

# Thriving in the Age of Big Data Analytics and Self-Service

## Business analytics is not new, but big data has changed the equation.



- There are new and unfamiliar sources to search for value-adding insights.
- These new data sources bring fresh perspective to well-understood business challenges.
- Traditional approaches to data analysis cannot handle this fundamental change.
- Improving customer insights and managing risk are the most common starting points.

## The user audience is expanding and their expectations changing.



73%

- **Cloud** and **mobile** are opening up access to the tools for data analysis. **73%** of employees are using a smartphone or tablet to access corporate data.



78%

- Time to value is accelerating, rapid access across device types is the new norm. **78%** of enterprises either currently use, or are planning to use BI / analytics in the cloud within the next two years.

## SELF-SERVICE, VISUAL ANALYTICS ARE THE RIGHT TOOLS FOR BUSINESS USERS.



- They allow intuitive access to data, both new and existing sources.



- They enable the discovery of value we expect to find in data.

## Effective governance is critical.

- Governing access to data is how to take advantage of these trends without increasing risk.
- Governance is not just an IT problem. Business users need to own the data – IT should manage it for them.



## Integration is key to ensuring a governed and collaborative approach.



- The right tool for the job is part of an analytical continuum, but the tools need to be used with a consistent approach to data governance.
- Integration enables the sharing of, and acting upon, insights discovered.