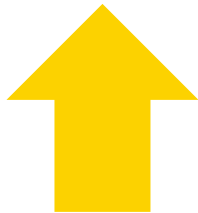


Self-service vs End-user BI



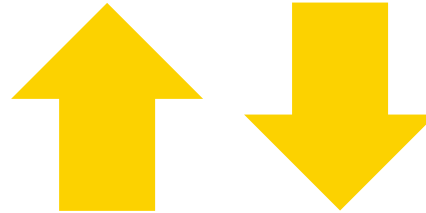
Delivery Approaches

**Business-Led
Self-Service BI**



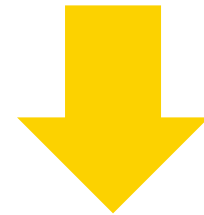
Bottom-Up

**IT- Managed
Self-Service BI**



Blended

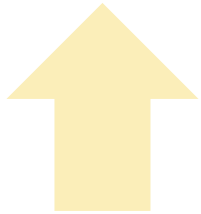
Corporate BI



Top-Down

Exponential growth of content

Business-Led
Self-Service BI



Bottom-Up



Chuck
Finance



Rose
Human Resources




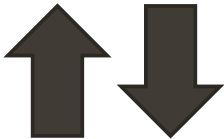

Jena
Marketing



Kasper
Engineer



Deployment scenarios

	Business-Led Self-Service BI	IT-Managed Self-Service BI	Corporate BI
Approach	 Bottom-Up	 Blended	 Top-Down
Data sources	Any type of data source	Only governed sources	Published by IT
Ownership	Business supports all elements of the solution	IT for data model, Business for reports	Fully supported by IT
Governed by	Business	IT for data, business for reports	IT
Usage scope of business	Data prep, modelling, reports and dashboards	Creation of (custom) reports and dashboards	Only use of content

Governance model

