



We need CURATED content

Many business intelligence vendors have, for years, sold their clients the idea that self-service solutions are the future. However, research shows that business users still aren't adapting to self-service.

Why? The best strategy involves a team-based effort. Businesses need to incorporate management, business users and analysts in data decisions with a solution that brings them all together.



You wouldn't think that a supermarket and a business intelligence company have commonalities, but at Yellowfin, we've found a kindred spirit in Aldi.

Unlike their main competitors in Australia and the United States, the German grocer has resisted the urge to implement self-service stations in their stores. Why? Because they listened to their customers who said they don't want it. Aldi and its customers believe checkout clerks can do the scanning work more efficiently, especially on larger orders. These clerks work daily and better understand the system of scanning items (and what to do when you have an item that just won't scan).



At Yellowfin, we find ourselves going up against companies that offer self-service business intelligence tools. But, just like Aldi's customers, our clients are telling us the same thing. We also believe that data analysts, much like the clerks at the grocery store, play a vital role in delivering best-practice analytics to an organization. They work with data on a daily basis, honing their skills so they truly are the experts when it comes to helping you find the right data. With the right data, you can make the right decisions.

When it comes to using a business intelligence solution, business users have made it very clear: they don't want to go the self-service route. While business intelligence software vendors have been trying to drive sales by pushing the self-service message, industry reports show adoption rates still haven't reached even 20 percent. Worse, Gartner estimates that while most businesses will have access to self-service tools within the next 18 months, only 10 percent will be governed appropriately to ensure data consistency¹.

Why is that? Because while most self-service solutions are designed for convenience, self-service business intelligence is anything but convenient in the long run. Such tools run into three major problems:

1. They try and turn the end-user into a data analyst
2. They do not encourage collaboration between analysts and the business
3. They lack governance.

As a result, companies encounter the hidden costs of self-service. These costs include: the huge amount of time wasted by non-analysts learning to be analysts, the opportunity cost of them not doing what they are actually paid to do, and the cost of paying for software that nobody uses.

The simple question is: do you want your sales person selling or spending all their time putting reports together? Any rational business manager would want their people focused on what they do best.

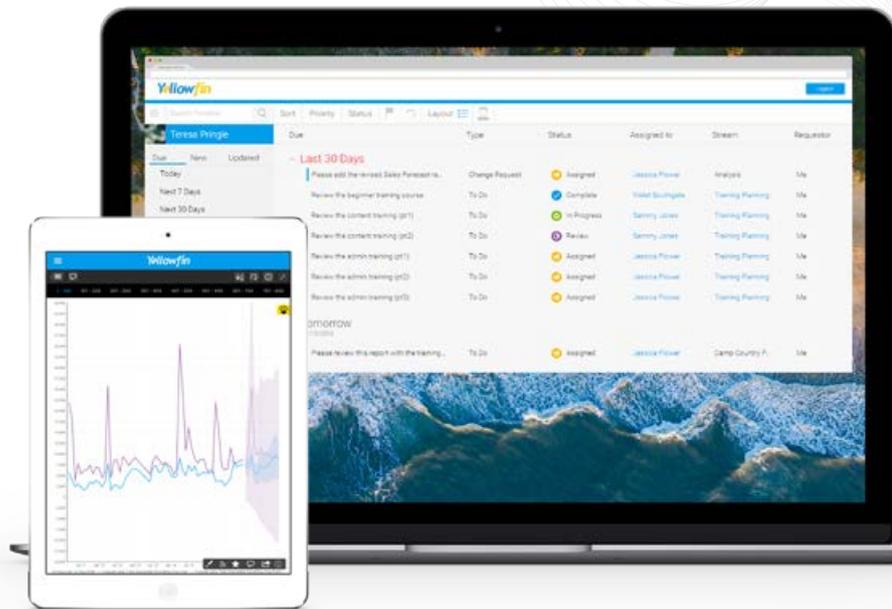
It's not just the indirect costs that organizations should be concerned about either. Without the input from skilled analysts, business users may use the wrong data to make decisions. Lack of data governance is a huge risk to organizations. As we noted above, 90 percent of the companies that will have access to self-service tools will not have the right governance structure in place to ensure the data is correct. You are putting your business or operation at risk.

¹Source: <http://www.gartner.com/smarterwithgartner/managing-the-data-chaos-of-self-service-analytics>

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So, if self-service isn't the answer, then what is?

Yellowfin has the answer. Business users want a solution that's CURATED. To us, that means it is:

Consistent

A platform that gives IT administrators control over such aspects as roles and functionality permissions, and even the data itself. This enables an organization to set standards and ways of doing things within the BI platform. The result is users receive a consistent user experience from data to dashboards, ensuring that their interaction with the platform becomes a quick and seamless activity. This governance allows them to get the data they need when they need it.

Yellowfin's data preparation module is one example of how consistency is baked into the solution. This module includes a metadata layer that enables you to reuse business logic and deliver a consistent view of your data in simple business terms. It empowers your business users and easily keeps everyone on the same page. This also ensures your organization is working with a single source of truth.

Usable

The last thing anyone wants is a solution that business users dread. The nightmare scenario for a business is to invest significant time and money into purchasing and implementing a solution only to see it fail to be adopted and used to its full potential. Avoid that by implementing a tool that is easy to use for users of all analytical skill levels. An easy-to-use tool promotes more usage, which in turn generates more value for the company.

Yellowfin is designed for the consumer. We designed our collaborative features based on social media interfaces, which breed familiarity with business users. Familiarity increases both adoption rates and return on investment.

Relevant

Business users simply want analytical content, such as reports and dashboards, that is relevant to the job they do. They desperately want data that is going to help them perform better - whether it be in an operational or strategic role. As such, it is vital that dashboards and reports can easily be provided to business users based on the job they do. Then, those business users need to have the capacity to fine-tune that content to meet their needs.

Yellowfin offers dashboard capabilities that are tailored for users of all types, including strategic planners, operational staff and analysts. Presenting the information in a way that's easy for the individual user to understand not only helps them make the right decision, it also entices them to keep using our innovative solution while encouraging others to use it too.

Accurate

The quickest way to lose trust in your business intelligence solution and have users abandon your platform is to provide business users with incomplete or wrong data. No solution can fix the data on its own, but the best ones allow users to point out where the problems exist and communicate with the analysts, or even the originating application's data owners, to resolve the issues quickly and easily.

Yellowfin ensures accurate data by allowing users to notify analysts when data is either missing or incorrect. Our solution lets analysts see what the user sees thanks to our ability to create screenshots and annotate where the holes or problems reside. This not only leads to quicker resolutions, it also engenders trust in the solution, which increases adoption and usage rates.



Timely

Business users need the right data at the right time to make the right decisions. If a sales team is falling short of its goal, or a store is running low on inventory, leaders can't wait for the next team meeting to make the call. They need a tool that can provide them with real-time data and will alert them when action becomes necessary. It also needs to enable analysts to quickly respond to new report or dashboard requests.

Yellowfin does not need to load data into a proprietary format. This means you can deliver the real-time reporting that your business users need. It's not just the data that's fast, either. Yellowfin leads the market in the time it takes to create new dashboards - which means less time for your business users to wait. In addition, our 'Smart Tasks' allow users to set up customized triggers based on their unique requirements. Not only can users set these triggers up for themselves, they also can establish them for their teammates and other key stakeholders. All this leads to the right people getting the right information at the right time, which ensures the right decisions being made for the company.

Engaging

Business users are more likely to continue using the tool if they find it not just easy to use, but a great user experience that is immersive as well. Such tools allow users to connect with other stakeholders and share or receive information easily. That kind of collaboration increases usage rates, facilitates greater adoption within organizations and boosts the company's return on its investment.

Yellowfin makes it easy for users to share their insights with other stakeholders. Our intuitive feeds present information in a format similar to social media timelines. Not only does this give you the information you need in a familiar format, it also lets you collaborate comfortably with your colleagues. You can grab charts and graphs and send them by email, instant messaging or post them online.

Deployable

Business users want a solution that can be rolled out to all stakeholders regardless of the equipment they use and one that's available on multiple platforms. That means they want something they can access wherever they are, on whatever device they're using.

Yellowfin offers users a Web-based platform that is both easily deployable and scalable within an organization. You get the added benefit of the platform being mobile friendly too. Companies can store the data either in the cloud or on internal servers and receive the same level of service. In addition, Yellowfin's subscription-based model gives companies flexibility in implementation and expansion. As your company grows, we can grow with you too.

The best business intelligence solution supports both the business user and analyst workflows whilst providing the governance IT requires. Yellowfin serves as the conduit between these groups, allowing for easy collaboration and quick comprehension across a robust governed platform. Our intuitive solution engages users at all ends, increasing your adoption rates and the return on your investment.

At Yellowfin, business intelligence is our passion.

We're passionate about making BI easy for everyone in your organization. Please contact us today to learn how our CURATED approach can benefit you.

Find out more
www.yellowfinbi.com