprise data warehouse.

5. CONCLUSIONS

The paper underlines many other relations between the well-known world phenomenon of Globalization and Business Intelligence, considered to be more than technology, in fact a way of seeing and managing any successful business.

The focus is here especially on two Business Intelligence trends: GIS real time reporting, respectively virtualization. By that even the idea of associating terms as global, local or business, most of them standing in the title of the paper, becomes more justified.

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