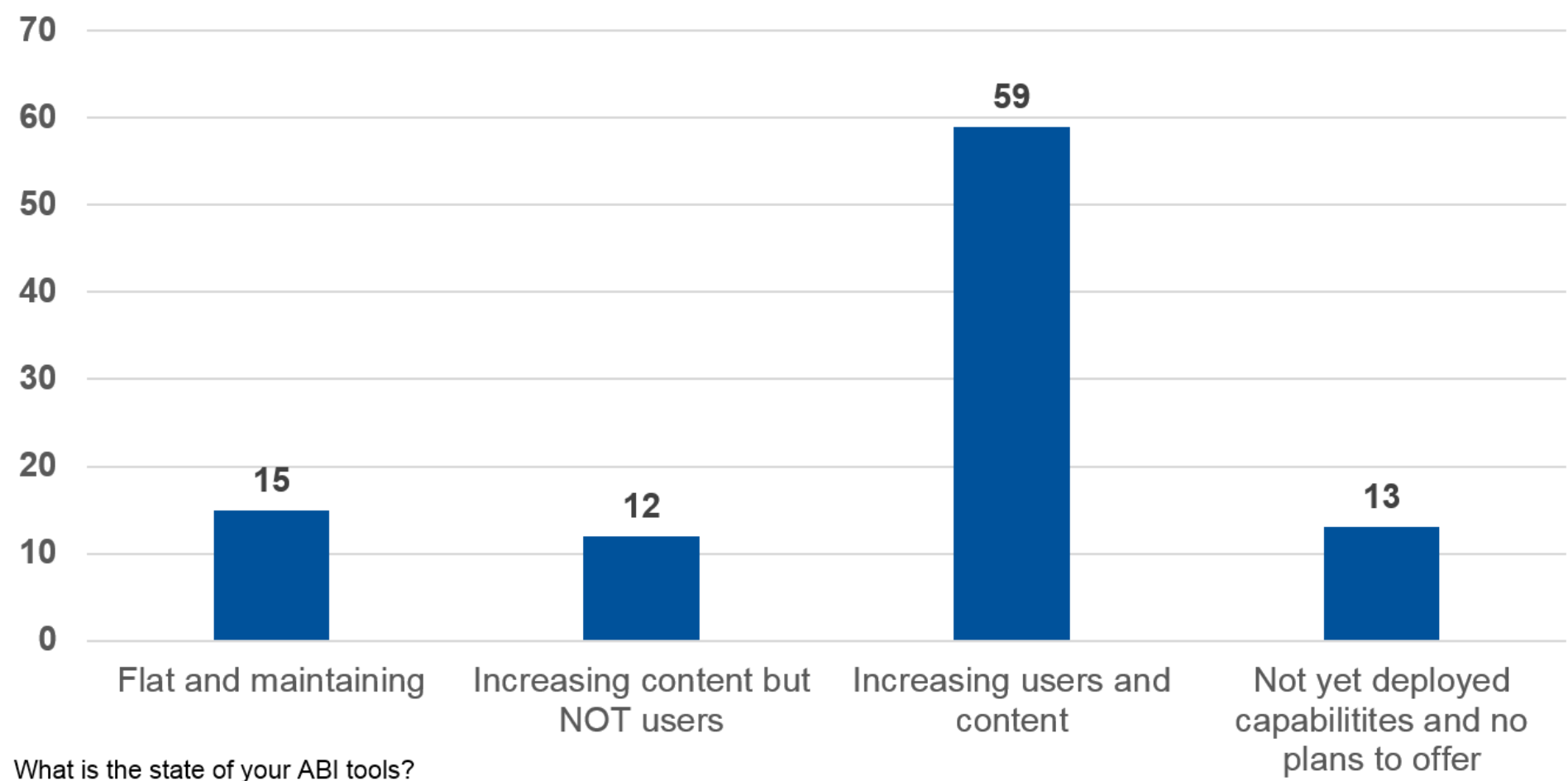


# To the Point: Achieve Self-Service Data and Analytics at Scale

Kurt Schlegel

# Growth in Business-Authored Content



What is the state of your ABI tools?  
Base: n=1361 respondents  
2018 Analytics & BI Magic Quadrant Reference Survey

**A view from the  
sky gives  
exciting, new  
perspective ...  
... a view from  
space even  
more so**



# Key Issues

1. How do we guide our self-service approach in the right direction?
2. What environment best supports a self-service approach?
3. What does the future of self-service data and analytics hold?

# Key Issues

1. How do we guide our self-service approach in the right direction?
2. What environment best supports a self-service approach?
3. What does the future of self-service data and analytics hold?

# The Four Pillars for Successful Self-Service



## Information Management Foundation (Data):

- Data Governance
- EIM
- Information-Driven Enterprise



## Organization (People):

- IT — Responsible for Information Management and Provisioning
- Business — Responsible for Analytics and Acting on Outcomes



## Fact-Based Decision Making (Process):

- Information as an Asset
- Instinct Versus Analytics



## Appropriate Technology Platform (Technology):

- Integrated Toolset and Delivery Platform
- Not Silos of Capability

## The Information-Driven Enterprise

# Lessons Learned — Data

- Understanding and use of data can make or break self-service initiatives
- Empower business domain users to "own" their data
- Recognize that not all data is the same:
  - Don't govern it as though it is
  - Use an incremental approach
- Data literacy and certification training for business people facilitates ability to scale





## Lessons Learned — People

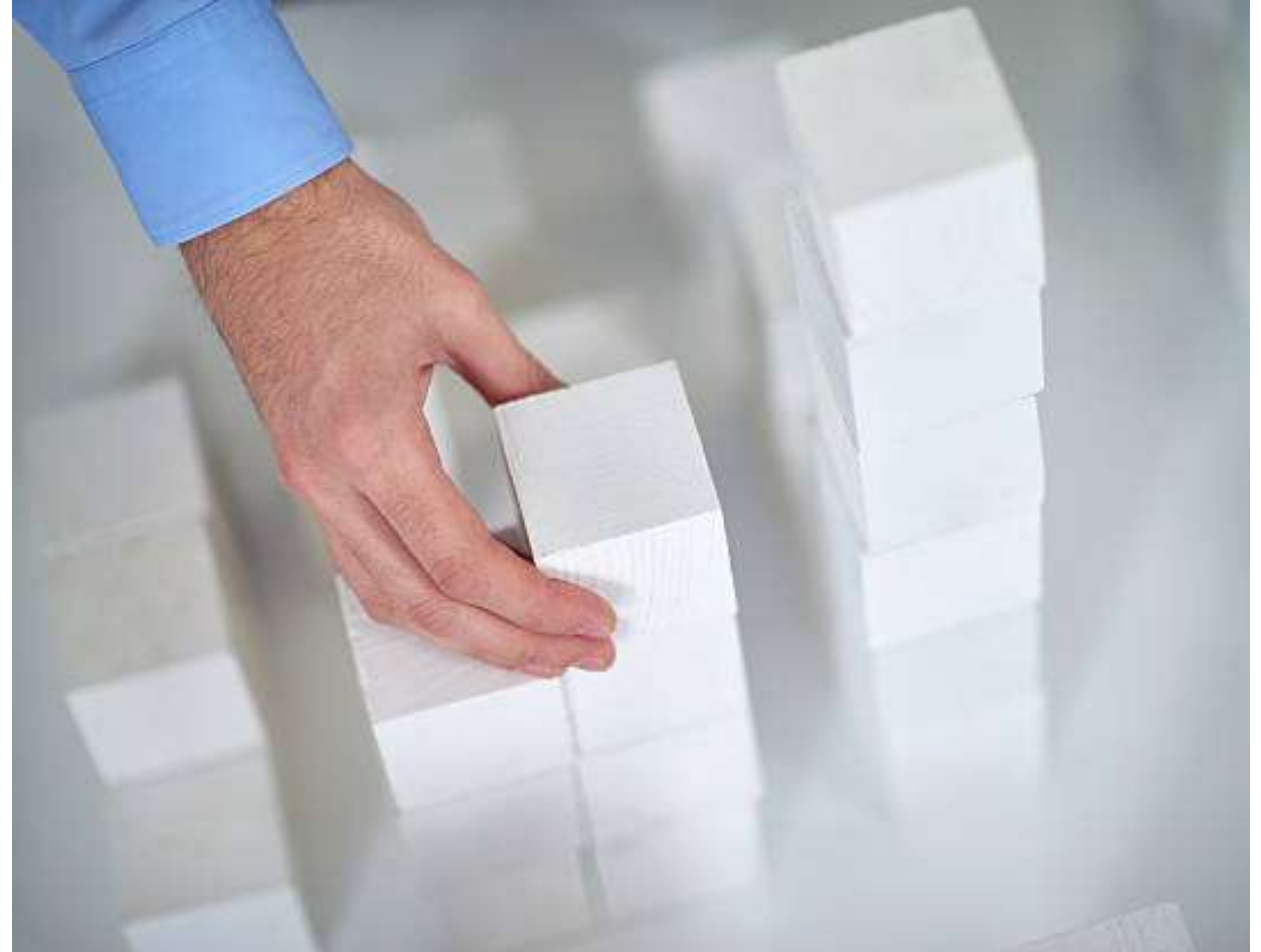


**Engagement = Trust**



# Lessons Learned — Process

- Recognize that governance is more important than ever
- Align with self-service initiatives with prioritized organizational goals
- Capture anecdotes about measureable benefits and successes
- Build incrementally and agilely



# Lessons Learned — Technology

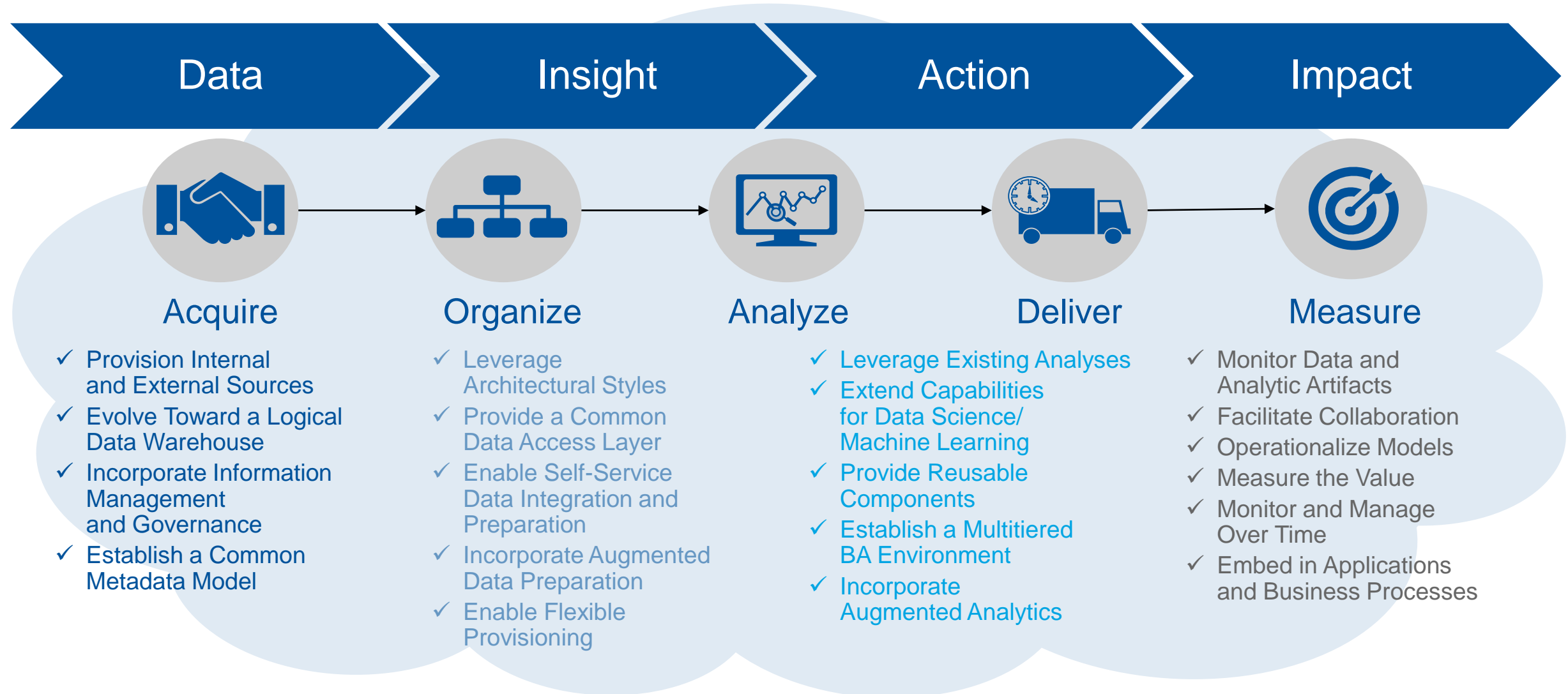
- Think end to end across the comprehensive analytic process
- Recognize that not all analytics — nor users — are the same
- Provide a toolbox of analytic capability
- Teach users to "fish" for insights



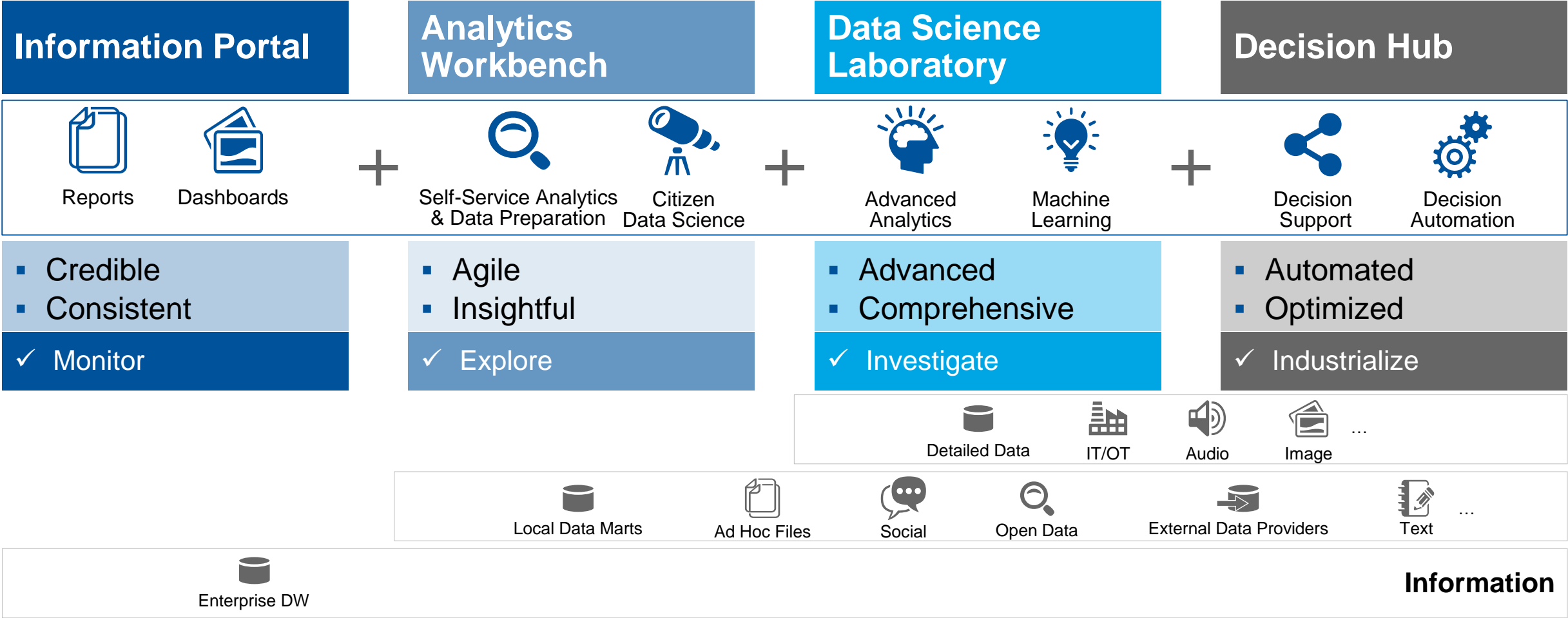
# Key Issues

1. How do we guide our self-service approach in the right direction?
2. What environment best supports a self-service approach?
3. What does the future of self-service data and analytics hold?

# Scale Self-Service Across the Comprehensive Analytic Process — On-premises and in the Cloud



# Four-Tier Analytic Architecture Supports Functional Clusters



# Key Issues

1. How do we guide our self-service approach in the right direction?
2. What environment best supports a self-service approach?
3. What does the future of self-service data and analytics hold?

# Strategic Planning Assumptions

By 2019, citizen data scientists will surpass data scientists in the amount of advanced analysis produced.

By 2020, more than 40% of data science tasks will be automated, resulting in increased productivity and broader usage by citizen data scientists.

By 2020, the number of data and analytics experts in the business units will grow at three times the rate of experts in IT departments, which will force companies to rethink their organizational models and skill sets.

By 2020, users of modern analytics and business intelligence platforms that are differentiated by augmented data discovery capabilities will grow at twice the rate – and deliver twice the business value – of those that do not.



# The Future Is Loud(er) and Clear(er)

- Pervasive machine learning
- Augmented analytics enables access
- It's more than structured/unstructured ... it's now voice, video and image
- Citizens get down to business

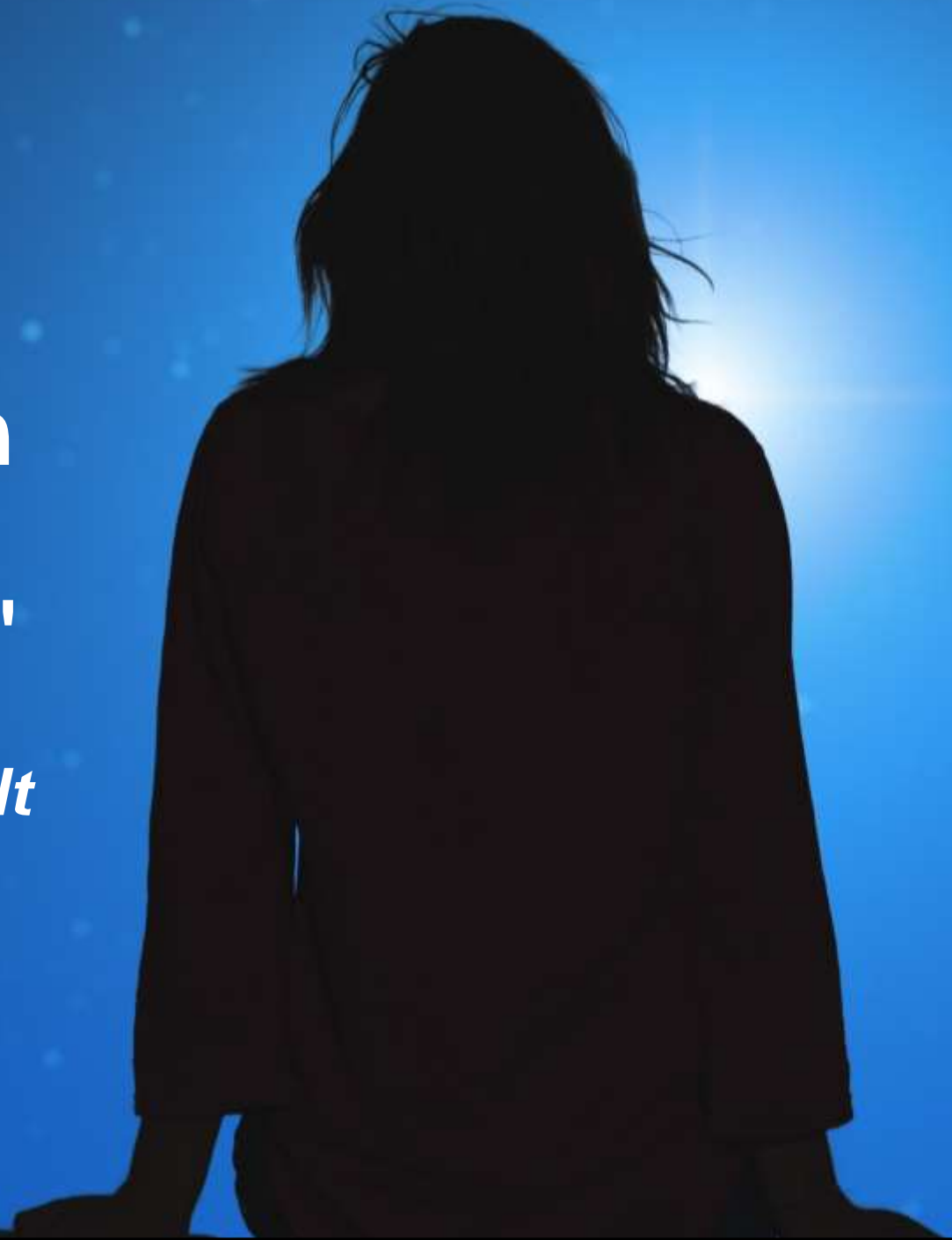


# Recommendations

- ✓ Recognize self-service as **one** component of your complete D&A strategy
- ✓ Think end to end and think **big**
- ✓ Plan and build a self-sustaining, self-service ecosystem incorporating more than just technology
- ✓ Design and prepare for flexibility, scalability and change
- ✓ Move from self-service to **empowerment**

**"Keep your eyes on  
the stars, and your  
feet on the ground."**

***Theodore Roosevelt***



# Recommended Gartner Research

- ▶ [How to Enable Self-Service Analytics and Business Intelligence: Lessons From Gartner Award Finalists](#)  
Carlie J. Idoine and Cindi Howson (G00331768)
- ▶ [Citizen Data Science Augments Data Discovery and Simplifies Data Science](#)  
Joao Tapadinhas and Carlie J. Idoine (G00314599)
- ▶ [Pursue Citizen Data Science to Expand Analytics Use Cases](#)  
Joao Tapadinhas and Carlie J. Idoine (G00316089)
- ▶ [How to Overcome Business Bypassing IT for Analytical Solutions](#)  
Jorgen Heizenberg (G00316342)
- ▶ [Predicts 2017: Analytics Strategy and Technology](#)  
Kurt Schlegel, Alexander Linden, Rita L. Sallam and Others (G00316349)

For information, please contact your Gartner representative.