SELF-SERVICE BI

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BA4ALL - 12/11/2013
Introduction to Self-Service BI (SSBI)

Why do you need SSBI?

SSBI in the enterprise

SSBI in practice

Key takeaways

Q&A
What is Self-Service BI?
And why is this a hot topic?

Introduction to Self-Service BI
What is Self-Service BI?

What do our customers think SSBI is all about?

IT

- “With our new BI tools, our clients should have all they need to make better decisions.”

Business

- “Self-Service BI implies that my analysts can do (almost) all of their work without the assistance IT or external experts.”
What is Self-Service BI?

What do the experts say?

“Self-service BI means enabling the business user community to create their own reports and analyses from scratch.”

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“We see Self-service BI as ‘the facilities within the BI environment that enable BI users to become more self-reliant and less dependent on the IT organization’.”

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And why is SSBI a hot topic?

What do our customers think is driving the SSBI-buzz?

Business
- “IT doesn’t understand our needs.”
- “New technologies which allow all our questions to be answered in seconds!”

IT
- “Business people just want to build their own reports.”
- “All they need is the latest self-service BI tool.”
And why is SSBI a hot topic?

The main reason is actually the “usual suspect” in DW/BI projects. Classic BI projects still take too much time before results are available.

But these concerns aren’t new?!
And why is SSBI a hot topic?

What are the ‘new’ drivers behind these SSBI up rise?

A lot of new BI tools are brought to market;
All branded as ‘Self-Service BI’.
And why is SSBI a hot topic?

What are the ‘new’ drivers behind these SSBI up rise?

The workforce of our companies is changing;

Digital natives.

And why is SSBI a hot topic?

What are the ‘new’ drivers behind these SSBI up rise?

Changing economic factors and the need to act quickly;
Users need more information than ever, and they need it faster than ever.
“The BI tool vendors imply that if you buy their product, your business community will reap the benefits of self-service BI. There are many great BI tools out there; some of them are very fun to use.

But don’t kid yourself, there’s a bunch of work that has to get done before your business users can leverage this fabulous capability.

Don’t let the effort stand in your way, but be realistic about how much work there is, and how much time and resources it’ll take to deliver great self-service BI to your user community.”

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→ It’s not just about a tool!
→ It’s not about fully replacing the current BI environment!
Both IT & Business have lots to gain!

Why do you need Self-Service BI?
This is why you need SSBI!

**IT**

*Reduced risk of ad hoc initiatives* by end-users in the collection and processing of data.

**Business**

*Reduced waiting times* for obtaining answers to business questions.
And when your are doing it right...

**Business**
The ability to **analyze data that have not yet been included in the DW**, is a key advantage for discovering new insights.

**IT**
Good documentation of the SSBI findings will **shorten the analysis phase for the classic BI tracks** significantly, resulting in a faster start of development of the ETL, data marts, cubes and reports.
And in the long run...

*Business & IT*

SSBI creates **more visibility on the complexity of the DW/BI process.**
This in its turn automatically creates a better understanding on the duration of the ‘classic’ BI-track.
The risk of chaos.
And how to avoid it.

SSBI in the enterprise
SSBI in the enterprise

How do our customers see SSBI fit in their enterprise?

Business
- “Just give us the tools, we need Self-Service BI now!”
- “IT gave us the tool, but now they are reluctant to give us all our data.”

IT
- “We couldn’t stop it and now risk losing control.”
- “Business people don’t understand the complexities involved.”
SSBI in the enterprise

Given its exploratory nature, SSBI strives to:
- Be experimental;
- Be creative;
- Focus on concrete inquiries;
- ...

→ The risk of chaos and conflict with the “single version of the truth” are real.

→ The gain in delivery time and potential business value to be discovered are real.
How to avoid potential pitfalls?

Look at Self-Service BI from a broader perspective!
Organization

How to organize your team or business to enable SSBI?

- *Vision on what the SSBI goals are*
- *Roadmap - better to take multiple steps than one giant step*
- *Integrated SSBI in the classic BI governance*

Self-Service BI for everybody in your organization is a tricky thing.

- *Distinction between power users and casual users*
- *Train your employees*
Create a robust corporate BI infrastructure.

The BI infrastructure must be able to support the additional load. Complex queries or queries from unexperienced users can pull down your BI infrastructure.

Select BI tools that support SSBI in the best possible way. Too often suppliers claim that they have tools with SSBI support but at the end the tools are not intuitive and users still need support from IT.
Process

Organize the procedures and processes around technology, organization and people.

Make sure that users can rely on the available data sources and the results of the analysis’ floating around.

*Data Management (Quality, Security, Documentation…) is very important in order to mitigate the risk of chaos.*

Support the flexibility and agility of SSBI.
SSBI in the enterprise

SSBI @ LACO customers

Type 1: “Business in the driver's seat”

- Existing tools in combination with the ‘classic’ BI infrastructure (e.g. use of Excel on cubes).

- Business is using the SSBI environment extensively.
  - IT has to try to keep up with growing demands for data from business
  - Business is (sometimes) running into the limitations of the tools/BI platform
SSBI @ LACO customers

Type 2: “IT in the driver's seat”

- Upgraded infrastructure for the classic BI environment (e.g. DW appliance in the back-end) and/or new end-user tools (e.g. web-based analytics tools).

- IT pushes the query/reporting workload towards the business
  - Limited enthusiasm from business
  - Tools are often too complex for the business
The afore mentioned cases show the far ends of the SSBI spectrum:

<table>
<thead>
<tr>
<th>Structured SSBI</th>
<th>Unstructured SSBI</th>
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</thead>
<tbody>
<tr>
<td>Only allowed on valid sources of data</td>
<td>Any data source qualifies for analysis</td>
</tr>
<tr>
<td>Governed process of report creation and distribution</td>
<td>Uses unconstrained collaboration and distribution channels</td>
</tr>
<tr>
<td>Heavy emphasis on IT control of data assets</td>
<td>Emphasis on business driven solutions</td>
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</tbody>
</table>
Conclusion

And off course: you can not have it all…

<table>
<thead>
<tr>
<th>Smooth data governance</th>
<th>Structured SSBI</th>
<th>Unstructured SSBI</th>
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</thead>
<tbody>
<tr>
<td>Standardization</td>
<td></td>
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<td>Data discovery</td>
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<td>Pattern discovery</td>
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<td>Timely decision support</td>
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Conclusion

The key is to **find the balance** between structured and unstructured SSBI.
That’s nice.
But how does this work in the real world?

SSBI in practice
BI concept with two tracks

Operational Applications Data Sources
- Source 1
- Source 2
- Source 3
- Source N

Industrialised information collection
- Data Governance (Quality, Security, ...)
- Extract, Transform, Load

Modelisation
- Enterprise Datawarehouse

Data Marts/Cubes/Repository
- Cube
- Repository

Presentation
- Reports
- Dashboards
- Mobile

Data sources
- External
- Manual
- Operational

Data Preparation
- Extract, Transform, Load

Sandbox
- Sandbox/Appliance
- Ad-hoc Report
- Dashboards
- Mobile Report

Temporary collect data to support exploitation or presentation needs

From Industrialised information collection towards standardized reporting
Key Success Factors

Precisely define conditions wherein the SSBI track is used to answer the questions of end users.

A well organized governance that manages and follows the solutions offered through the SSBI track.
Best practices

A clear framework for the SSBI track
- Well defined architectural principles and technical guidelines.
- Clear communication!

The establishment of a governance model for monitoring the SSBI track
- Can a question be addressed through the standard BI track or should it be answered with the aid of the SSBI track?
- By definition, a SSBI solution should have a limited lifespan.
- What happens after when a SSBI solution is ‘End of Life’?
SSBI, bringing agility into your BI environment

Functionality

Data

Sprint 1

Sprint 2

Sprint 3

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Key takeaways
“Self-Service BI”

**IT**

No, you can not and should not stop it.
Yes, you can control it.

**Business**

Yes, you need it now.
No, it does not have to be chaos.
“SSBI in a two-track concept”

The two track BI concept makes SSBI available in a way business people like it the most, (semi-) unstructured.

It stimulates the generation of new insights and the creation of rapid added value for the business people.

The ‘SSBI solutions’ form the basis for the further development of the classic BI environment which takes the pressure of timing.
Questions?
Ready for a fresh view on your business? Contact us today