EMPOWER THE BUSINESS?!

Self-Service Business Intelligence

„Self Service Business Intelligence (kurz Self-Service BI) ist ein Begriff, der sich seit 2010 in der BI-Branche ausbreitet. Gemeint ist die Bereitstellung einer IT-Umgebung, mit der **Fachanwender eigenständig und weitgehend unabhängig von der IT-Abteilung** in der Lage sind, Analysen durchzuführen und Reports zu erstellen."

„Self-Service BI - Fachanwender streben nach mehr Eigenständigkeit „

pmOne Homepage
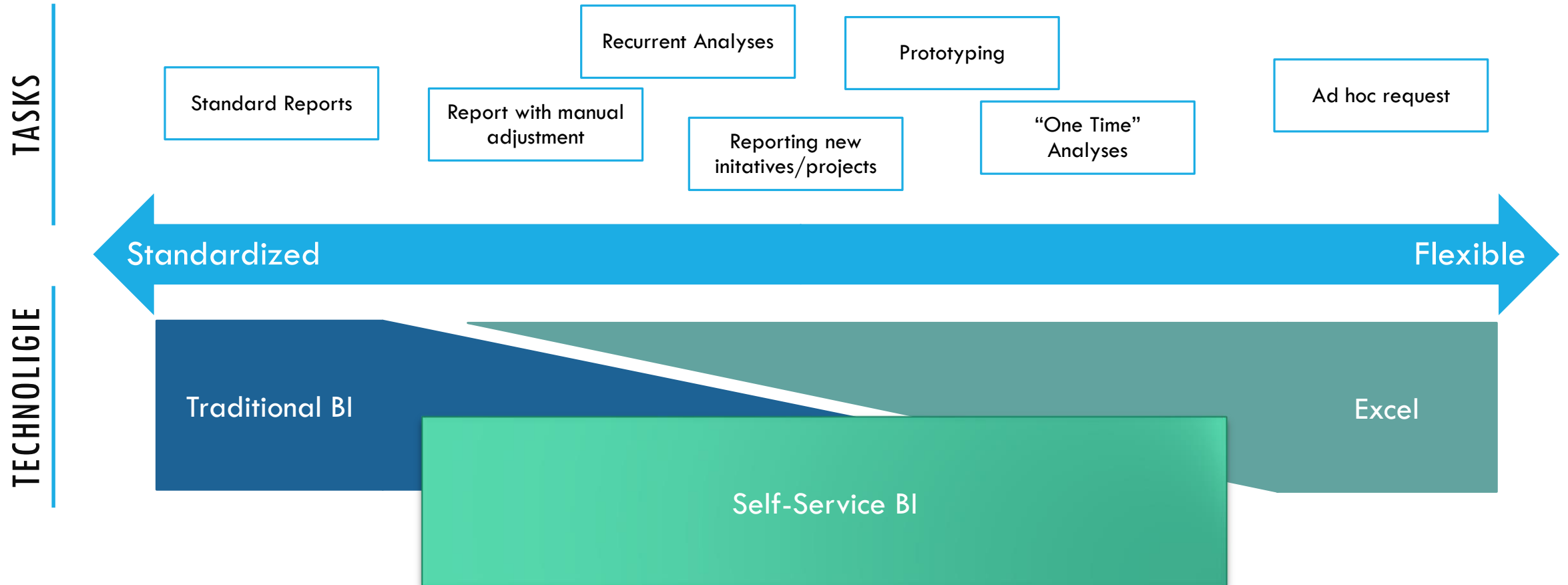
MORE THAN TECHNOLOGIES

*"Throughout Holland, Flanders, France, and Germany, he maintained a complete and perfect train of **business intelligence**. The news of the many battles fought was thus received first by him, and the fall of Namur added to his profits, owing to his early receipt of the news."*

1865, Devens (p.210)

*"business intelligence" as an umbrella term to describe "concepts and methods to **improve business decision** making by using **fact-based support systems**."*

1989, Howard Dresner

FINDING THE BALANCE

ENHANCE YOUR ANALYTICS

EXPIERENCE

First Generation of Self-Service BI Tools with Focus on:

- Creating user specific reports (e.g. Crystal Reports, BOXI Reports)

- Dashboards and ad hoc visualization (Tableau, QlikView)

- "Enhancing" Excel (e.g. Power Pivot)

KEY FINDINGS

Excel is still first choice due to:

- Learning barriers

- Not recognizable improvement to Excel functionality

"Mis"-used like spreadmart with same issues:

- No tracking of numbers and calculation

- Metrics and KPIs are redone per user

Heavy involvement of IT by providing a sufficient data structure

Focus on replacing Excel, but what about Data preparation?

DATA PROCESSING FOR EVERYONE

EXPIERENCE

Data preparation (ETL) mainly performed by traditional BI technologies.

Self-service BI provides additional options through:

- Separate tools (e.g. Alteryx)

- Integrated processes (e.g. PowerQuery in PowerBI)

KEY FINDINGS

Strong requirements for users to have a deep understanding of underlying data structure e.g.

- How to link different sources

- Knowledge of special description and naming in datasets

- Assure and control the data quality

No functionality of data management tool

Error-prone when re-running complex pipelines

Data-Driven thinking users are essential for success.
Are they in our team?

FROM INSIGHTS TO TANGIBLE ACTION

EXPIERENCE

Current self-service BI tools (e.g. PowerBI and Tableau dashboards) used for:

- Exploration of data

- Team internal ad-hoc presentations

For story-driven presentation, PowerPoint is used

KEY FINDINGS

Current tools don't provide adequate functionality for storytelling (e.g. individual commenting)

Standard visuals need frequent adjustments for "high-quality" presentations

To prevent misunderstandings and misinterpretation charts and analysis require context

Still a long way to storytelling with self-BI.
Do we need it?

STEPS TO EMPOWER THE USER

1 **Change of Culture**

- Place data at the core of business
- Embrace innovation and new technologies
- Encourage cooperation between IT and User

2 **New Type of Employees**

- Broad mindset (from Data-driven thinking to tangible actions)
- Egger to learn new tools and methods
- Take ownership of complete process

3 **Improve Tools and Implementation**

- use server/cloud set up to avoid risks of spreadmart characteristics
- enable self-BI tools for storytelling capability

Is there an alternative to self-service BI?

THANK YOU!