

# Knowledge Management: The Strategic Information System (SIS) and business intelligence

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**Abstract:-** The emergence of strategic information systems in their self-referential duality provides a rich synthesis which should be the paradigm of information in the future. The strategic information system and business intelligence will mark a new awake and more flexible company able to face an increasing complex environment due mainly to the boom of cooperative practices, crises and the exacerbate competition.

**Keywords-** Strategic information system, intelligence, environment, business, human.

## I. INTRODUCTION:

Nowadays, we are witnessing an economic revolution based on information and knowledge. Indeed, the internationalization of trade and open borders requires economic actors to adopt a proactive, respond to changes in their environments. The effectiveness of strategies is then based on the deployment of real devices intelligence, establishing the knowledge strategic management as a major lever in the service of performance. Then, leaders are even to know and assess changes in their environment when they make decisions. But with complexity come the problem of information's multiplicity and the need to develop a strategic information system how provide business intelligence. However, the question that arises is: what connection is there between business intelligence and strategic information system. To answer this question, we leave the following assumptions: the strategic information system differs from the business intelligence, the Strategic information and strategic monitoring system are complementary, the SIS and business intelligence complicate the process of decision making, the system strategic information and strategic intelligence improve decision making. Verification or refutation of assumptions will be done in the present study by the adoption of an action plan focusing on strategic information and business intelligence system as entrepreneurial intelligence devices. We will try to detect this device specifically with the observatory study of a Tunisian company from the textile sector.

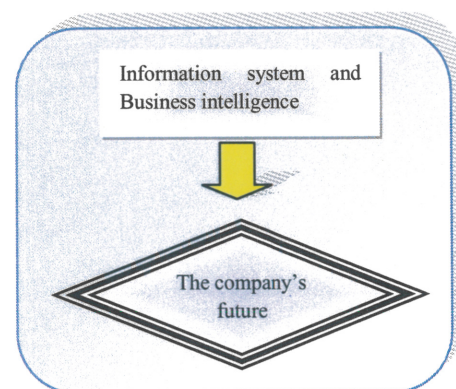
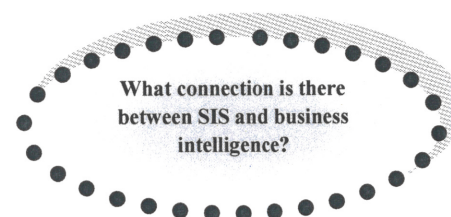


Fig. 1 Importance of Information system and Business Intelligence



The objective of this study is to provide executives with a support to help them for better understanding the information system functioning and facilitate their strategy's and decision's definition in a challenging environment.

## II. Materials and Methods:

The research was made on the basis of the activity observation within the company. This study was prepared following a three-month internship in direct confrontation with reality. Straight contact and low formalization facilitated gathering information. The hospitality of the leader, which behaves as a father, allowed a good integration in the working group.

## III. Results :

TABLE I: Summary

	“SIS”	“strategic Intelligence”
<b>Roles</b>	<p>S-IS: Assessing environmental targets            Selecting customers and products that achieve strategic objectives, analyze the internal situation of the group, monitoring the activity of the system to achieve the strategic objectives.</p> <p>SI-S: Support of decisions and operations = support of strategy.            Enables the automation of activity.            Enables the memory, the processing and communication of strategic information on business activity.</p>	<p>Observe and analyze the technical, scientific, economic and social environment of the organization. Business intelligence is the "RADAR" of the company.</p>
<b>Divergent points</b>	The information comes from the internal and external environment.	The information comes from the external environment.
<b>Common points</b>	Assist in strategic decision making. Adaptability and flexibility of the organization. Targeting of effort and waste reduction. High Cost. Need technological capabilities and professional.	

The table above allows distinguishing between information system and strategic intelligence. Indeed, the latter is limited to information coming from the external environment of the company, while the strategic information system is powered by internal sources and external sources. At first glance, one may think that the intelligence is a part of the information system that handles information from the outside. This problem can be solved by the following reasoning: Strategic intelligence is the company's radar. Its role is to collect information from the outside. The information obtained will be sorted, evaluated, intersected and synthesized: This is the phase of intelligence.

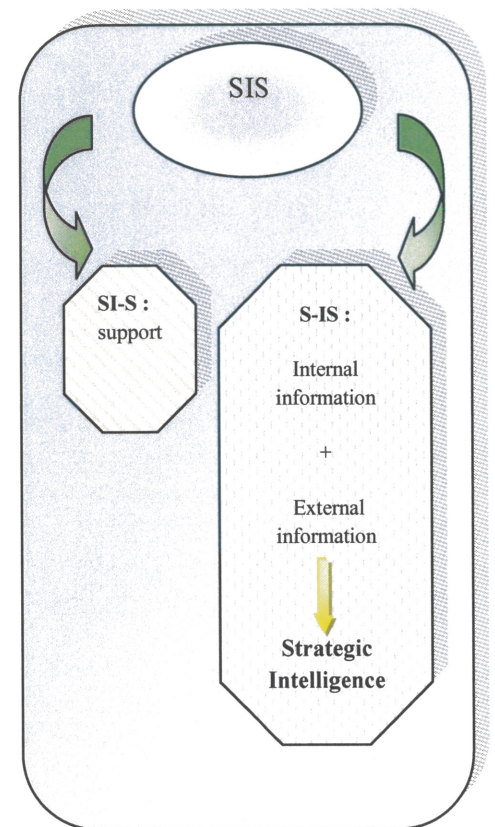


Fig. 2 Relation between SIS and Strategic Intelligence



This information will be stored, processed and disseminated at the right time to the right person. This is ensured by the SI-S, which is directly related to the S-IS, where the information is classified into [8]:

\* DSS (decision support system): that will build models for decision following a phase detection, selection and comparison to sort the information that will serve the company's business (and therefore participates in the intelligence phase). The resulting model will enable the resolution of problems within the company and provide strategic solutions. This is done by specialists who build themselves their preferred models of decision making or information aggregation.

\* EIS (executive information system): it is an infrastructure used to capture the information needed to follow the strategy (and therefore participates in the intelligence phase) then this information is formatted depending on a template design. It should be noted here that the S-IS thus established will, in turn, provide information to the SI-S.

The models are made to support the development of scenarios, action plans (you can return to the stage of intelligence and change the plan according to information) and choose the most suited to the situation of the company and environment. Choices are then evaluated and the results are entered into the system information as information that will influence the internal decision-making.

About the case, although the company does not have organic specialized service, the strategic information system is functional with all its components and is integrated with various activities and concerns associated with it. The culture of the company, based on the exchange of knowledge and perspective encourages the involvement of worker. It obverse while the evolution of the business environment makes necessary the monitoring of surroundings: This is the subject of intelligence.

#### IV. Discussion and Conclusions:

The present research has led to the clarification of the relationship between information systems and business intelligence through the presentation of a real case of SMEs. The study is an attempt that has put the focus on the challenges faced by entrepreneurs in the integration of knowledge management as a tool for business management. In fact, intelligence and the design of SIS are not easy. In addition to their high costs, they require specialist knowledge and sophisticated information technology to be collected and to be used properly [11]. In addition, the separation between SI-S, S-IS and intelligence can't be done easily in

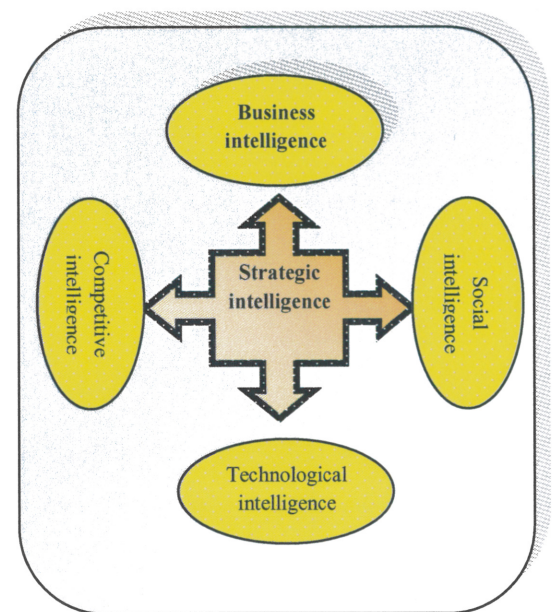


Fig. 3 Components of strategic intelligence [inspired from "veille technologique et compétitivité", Henri Dou, 1995]

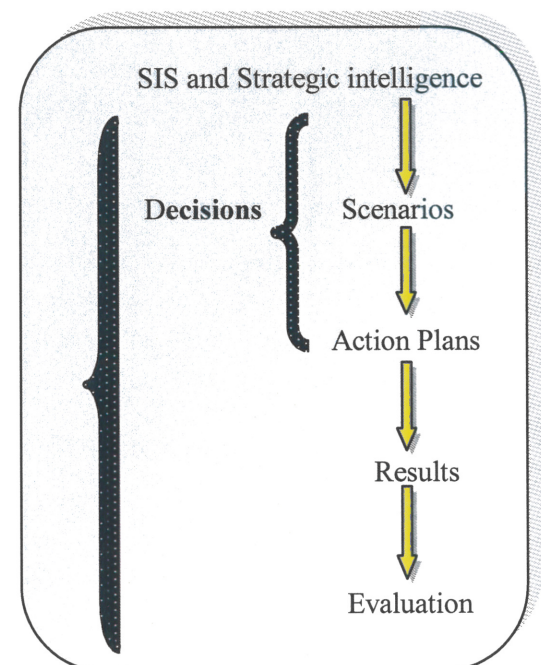


Fig. 4 Influence of SIS and strategic intelligence on decision-making

practice. Thus, some companies are limited to accounting, production management, and financial aspects regarding the information within the enterprise, while others just have an S-IS, therefore a data medium capable of information stoker without actual use, at the appropriate time, of this information. However, the number of companies, which monitor their environments, increases. This activity, combined with SIS will be a strategic asset for the company and will allow it to focus its actions. In this context, human capital [7] must be valued for a perfect mastery of information technology, which will then be the responsibility of each discipline rather than a specialist. For those reasons, the question of man's formation and his preparation for the future ought to be posed.

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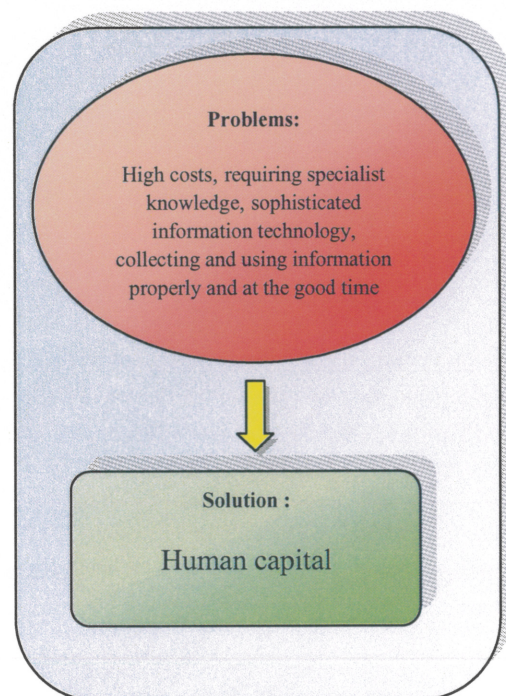


Fig. 6 Problems and solution