



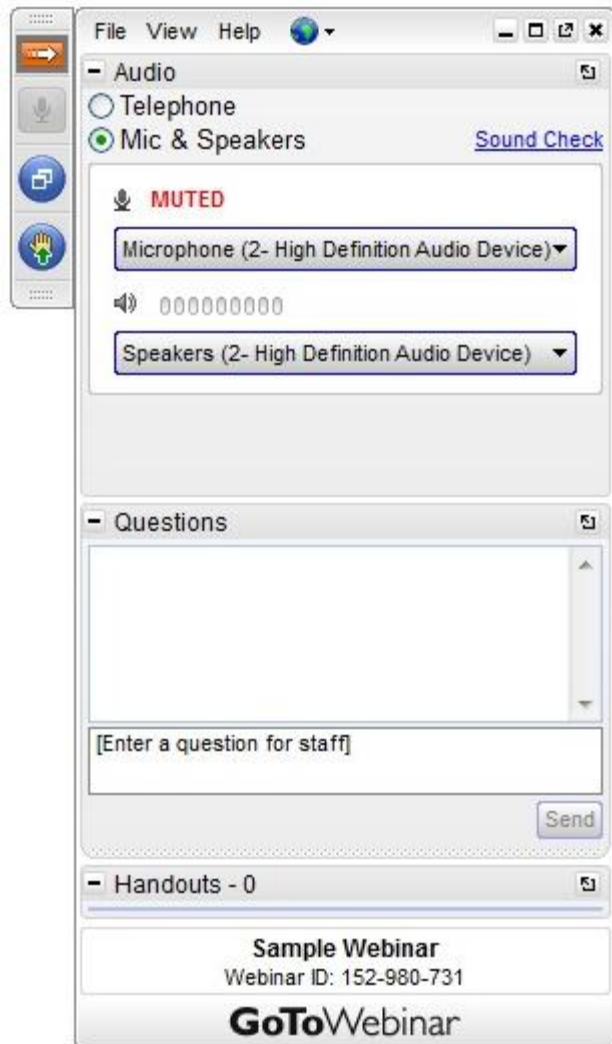
SENTURUS

ENTERPRISE BUSINESS INTELLIGENCE PLATFORMS VS. SELF-SERVICE ANALYTICS TOOLS

Which is the Right Tool for the Job?



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Submit questions here

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RESOURCE LIBRARY

An extensive, free library of past webinars, demonstrations, whitepapers, presentations, helpful hints, and more.

AGENDA

- Introductions
- State of the Market
- Major Feature Comparisons
- Conclusion & Examples
- Senturus Introduction
- Additional Resources
- Q&A

INTRODUCING...TODAY'S PRESENTERS



Albert Valdez

Vice-President of Learning
Solutions

Senturus, Inc.



Greg Herrera

President and Co-Founder
Senturus, Inc.



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STATE OF THE MARKET

**ENTERPRISE BUSINESS INTELLIGENCE VS
SELF-SERVICE ANALYTICS**

STATE OF THE MARKET

According to Gartner (February 2016):

- *“The business intelligence (BI) and analytics market has passed a tipping point as it shifts **away from IT-centric, reporting-based platforms** and toward **modern BI and analytics platforms** that enable smarter analytics and greater agility.”*

What This Really Means:

- Analysts are **further subdividing** the estimated \$16.9 billion market in order to provide “Apples to Apples” comparisons
- You will see **platforms** scored against these different groups of criteria in places like the Gartner Magic Quadrant
- **Watch out** for the loaded terms like “modern” and “agility” and use your best judgement to determine:
 - Which is the RIGHT tool for the job

NUMBER OF TOOLS USED

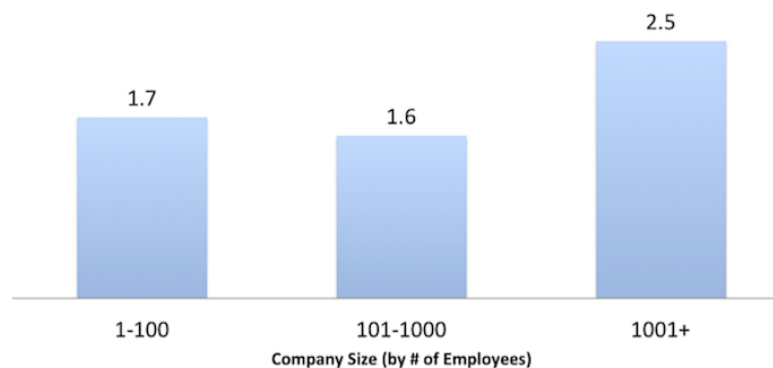
Your Responses (from April, 2016 event):

- 234 unique companies responded
- 35% using more than one solution
- 10% using more than two solutions
- Average is 1.5

Industry Survey (from <https://www.trustradius.com/articles/business-intelligence-survey-results>):

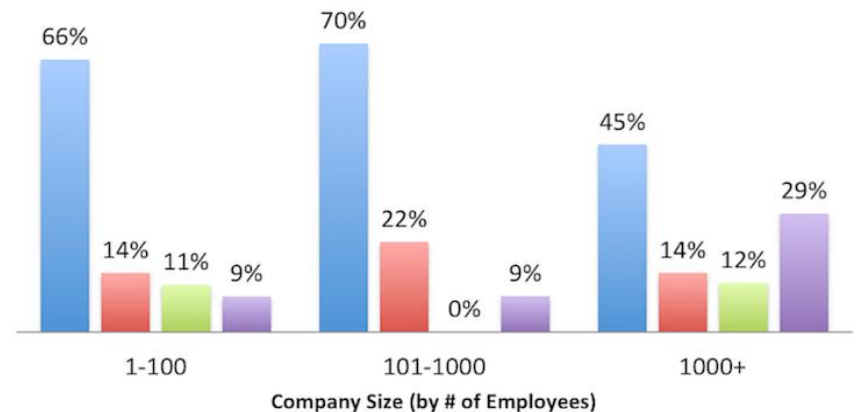
How many Business Intelligence products are you currently using?

■ Average number of BI Tools



Number of Tools Used for Business Intelligence

■ One ■ Two ■ Three ■ Four+





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POLL

HOW MANY BUSINESS INTELLIGENCE TOOLS ARE
IN USE AT YOUR ORGANIZATION?



MAJOR FEATURE COMPARISON

ENTERPRISE BUSINESS INTELLIGENCE VS
SELF-SERVICE ANALYTICS

MAJOR FEATURE COMPARISONS

Enterprise BI	Self-Service Analytics
Supports enterprise-scale data sources including OLAP/MDX sources	Supports most relational sources, but is optimized for local, flat-file data sources such as Excel or CSV files
Based on validated, trusted models of the business	Almost always require some level of data preparation by the Business/End User
Models are rigid, take long time to change	Rapid prototyping, effective for limited number of data objects (sources or tables)
Very strong with operational or transactional reporting such as detailed lists with complex calculations (Tabular Reporting) - think Financial Statements	Ideal for dashboard-style reports with high interactivity (inline filtering/prompts) and highly visual/graphical, limited need for sophisticated data manipulation at the presentation layer
Based on widely-accepted SQL or MDX Standards	Can be limited to vendor-specific query model
Enterprise-scale automation (scheduling) and delivery in any format (.XLS, .CSV, .PDF, .HTML) and report bursting	Requires scripting to automate updates to server-based content
Data-driven delivery and alerting and Event Lifecycle Management	Limited automation/delivery features

MAJOR FEATURE COMPARISONS PT.2

Enterprise Business Intelligence
vs. Self-Service Analytics

Enterprise BI	Self-Service Analytics
Billion-row, multi-terabyte database support	May require data extraction to scale back sources to support desktop processing
Complex user interfaces, better-suited for IT in many cases	Simplified, intuitive user experience designed for first-time business users
Wide data sets (100s of columns) supported	Local (desktop) processing may limit ability to handle wide or long data sets
Geospatial (mapping) capabilities may be limited	Strong with geospatial visualizations
Access to database functions for complex calculations and server-side processing	Limited to vendor-supplied, typically locally processed, functions

MAJOR FEATURE COMPARISONS PT.3

Enterprise Business Intelligence vs. Self-Service Analytics

Enterprise BI	Self-Service Analytics
Designed to leverage existing enterprise architecture such as data warehouse, authentication providers, and web servers	Designed for desktop-based analysis, may or may not integrate smoothly with existing infrastructure or other IT assets
Flexibility to define various relative time periods in the same report/query (may require complex calculations)	Lack of query model control limits ability to report on multiple time grains
Robust metadata layer can support unlimited number of data sources; industrial-strength data modeling features embedded in platform	Designed for small number of data sources (each database table is treated as a data source); data modeling and data preparation typically assumed to happen in an upstream solution
Central metadata can store business logic which can be leveraged consistently across all reports	Each individual user is responsible for managing business logic, potentially resulting in inconsistent definitions across users
Purpose-built for operational, pixel-perfect reporting, data discovery features typically an add-on or afterthought and may not be well integrated	Purpose-built for data visualization and data discovery, encouraging users to ask questions

OUR CONCLUSIONS

Enterprise Business Intelligence:

- Sometimes referred to as the “**traditional**” approach, Enterprise BI is **centrally managed, typically by a shared-services IT department**
- Infrastructure and data models are **centralized**, end-user access is typically via zero-footprint, browser-based tools
- Data sources are enterprise-class and monolithic, such as **data warehouses and data marts** which require long lead times and IT engagement to adjust to changes in business requirements
- Data is **governed, secured, and tested** for accuracy
- Supports large-scale deployments to 1,000s of users, **high-volume, automated delivery of reports** and dashboards, and auditable, trusted, and consistent definitions of data

ENTERPRISE BUSINESS INTELLIGENCE EXAMPLES



OUR CONCLUSIONS (CONT.)

Self-Service Analytics:

- Sometimes referred to as “**modern**,” Self-Service Analytics solutions are typically managed at the **department level**, and are considered to be more “agile”
- Agility comes from proximity to, or **ownership by, the business**
- Tools can be deployed on **individual desktops** and don’t require engagement with shared services or IT
- **Data sources are more varied**, including desktop-based files such as spreadsheets, enterprise source as well as cloud-based and semi-structured sources
- Data acquisition and blending are managed by the business users, **resulting in quicker time to decision**, but potentially sacrificing data governance, lineage, and security

SELF-SERVICE ANALYTICS EXAMPLES



Microsoft Power BI

A FEW CAVEATS

- First of all, the **software world, as always, is in flux** - vendors are often playing across multiple segments - we are not trying to nail down any one platform or vendor and “put them in a box”
- We want to highlight the fact that certain tools are stronger in certain areas
 - Most tools are “**purpose-built**” for certain benefits
 - Once you understand your **business use case**, you can prioritize those benefits that matter to you and determine the right approach
- *There will always be experts who can make any tool do **anything**, for this presentation, we are speaking about typical mainstream users*

IN OUR EXPERIENCE (ASSUMPTIONS)

Enterprise Business Intelligence
vs. Self-Service Analytics

- Most organizations have **one or more tools** from each of these broad categories available to them, so the question:
 - Which tool is right, and why?
- There are **many different types** of reporting and analytics in all organizations, examples include:
 - Standardized reports (*incl. operational, financial statements*)
 - Dashboards & scorecards (*incl. KPI's*)
 - Components of other docs (*ex. MS PowerPoint graphics*)
 - Ad-hoc analyses & queries (*often one-off*)
 - Advanced visualizations
 - Predictive analytics
- **No one tool fits all uses perfectly**

OUR PERSPECTIVE

- Typical business user
 - We know that **expert users can make any tool do what they want**, but at what cost?
 - Educating the user base is crucial
- There is value in each approach, bottom line, a **more analytical (data-driven) approach to decision-making is always better!**
 - 10:1 ROI is a no-brainer, so congratulations, having more tools at your fingertips is a GOOD thing
 - Identify which of the following key factors matter in your analysis, pick up your tool, and get to work
- Investigate whether or not a given tool can do the job—you might be surprised

THE TOOL MATTERS...

Enterprise Business Intelligence
vs. Self-Service Analytics



BUT THE JOB MATTERS MORE

Enterprise Business Intelligence
vs. Self-Service Analytics



BUT, REMEMBER...

- The software world is in flux...
- The trend in the past 24 months has been the convergence of capabilities
 - Self-Service platforms are expanding outward to the Enterprise
 - Traditional tools are embedding self-service features
- What if you could have the best of both worlds?



Help Deciding Your Next Steps

Senturus has unique capabilities across the spectrum of business analytics solutions

- Experts in a variety of platforms and approaches
- Ability to help you design and deliver the right architecture for your business requirement
- Free consultations
- Business analytics roadmap at:
<http://www.senturus.com/business-analytics-roadmap/>
- Senturus Analytics Connector - get the best of BOTH worlds at: <http://www.senturus.com/enterprise-bi-connector-tableau/>





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WHO WE ARE

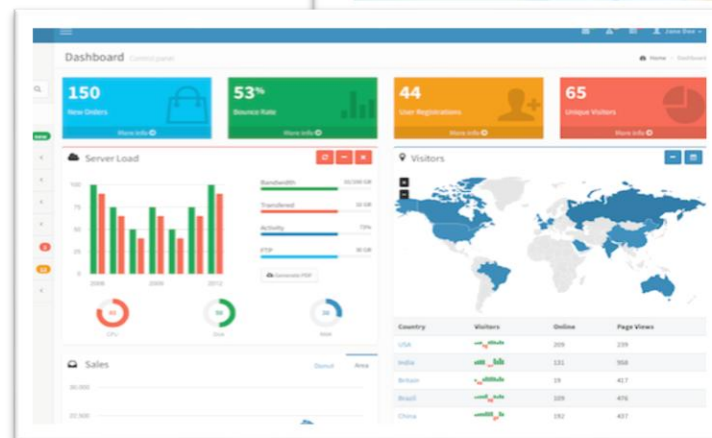
ABOUT SENTURUS

Bridging the Gap Between Data & Decision Making



Business Analytics Architects

- Dashboards, Reporting & Visualizations
- Data Preparation & Modern Data Warehousing
- Self-Service Business Analytics
- Big Data & Advanced Analytics
- Planning & Forecasting Systems
- Proprietary Analytics Connector Software



1000+ Clients, 2000+ Projects, 16+ Years



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ADDITIONAL RESOURCES

Free Upcoming Events

<http://www.senturus.com/events/>

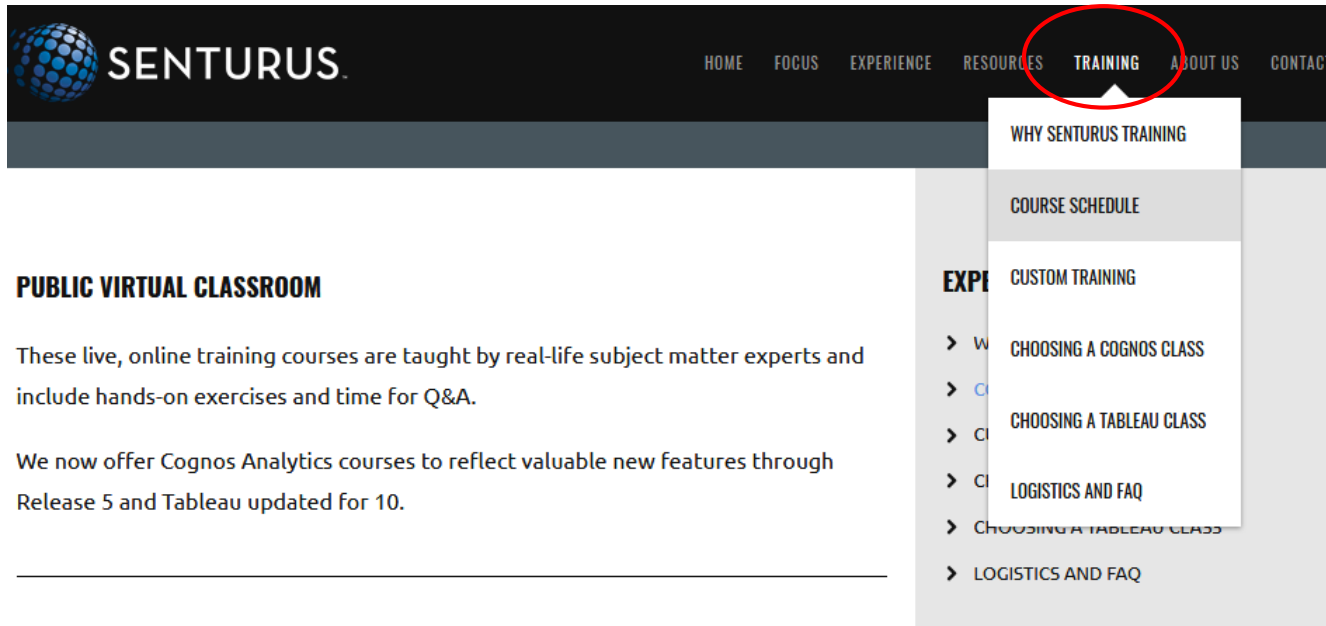


TABLEAU LIKE A PRO IN HALF A DAY

HANDS-ON WORKSHOP IN WASHINGTON, D.C.

Wednesday, September 13, 2017 - 8:30am – 12:30pm or 1pm –
4:30pm - 4 hours or 3.5 hours

IBM Cognos Analytics and Tableau Training



The screenshot shows the Senturus website header with a navigation menu. The 'TRAINING' link is circled in red, and a dropdown menu is open below it. The dropdown menu contains the following items: 'WHY SENTURUS TRAINING', 'COURSE SCHEDULE', 'CUSTOM TRAINING', 'CHOOSING A COGNOS CLASS', 'CHOOSING A TABLEAU CLASS', 'LOGISTICS AND FAQ', and 'CHOOSING A TABLEAU CLASS' (repeated). The main content area on the left features the 'PUBLIC VIRTUAL CLASSROOM' section, which describes live, online training courses taught by real-life subject matter experts, including hands-on exercises and time for Q&A. It also mentions that Cognos Analytics courses are offered to reflect valuable new features through Release 5 and Tableau updated for 10.

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PUBLIC VIRTUAL CLASSROOM

These live, online training courses are taught by real-life subject matter experts and include hands-on exercises and time for Q&A.

We now offer Cognos Analytics courses to reflect valuable new features through Release 5 and Tableau updated for 10.

WHY SENTURUS TRAINING

COURSE SCHEDULE

CUSTOM TRAINING

CHOOSING A COGNOS CLASS

CHOOSING A TABLEAU CLASS

LOGISTICS AND FAQ

CHOOSING A TABLEAU CLASS

LOGISTICS AND FAQ

Senturus Resource Library

RESOURCE TITLE

CONNECTING TABLEAU TO COGNOS & MICROSTRATEGY
Easily Access the Governed Data in Your Enterprise Analytics Platform

INSTALLING COGNOS ANALYTICS V11
Updated Tips for the Latest Release

THE NEW REPORTING EXPERIENCE IN IBM COGNOS ANALYTICS
Demos of Our Favorite New Features

ROLLING OUT TABLEAU TO THE ENTERPRISE
10 Things I Wish I Had Known Beforehand

COGNOS ANALYTICS: MARCH 2017 ENHANCEMENTS
11.0.6 Demos and Q&A with IBM Product Team

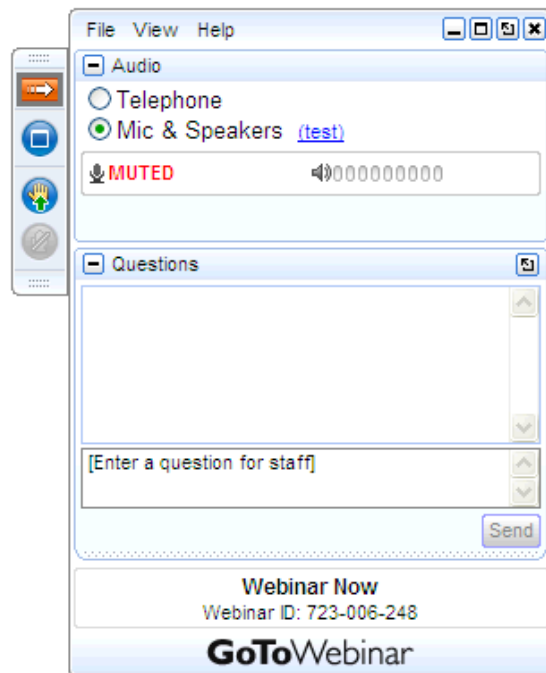
LEVERAGING THE CLOUD FOR BI INFRASTRUCTURE
With Focus on and Demos of Microsoft Azure

TABLEAU DASHBOARD DESIGN: BEST PRACTICES
10 Tips with Demonstrations

CHOOSING THE RIGHT MICROSOFT BI TOOL FOR THE JOB
Microsoft BI Past and Present

- 100s of free resources
- Tableau, Cognos, Microsoft and more
- Past webinars, demos, whitepapers, presentations and helpful hints
- Active blog

Q&A

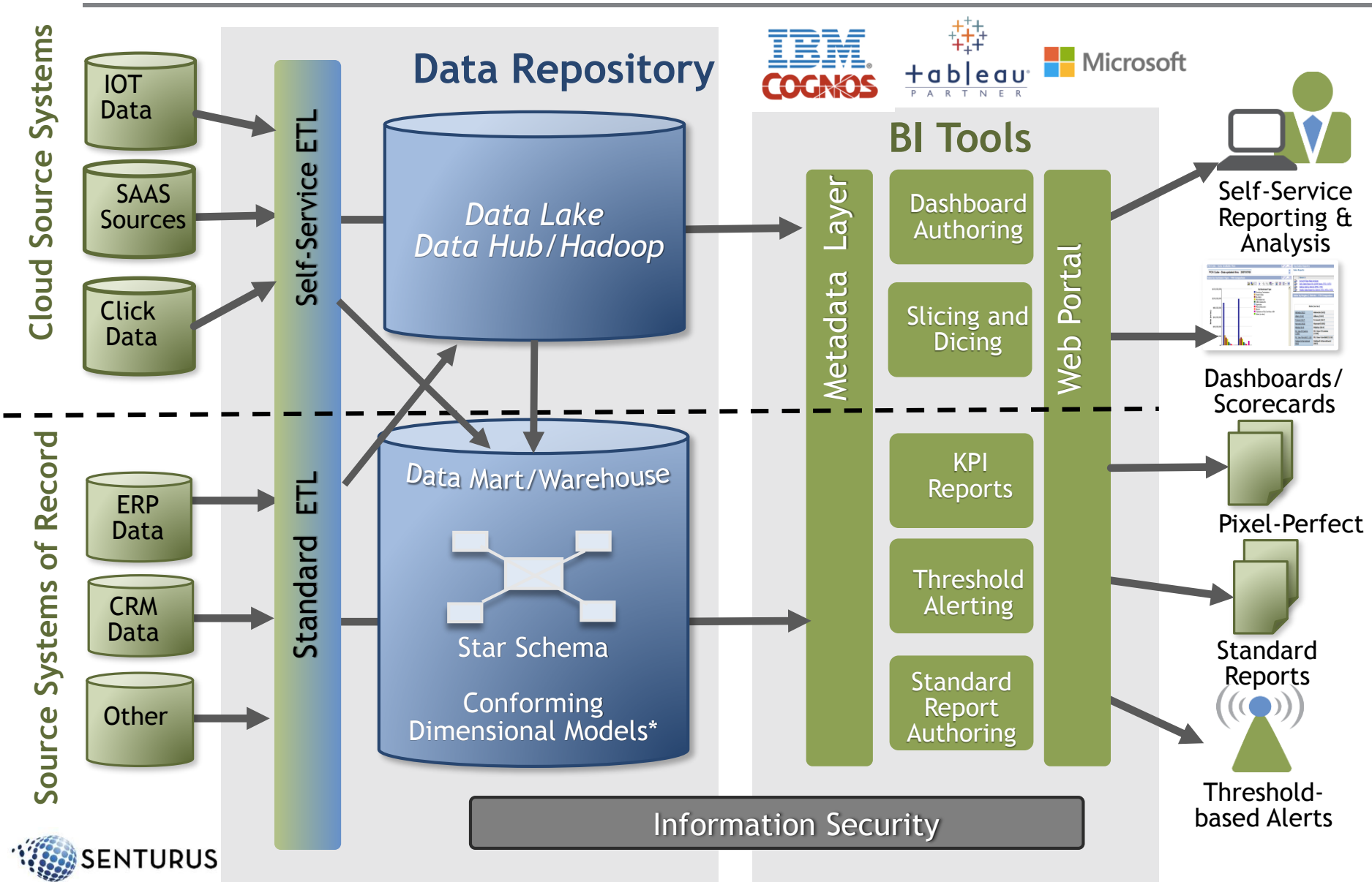




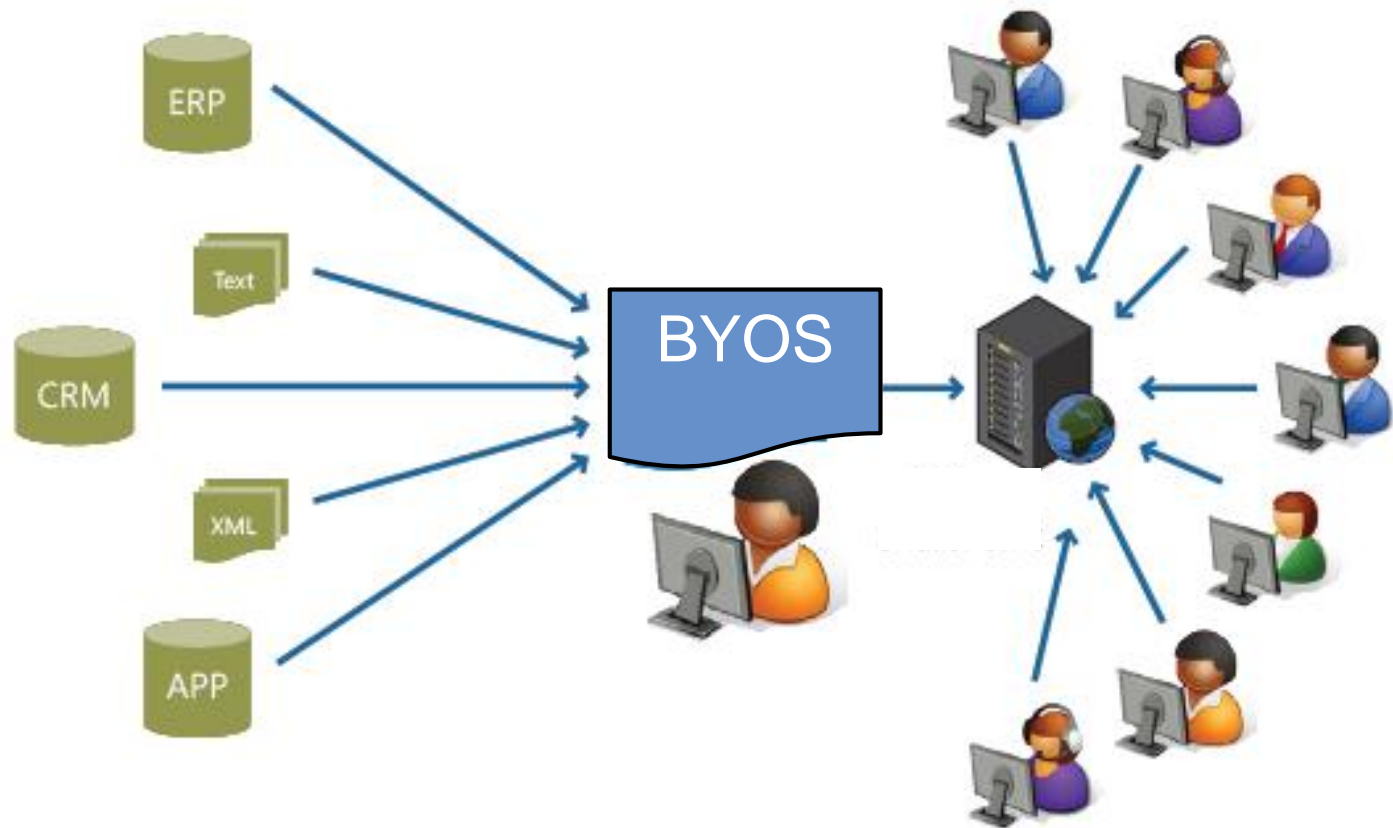
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**APPENDIX:
ENTERPRISE VS SELF-SERVICE BI
REFERENCE ARCHITECTURES**

ENTERPRISE BUSINESS INTELLIGENCE ARCHITECTURE (MODERN BI / HYBRID APPROACH)



SELF-SERVICE ARCHITECTURE



Thank You!

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