Self-Service BI & Analytics

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Two Mindsets

**Centralized**
- Requirements-based
- Integrate and Re-use
- Robust
- Top-down Approach

**Decentralized**
- Opportunity-based
- Immediate Use
- Agile and Exploratory
- Bottom-up Experiments

Business Intelligence and Analytics

MIND THE GAP
Key Issues

- Don’t have all the data you need
- Don’t have the right attribute, relationships, or hierarchies
- Are too restrictive in the data models
- Don’t allow to clean and integrate the data
- Takes too long to get results
- Are too complex, cumbersome and complicated to use

Source: Forrester’s BI Technographics Global Data and Analytics Survey, 2014
“Self-Service” in BI & Analytics

Self-Service BI describes the facilities within a BI environment that allow users to be more agile and less dependent on IT.
Bimodal BI – The Managed Self-Service

Managed BI

Managed Self-Service

Self-service BI & Analytics

Cloud

On Premise

Social Intelligence

Analytics for Insights

Data Wrangling

Web & Mobile
Anytime, Anywhere
There will come a time when the traditional BI platform will not be needed anymore!

Self-service, fast, Interactive, visual, unconstrained data access will be the norm!

Add new capabilities today and steadily replace old platforms!
Analytical Data Discovery
A New Era of Business Intelligence

The future of BI is visual!
With Big Data you have no chance to spot patterns in tables and the more traditional BI display methods.

You also will need Analytics to make sense of all your data!
Analytics for the masses

Fear of Analytics:
- Lack of Skills
- Lack of approachable capabilities
Analytics for the masses

Self-Service & Approachable Analytics
- Ability to create fit for purpose visual and interpret analytical results
BI & Analytics Continuum

Descriptive
- What is happening?
- Report/Monitor Results

Predictive
- What will happen?
- Identify Outcomes

Diagnostic
- Why did it happen?
- Understand the context

BI and Analytics Continuum
Democratization of Analytics

- Reports / Dashboards
- Data Exploration
- Predictive Analytics

- Descriptive
- Diagnostic
- Predictive

- Executives
- Analysts
- Statistician
Self-Service BI & Approachable Analytics with SAS
Self-Service BI & Approachable Analytics with SAS

Access all your data
Interactive and Visual Reporting
Analytical Data Exploration
Analytical Modeling*

*S Requires additional license of SAS Visual Statistics
SAS® Visual Analytics

New Analytics Culture
THANKS