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# SME to Capitalize on Business Intelligence

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The rapid advancement of technology has resulted in many evolutions on how we do things. Throughout our daily chores and working activities, we always strive to be more efficient and productive. In some cases, the daily human hours are not enough for some. Incumbent by the numbers of workload assigned, many may feel that sometimes it is too much for them.

The onus is the same for most small and medium enterprises (SMEs). Entrepreneurs need to know that the chief of this issue is to do things in smarter ways possible. This calls for the adoption of business intelligence in aiding the SME. Business intelligence can support the SME with the acquisition, dissemination, retrieval and transmission of new information to perform functions more efficiently and take advantage of the support from new technologies [1].

to-day operating activities. The daily brawls of operating activities can be further streamlined to make way for business expansion and other related value-added activities. Additionally, having business intelligence can give good competitive advantage to the SME [2].

Being technological savvy is a godsend in this era. Every entrepreneur must have the knowledge of business intelligence regardless of the nature of business. Business intelligence is a technological driven process of analyzing data and delivering actionable information that can immensely help decision making. In layman's terms, let the technology do it for your business. The subscription of this third-party software and applications are not as expensive as compared to the last decade. For example, a human resource management app may start with a basic price of RM38

and additional RM8 per head monthly. Such applications include free online tutorial videos, attendance, payroll, employee database, leave application, automated calculation of KWSP, PERKESO, HRDF and even PCB (Pemotongan Cukai Bulanan).

This app will tell you everything including your monthly manpower cost, decision on increment, decision on amount of bonus etc. Imagine having this application to manage all your human resource management needs. To top it all, the availability of this kind of application and software is not limited to human resource management only. Rather, entrepreneurs can get access to almost any kind of business functionalities including account, finance, management, operation and many more. Embracing the concept of business intelligence will greatly enhance business capacity and capability. Entrepreneurs need to think big. Think corporate. Think industrious.

## One Solution To Manage Your Payroll & Leave



Figure 1: Payroll Panda

Source: <https://www.payrollpanda.my/>

Efficiency is the key when a situation is doable but repetitively time consuming especially when it comes to data. The availability of vast third-party software and apps has made it very possible for even micro level SME to opt for technology-aided apps or software in their day-

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