

A close-up photograph of a person's hands using a silver stylus to interact with a tablet computer. The tablet has a light blue case. In the background, a printed document with colorful pie charts and data tables is visible on a wooden desk. The overall scene suggests a professional or business environment.

7 REASONS WHY SELF-SERVICE BI IS ACTUALLY YOUR BEST FRIEND

INTELLIGENT BUYER'S GUIDE

It's not just having the data that is important, but the ability to work with it flawlessly and create meaningful insights is where the true values lies.

An enterprise's data typically resides in multiple systems including financial systems, ERP, HR and other organizational data stores. For most, these systems are poorly integrated and make it difficult to get rolled up reporting that supports effective business decisions. Canned reports from individual systems are just not enough to make good decisions so departments usually delegate customer reporting and analysis requests to IT. These requests can represent significant ongoing, time-consuming burdens.



1. Give IT a break

Self service BI takes a load off of IT by integrating data from disparate systems and delivering rolled-up, report-ready data views. Once you empower workers with the data tools and platform to perform their own analysis, they will do it, and do it well. Everyone in your organization, from the CEO down, can gain rich, role-based analytical capabilities. Your employees will gain access to timely, accurate information and analyze it from any angle.

2. Unlock your data and start analyzing

Many organizations are faced with a multitude of static spreadsheets making their way through email, from person to person. Intuitively everyone knows that the spreadsheets cannot be trusted. Are the calculations right, did they copy and paste the right data, is it up to date? In contrast, self-service BI fosters collaboration and information sharing across the organization, eliminating the data silos. A single version of the truth is uncovered by being able to work from an automated, up to date, integrated data model.

3. Flip from reactive to proactive

Aging enterprise data is like yesterday's news. The content and usefulness diminish rapidly. When workers are given access to the most up-to-date data, valuable insights subsequently arise. With the right data tools and right platform, you can:

- Increase market share by discovering new placement opportunities
- Cut costs by identifying unprofitable areas within the organization
- Identify rapidly changing market trends

4. Leverage mobility as a business driver

Mobility is one of the fastest growing segments within the enterprise. Mobility is no longer a nice to have option, but a necessity when it comes to time sensitive critical business decision making. The C Suite is making more decisions through information received over mobile devices.

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5. Make self serve a channel for collaboration

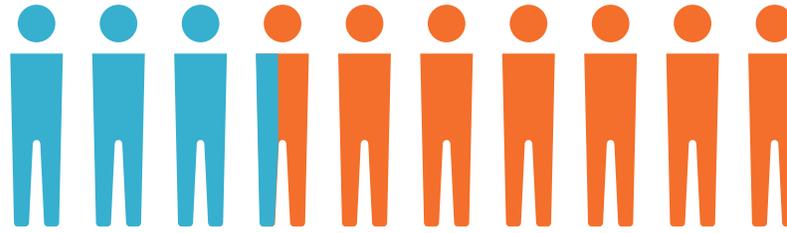
Lean operations depend on operational models that transcend best-of-breed, cookie-cutter solutions. For the majority of organizations today sustaining lean operations depends on the ability to flawlessly execute strategic and tactical priorities. As a result, collaboration on information - horizontally or vertically - within an organization also needs to be fast, efficient and flawless. Self service BI can open the doors to collaboration and help create collaborative efficiency that helps to drive overall organizational operational value.

6. Engage with everyone Instantly

Drive engagement through the roof with a BI platform that encourages data collaboration, dashboard sharing, and provides easier ways to share information within and outside your corporate walls. Having teams engaged on important information and data insights is key in creating a cohesive work environment where every team member is informed, ultimately helping them to make better business decisions.

7. Lower the cost of everything!

Self Service BI is not only an option to deliver the best impact within your organization but also a driver to lower not only IT costs but also overall organizational costs. Quicker decision making helps eliminate mistakes and helps build a faster response rate to decisions that may have taken longer in the past. Business leadership can leverage the speed and scalability to access information when required in the format they require on the device they need. For large organizations this is key to having efficient operations!



34% Percentage of global workforce that's mobile



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