

7 things your BI platform is missing

(And why BI projects fail to deliver value)

Every company expects their Business Intelligence (BI) solution to convert data into insights. However, finding insights is only half the challenge, because data-driven insights are *only* valuable when shared.

As organizations strive to become more data-driven, the challenge becomes giving everyone access to the data they need at the point of decision. Unfortunately, there is a data disconnect between where people make decisions - in the field, via email, in meetings - and traditional BI platforms.

Despite growing investment, user adoption of traditional BI platforms is still notoriously low - less than 20% according to most industry analysts. Why? Because traditional BI platforms focus on the analyst experience, rather than the data consumption needs of decision-makers. Yellowfin offers a fresh approach to BI that no longer isolates analytic content creation from consumption and decision-making. As a result, Yellowfin led all BI vendors in user adoption according to the industry's two most respected annual reports: BARC's 2015 *The BI Survey 15* and Gartner's 2016 *Magic Quadrant for Business Intelligence and Analytics Platforms*.

So, what does it take to make data more accessible, valuable and actionable? It all starts by investing in a BI platform designed for finding and sharing insights.

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Here are 7 things your current BI solution is probably missing:

1. One platform for everyone

BI means more than just Data Discovery. Most organizations use multiple BI solutions, and each one solves a different BI problem. Instead of separating your data into different analytic silos, you can now consolidate your top-down traditional reporting, bottom-up Data Discovery and embedded analytics capabilities into a single governed BI platform.

2. Best practice analytics from Web applications

Much of your data is stored in your favorite SaaS [Software as a Service] applications. Connecting to these applications is now as easy as connecting to an on-premise database, and perhaps even easier, since Web app connectors come bundled with ready-to-use out-of-the-box dashboards and reports. Imagine connecting to your favorite online applications - Salesforce.com, Google Analytics, Marketo or Xero - then, seconds later, exploring your data in best practice interactive dashboards.

3. Business collaboration

Why separate your BI platform from the business conversation? Instead, make your entire organization smarter by linking your quantitative data with qualitative insights through annotations and comments. Engage with colleagues and bring together all the information that matters to you with social timelines. Add posts to discussion threads, then drag-and-drop action items into organized columns to better brainstorm ideas, organize tasks and manage projects.

4. Storytelling with data

When you think about it, data analysis is not about data and charts; it's about finding and telling a story. So why paste a static screenshot of a chart or table into PowerPoint when you can tell stories using live and interactive visualizations? Influence your audience and make your presentations more impactful. Remember: Facts tell, but stories sell!

5. Streamlined analytic and data quality tasks

Until now, requesting analytic content and flagging data quality issues were always functions performed outside the BI platform. Rather than forcing busy decision-makers to do their own self-service data cleansing and discovery, give them the power to assign tasks to the data experts instead. Make your data more trusted by allowing business users to report data quality issues directly to your data stewards. Bring the people that use BI content and its creators together with a feedback loop everyone will love.

6. Data-driven alerts and actions

The amount of data available can be overwhelming, making it hard to identify critical changes in your data as they occur. Combat this problem by creating data-driven alerts that automatically notify you when key metrics need attention. Or, create data-driven actions that automatically create accountable tasks with deadlines, which notify people about what needs to be done. Turn your insights into action.

7. A platform built for trust

Gartner predicts that "through 2016, less than 10% of self-service BI initiatives will be governed sufficiently to prevent inconsistencies that adversely affect the business." At best, BI deployments lead to departmental data silos with conflicting or inconsistent definitions and calculations. At worst, they leave your business vulnerable to security breaches. With a single integrated platform, you can give the business the power to quickly find and share insights, while also ensuring IT has complete security and governance over your BI environment. It's great for business and IT.

