How To Successfully Implement Self-Service Analytics

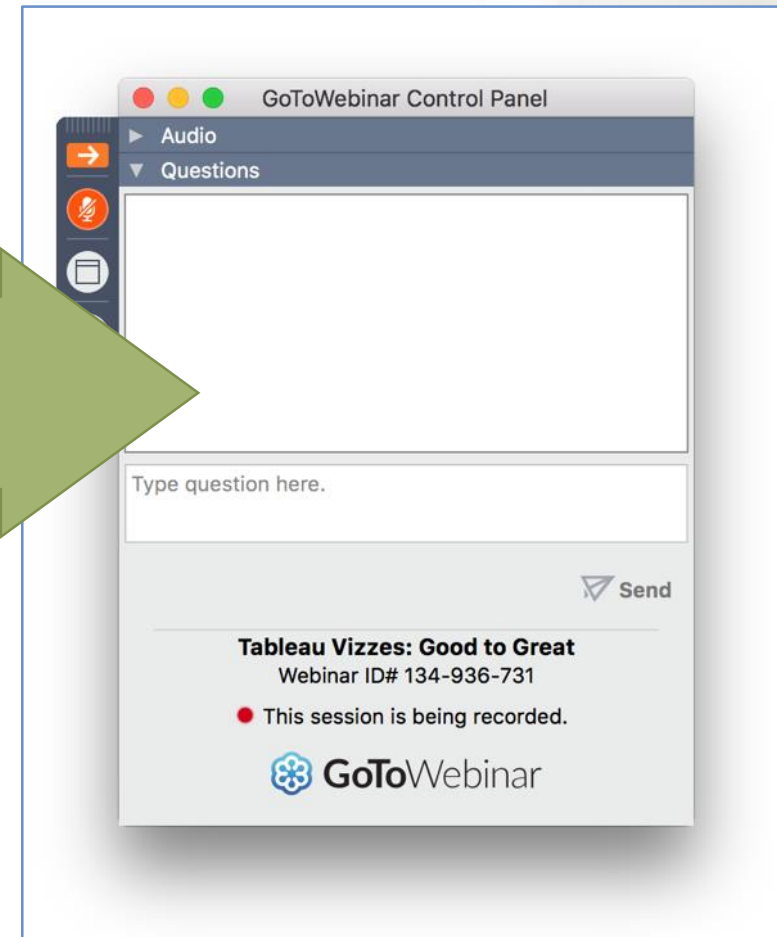# GoToWebinar control panel

Click arrow to restore full control panel

Submit questions in this section

GoToWebinar Control Panel

▶ Audio
▼ Questions

Type question here.

☑ Send

Tableau Vizzes: Good to Great
Webinar ID# 134-936-731
● This session is being recorded.

GoToWebinar

To obtain this presentation

Visit the Resource Library
on the Senturus website
to download this presentation
and explore other assets:

senturus.com/resources

RESOURCE LIBRARY

Welcome to our extensive, free library of past webinars, demos, whitepapers, presentations and helpful hints. Use the topic boxes to the right to filter through and easily locate content. We are constantly adding new materials, so please check back often to see our latest content. Enjoy!

SEARCH RESOURCES

Enter search term...   GO

SORT BY

Popularity   Date   Title   Type

RESOURCE TITLE	TYPE	GO
SHEDDING LIGHT ON CLOUD BI OPTIONS Amazon. IBM Cognos Cloud. Microsoft Power BI Service. Tableau Online. Azure.	BUSINESS STRATEGY	→
IBM COGNOS REPORTING TOOLS: FEATURE SET COMPARISON Visual Reference Guide	FEATURES	→
A COMPARISON OF POWER BI, TABLEAU & COGNOS Differentiators Demo'd	FEATURES	→

SENTURUS

Agenda

Introductions

Self-service analytics

- Self-service defined

- Misconceptions

- Best practices

- Requirements

- Cognos architectures

Senturus overview

Additional resources

Q&A

SENTURUS

Introductions

Pedro Ining

Principle BI Analytics Architect

Senturus, Inc.

Michael Weinhauer

Director

Senturus, Inc.

SENTURUS

Poll #1

With which BI platforms does your organization do self-service reporting and dashboarding? (Select all that apply)

- Cognos

- Tableau

- Power BI

- Other

- None (we don't do self-service reporting)

SENTURUS

Poll #2

What percent of your Cognos platform is used solely for traditional canned reporting?

- 25%

- 50%

- 75%

- 100%

- Don't have Cognos/don't know

SENTURUS

Explosive growth in self-service BI

What is self-service BI?

Self-service BI allows business users to access more data sources on their own, model their own data and then create reports or dashboard visualizations with very little help from IT.

This can lead to faster and more agile data analytics as compared with traditional BI development.

SENTURUS

The promise of self-service

- Giving business users direct access to data and reporting tools will remove the reporting burden from IT

- Analytical decisions can happen more quickly in an agile fashion, applying actionable insights will drive business growth

- New modern BI tools will provide more visual, insightful and automated analysis

But then why do so many self-service BI efforts go wrong?

Common misconceptions

- Install and build it; we're done

- Eliminates the need for IT

- A modern self-service BI tool will be a successful project

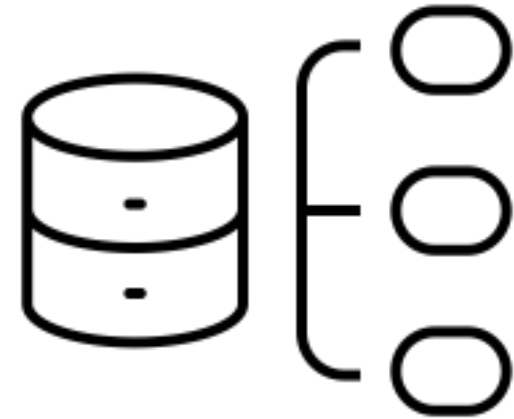- User's will automatically understand how to use the tool

Focus areas for implementation

Best practices

Requirements discovery

Cognos self-service architectures

Best practices

- Data governance

- Requirements "discovery"

- Semantic layer

- Training

- Performance tuning

- Recognize not all areas are suited self-service

Requirements

Discover vs. gathering

- Determine and understand the client's goal

- Understand the current business process or workflow

- Discuss existing pain points
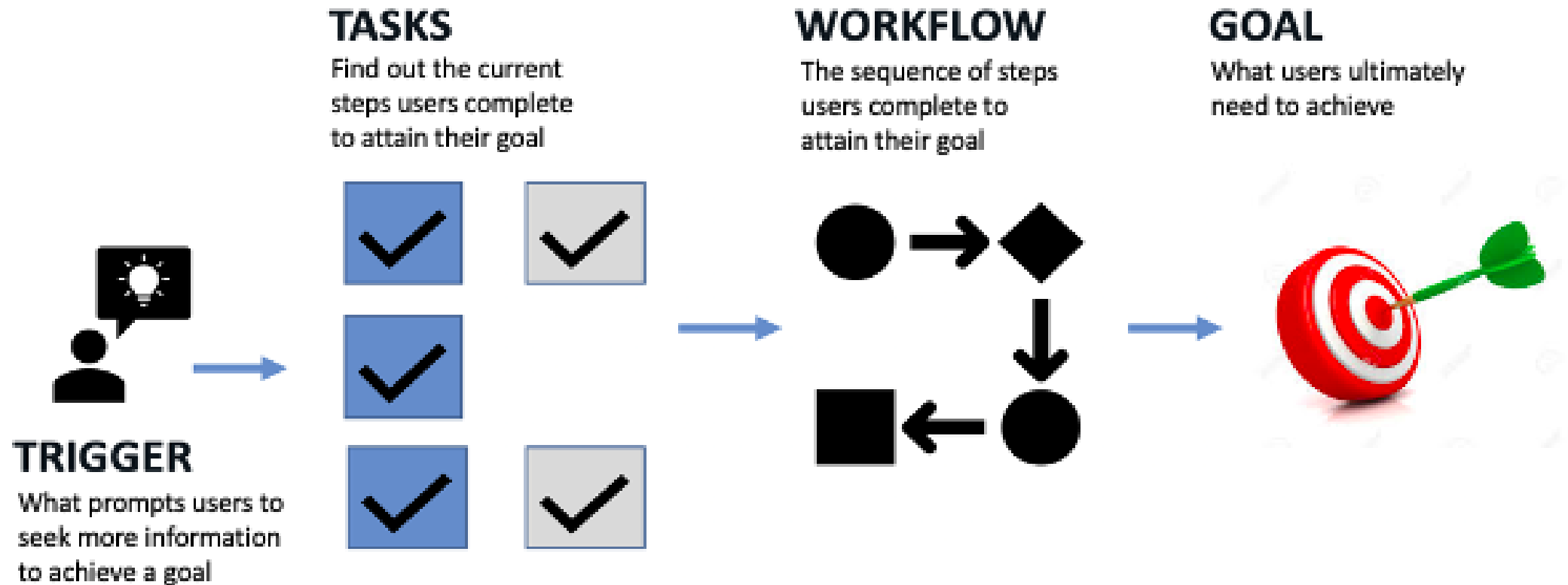
- Consolidate with a user story

Requirements

Determine and understand the client's goal

- A discussion that is independent of the BI tool's features

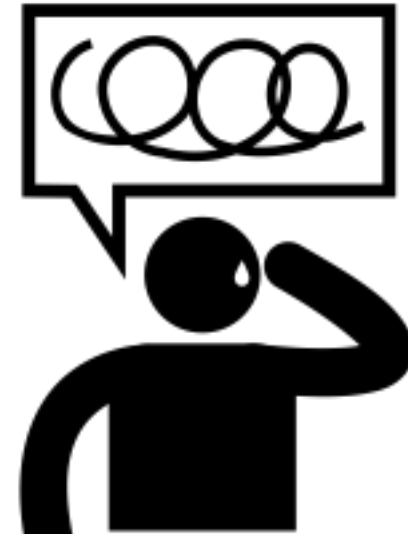- A user's goal is often in lock step with their job responsibilities

SENTURUS

Requirements
Understand the user's business process or workflow

TRIGGER
What prompts users to seek more information to achieve a goal

TASKS
Find out the current steps users complete to attain their goal

WORKFLOW
The sequence of steps users complete to attain their goal

GOAL
What users ultimately need to achieve

SENTURUS

Requirements

Understand user issues with their current workflow

Requirements

Create a user story based on your findings

John is an HR analyst. He has been requested to analyze workforce FTE Headcount. The company periodically reviews the current workforce to determine where it currently stands and how FTE headcount ==compares to the same period last year==. His management team would also like to see the tenure of the workforce. They are interested in seeing the breakdown ==by organization and location.==

John has been working with the current version of the Cognos Headcount package. John sat with some analysts to understand the components of the package and how to query the package. He knows enough to be able to ==extract data for reporting in Excel==. He has ==never== been able to ==calculate the change in FTE headcount Year-over-Year in Cognos== and finds the task is easier if he just extracts various slices of the data into ==Excel for final reporting==.

In addition, John needed to ==integrate other data sets== into his final reporting that are not currently available in the headcount package. Data points such as employee's location and his service date are not available. He has been able to retrieve files directly from PeopleSoft and integrates that data into his final report.
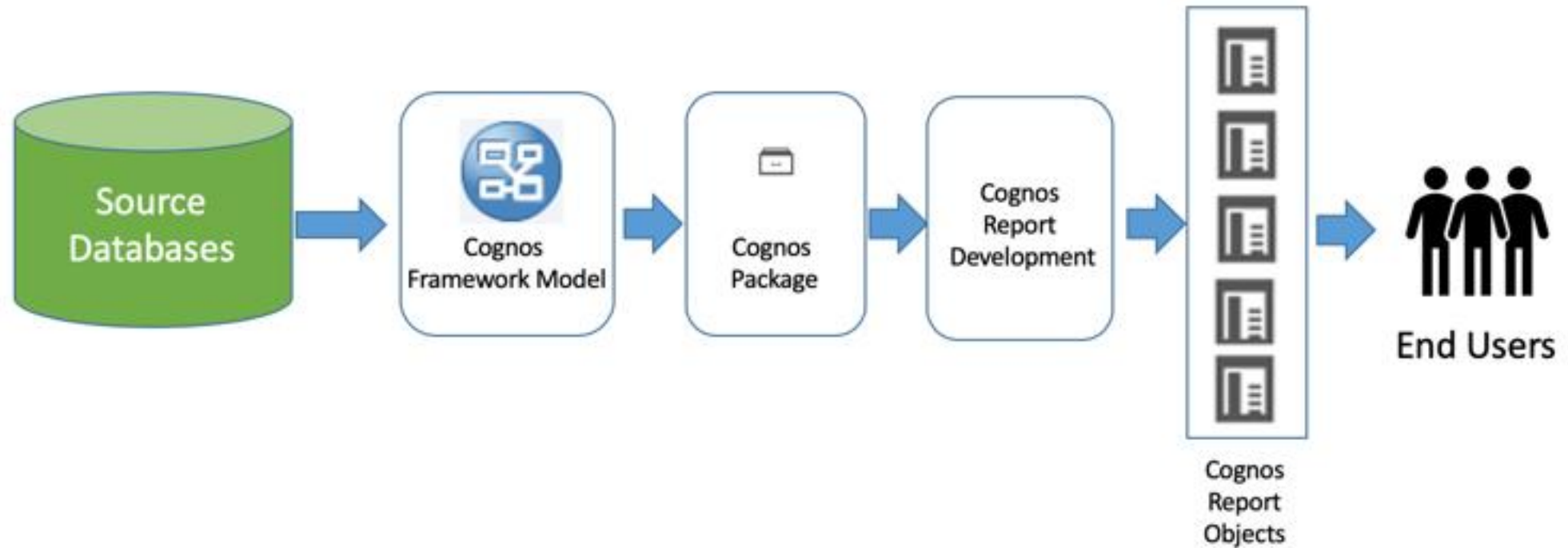
Based on the various data extracts, John prepares a ==final report== for his management which is ==primarily made up of Excel sheets in a workbook.==

Cognos self-service semantic layer architectures

SENTURUS

Cognos 11 key self-service enablers

- FM packages (classic but still useful)

- Data modules – newest modeling tool for end users

- Data sets – ability for users to extract subsets of data

- Dashboards – getting easier with each release
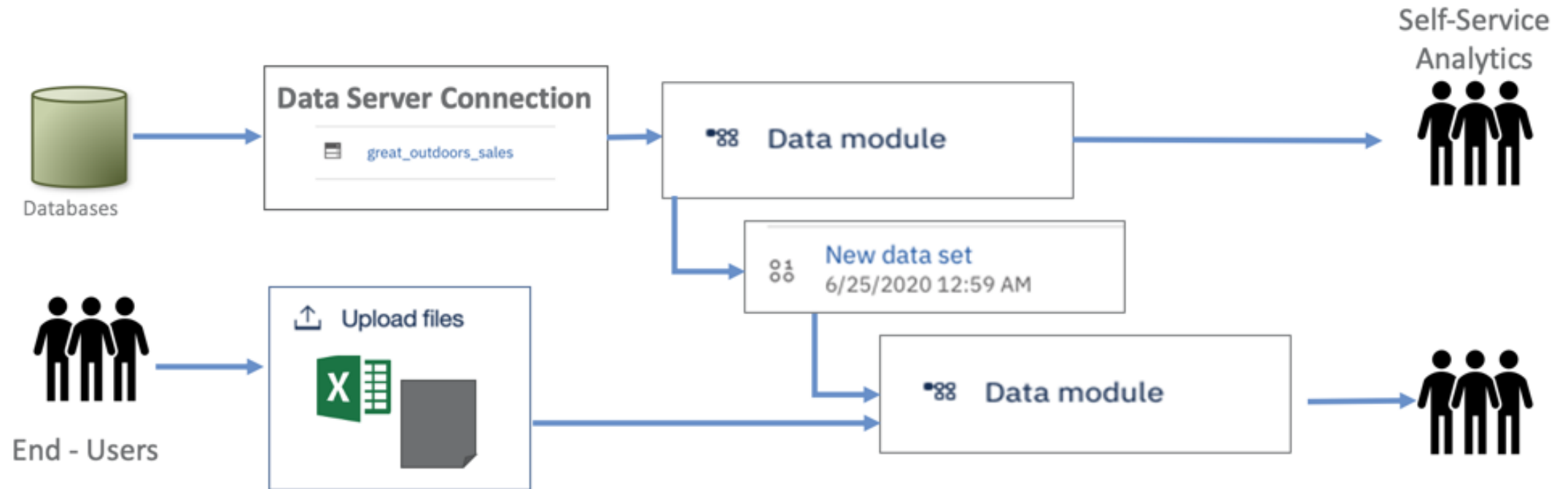
- Reporting – workhorse of analytic tool set

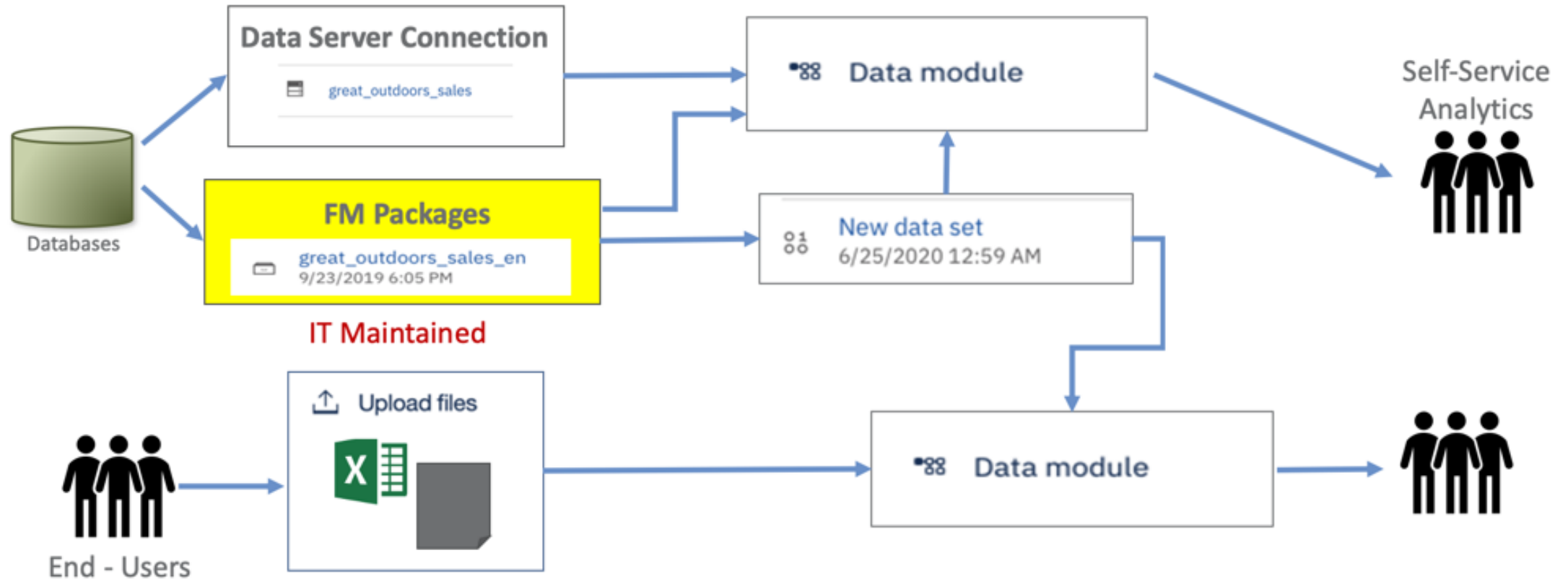SENTURUS

IT driven enterprise model

IT driven with Cognos data modules

End user driven model

Hybrid model

Summary

- Self-service BI implementations require a tight partnership with your business sponsors

- Involve your business sponsors early in the game

- The snazzy BI tool will not mean automatic success

- But a good tool that is implemented properly will be a good foundation

Technology + Business Partnership = Success

SENTURUS

Additional resources

On-demand webinar: Cognos Framework Manager vs. Data Modules
 https://senturus.com/resources/cognos-framework-manager-vs-data-modules/

Blog: Cognos Framework Manager vs. Data Modules
https://senturus.com/blog/cognos-framework-manager-vs-data-modules/

On-demand webinar: Cognos Data Module Architectures & Use Cases
https://senturus.com/resources/cognos-data-module-architectures-use-cases/

On-demand webinar: Cognos Data Modules New Capabilities
 https://senturus.com/resources/cognos-data-modules-new-capabilities/

SENTURUS

We can mentor you to self-service success

https://senturus.com/self-service-bi-implementation/

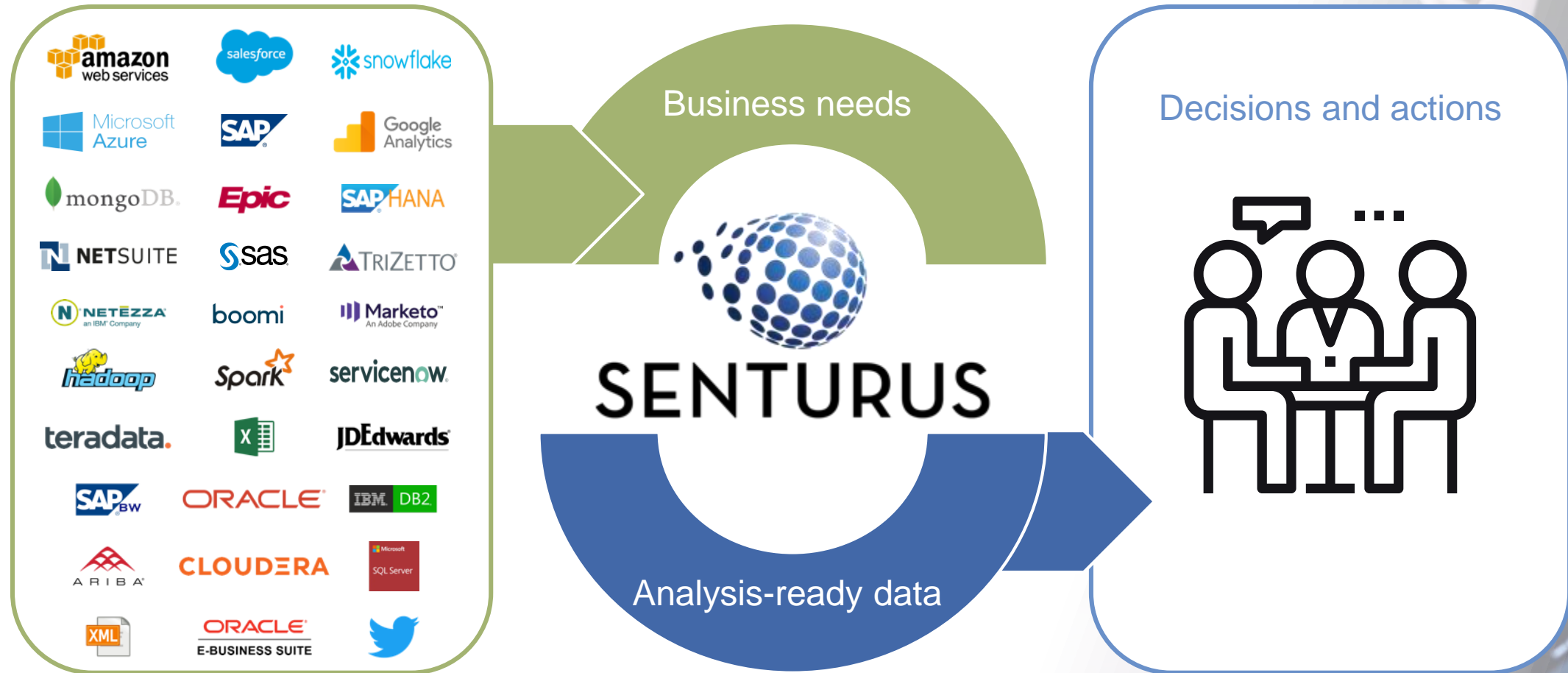![SENTURUS logo]

Talk to one of our self-service experts

info@senturus.com | 888 601 6010

Your path to modern BI

Accelerating self-service analytics for the enterprise

SENTURUS

Bridging the gap

Business needs

Decisions and actions

SENTURUS

Analysis-ready data

Full spectrum of BI services

- Data preparation and modern data warehousing

- Dashboards, reporting and visualizations in Power BI, Cognos and Tableau

- Hybrid BI environments (migrations, security, etc.)

- Software to accelerate bimodal BI and migrations

- BI services and support retainer (expertise on demand)

- Training and mentoring

SENTURUS

A long, strong history of success

20+ years

1350+ clients

3000+ projects

Join the Senturus team

We're hiring talented and experienced professionals

- Senior Cognos BI Architect/Project Manager
- Modern Analytics Solution Architect
- Senior Microsoft BI Architect
- ETL Developer

See job descriptions: https://senturus.com/why-senturus/careers/
Send your resume to jobs@senturus.com

SENTURUS

Expand your knowledge

Find more resources
on the Senturus website:

senturus.com/senturus-resources

SENTURUS

Upcoming event

Planning for a Power BI Enterprise Deployment

Evaluating people, process and technology for maximum performance and user adoption

Thursday, June 24 – 1pm PT (4pm ET)

SENTURUS

Complete BI training

Power BI

IBM Cognos Analytics
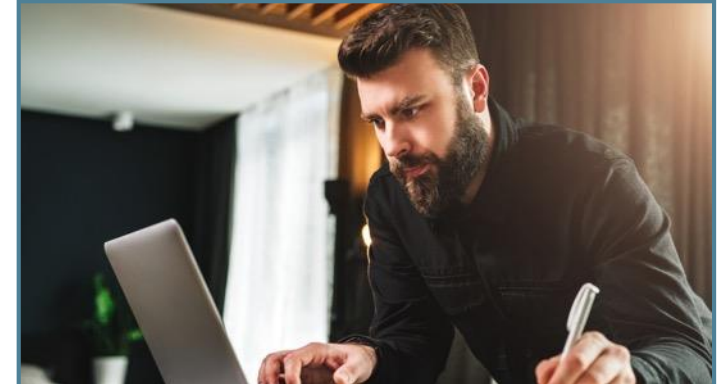
+ableau®

Tailored group sessions

Mentoring

Instructor-led online courses

Self-paced learning

SENTURUS

Additional resources

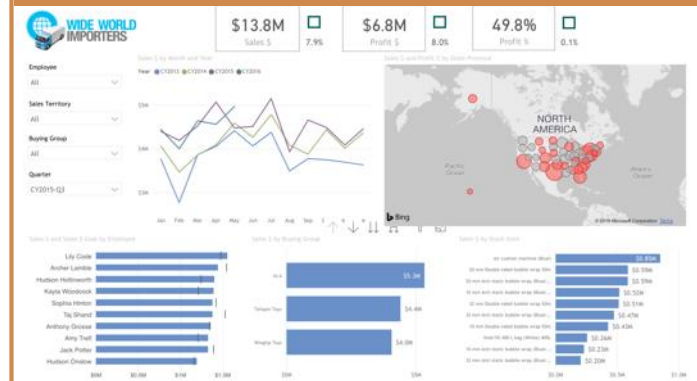Unbiased product reviews

Technical tips

Insider viewpoints

More on this subject
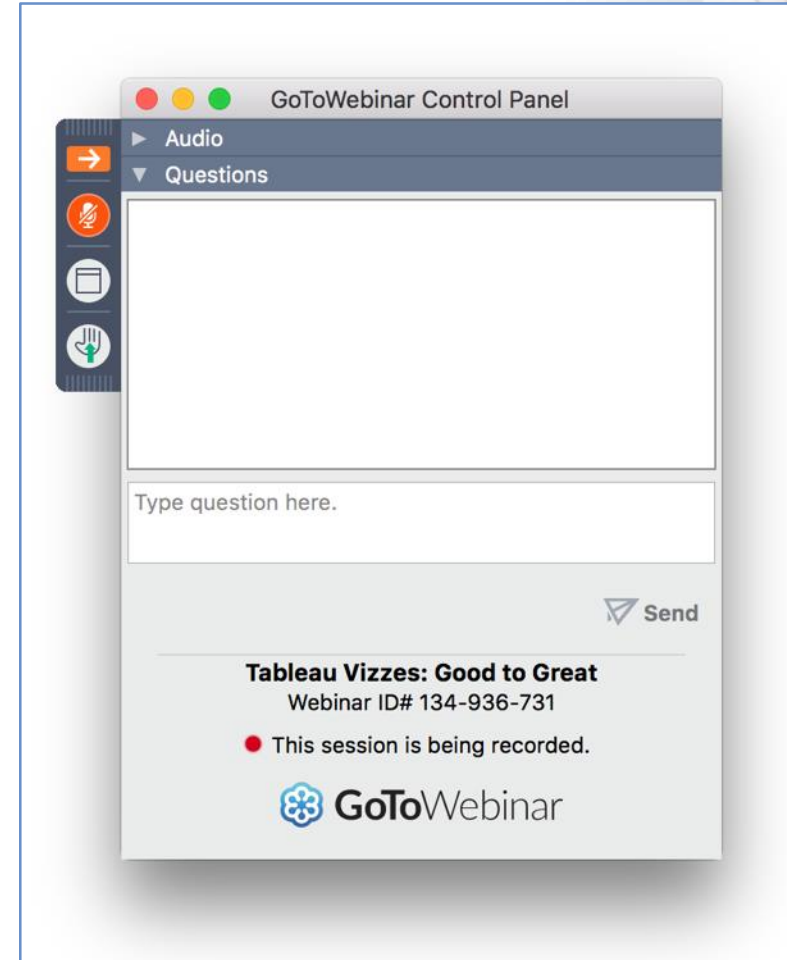

Product demos

Upcoming events

SENTURUS

Q & A

If your question or issue is broader than what we are able to answer today, contact us at:

info@senturus.com

and we will set up a free consultation.

GoToWebinar Control Panel

▶ Audio
▼ Questions

Type question here.

▽ Send

Tableau Vizzes: Good to Great
Webinar ID# 134-936-731
● This session is being recorded.

GoToWebinar

SENTURUS

Thank You