



SENTURUS

Creating a Power BI Report Your Boss Can Navigate

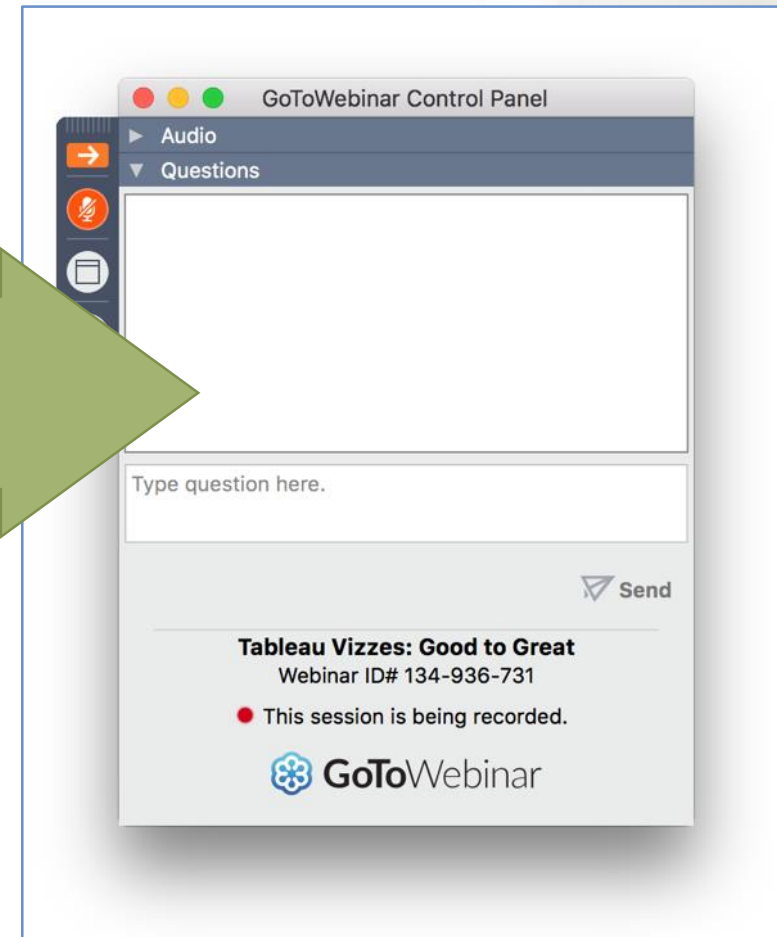


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SHEDDING LIGHT ON CLOUD BI OPTIONS
Amazon. IBM Cognos Cloud. Microsoft Power BI Service. Tableau Online.
Azure.



BUSINESS
STRATEGY



IBM COGNOS REPORTING TOOLS: FEATURE SET COMPARISON
Visual Reference Guide



FEATURES



A COMPARISON OF POWER BI, TABLEAU & COGNOS
Differentiators Demo'd



FEATURES



Agenda

Introductions

What is the real meaning of “self service”

Understanding your audience

Leveraging Power BI functionality to make an enterprise workbook

- Bookmarks

- Insertable Objects

- Publishing

- Designing to the audience

Senturus overview and additional resources

Q&A

Introductions

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Director
Senturus, Inc.



Poll #1

Of the reports you build, what percent are for other people?

- 100% for others
- 80% others, 20% self
- 50% others, 50% self
- 20% others, 80% self
- 100% self

Poll #2

How are you sharing end results?

- Publishing to Power BI service
- Sharing pbix files
- Exporting into other format and distributing through email/SharePoint
- Other

Terminology for the PBI world

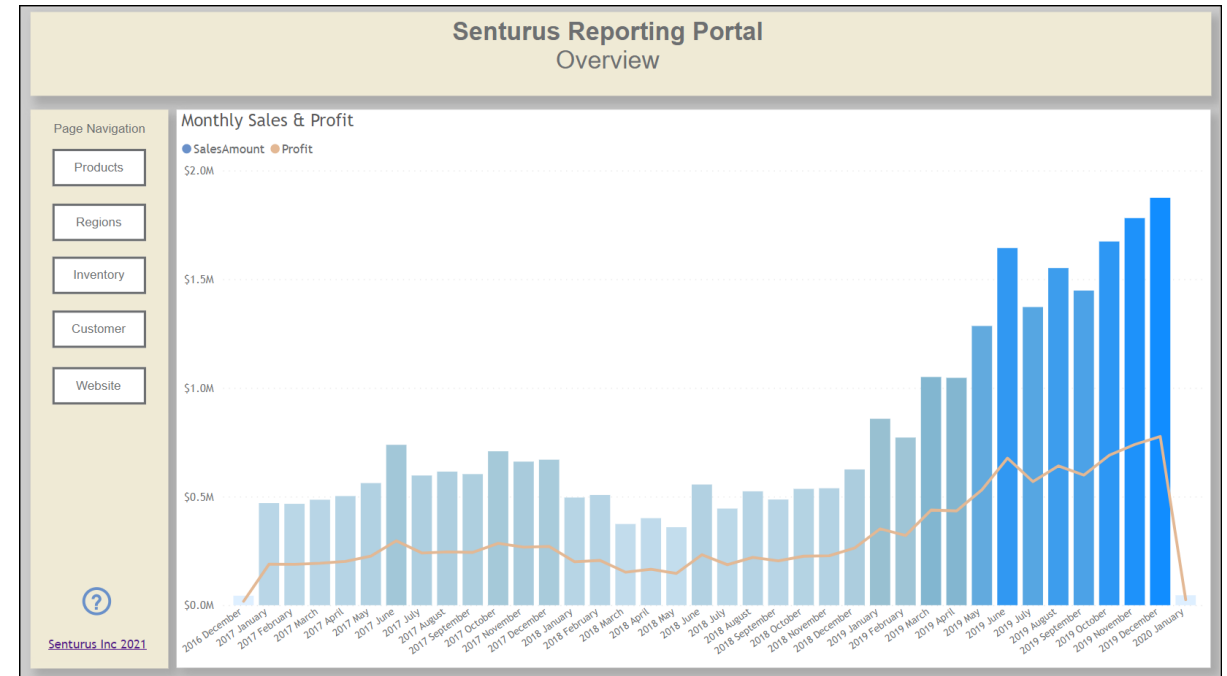
- Pages
- Reports
- Dataset
- UX
- Dashboard/dashboard style

What is self-service?

- There's a difference between self-service development and self-service access
- Modern tools allow users of all skillsets to develop and build top-quality analytics
- But what about when you need to share with the enterprise?

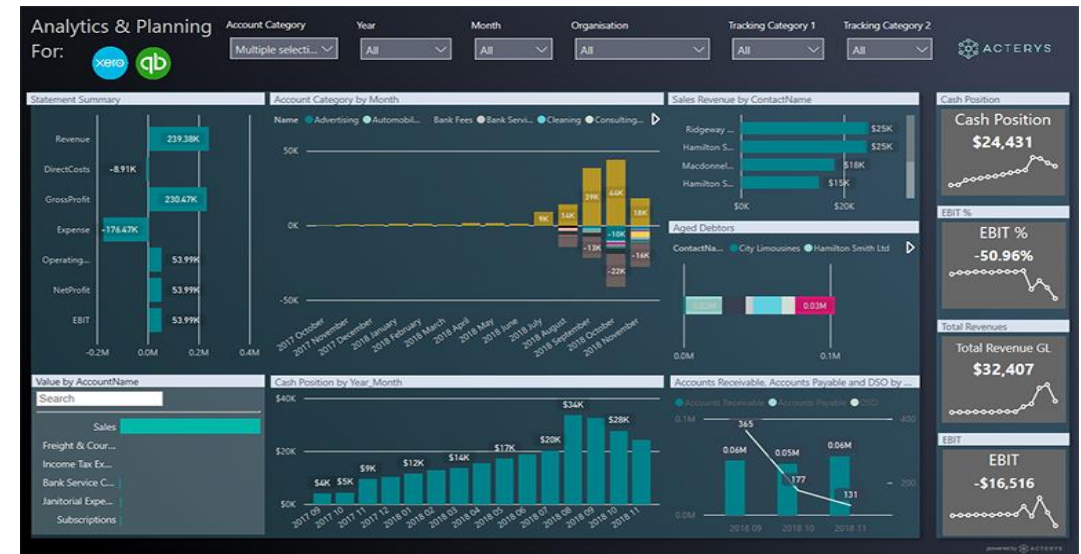
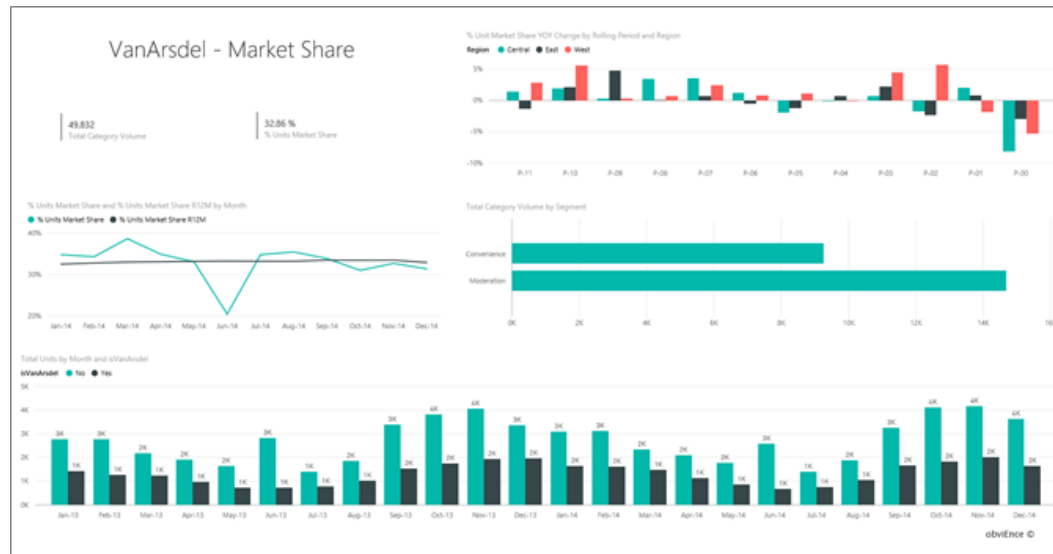
What is self-service?

- Even the easiest of tools is aimed at the developer not the end user
- Consumers are our target audience, and we have to deliver something that works for them



Understanding your audience

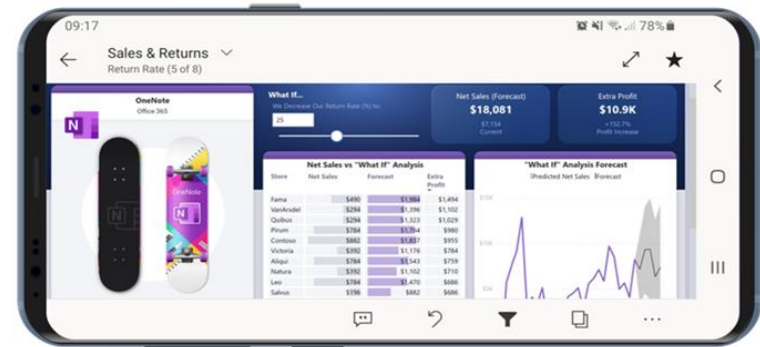
- Not all users process data the same way
- A finance person consumes reporting differently than a marketing person



Understanding your audience

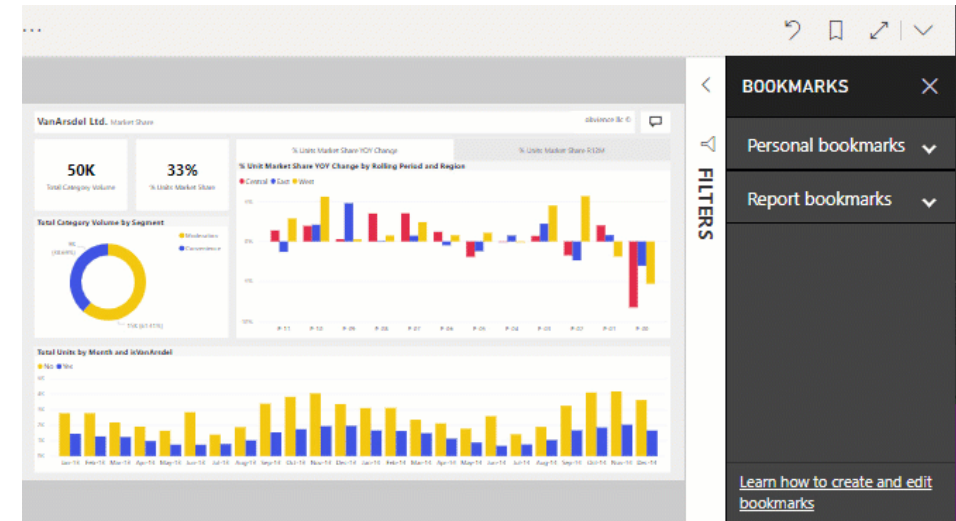
Consider HOW a person will consume reporting:

- On a laptop?
- Desktop monitor?
- Or perhaps a mobile device:
 - Tablet or phone??



Leveraging Power BI functionality

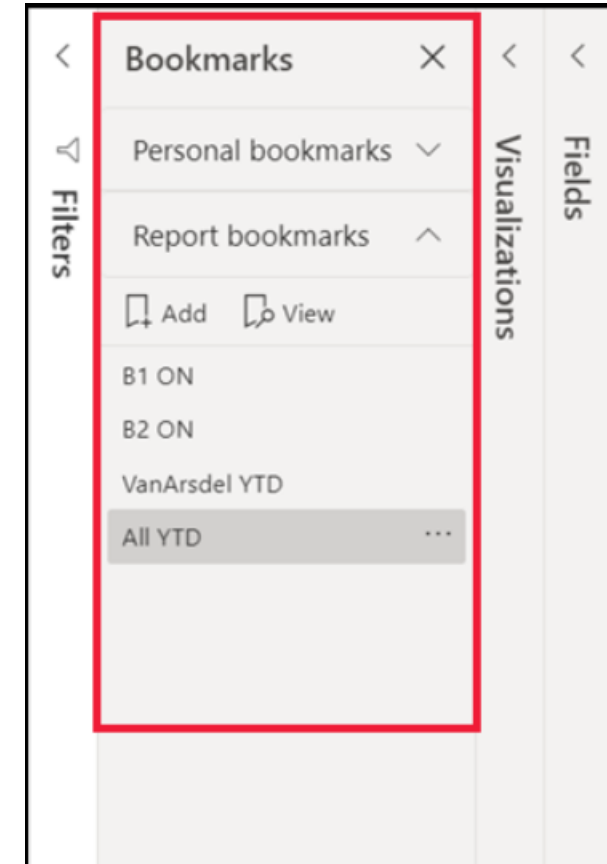
- Power BI gives us many built-in features that make designing a good end user experience a snap



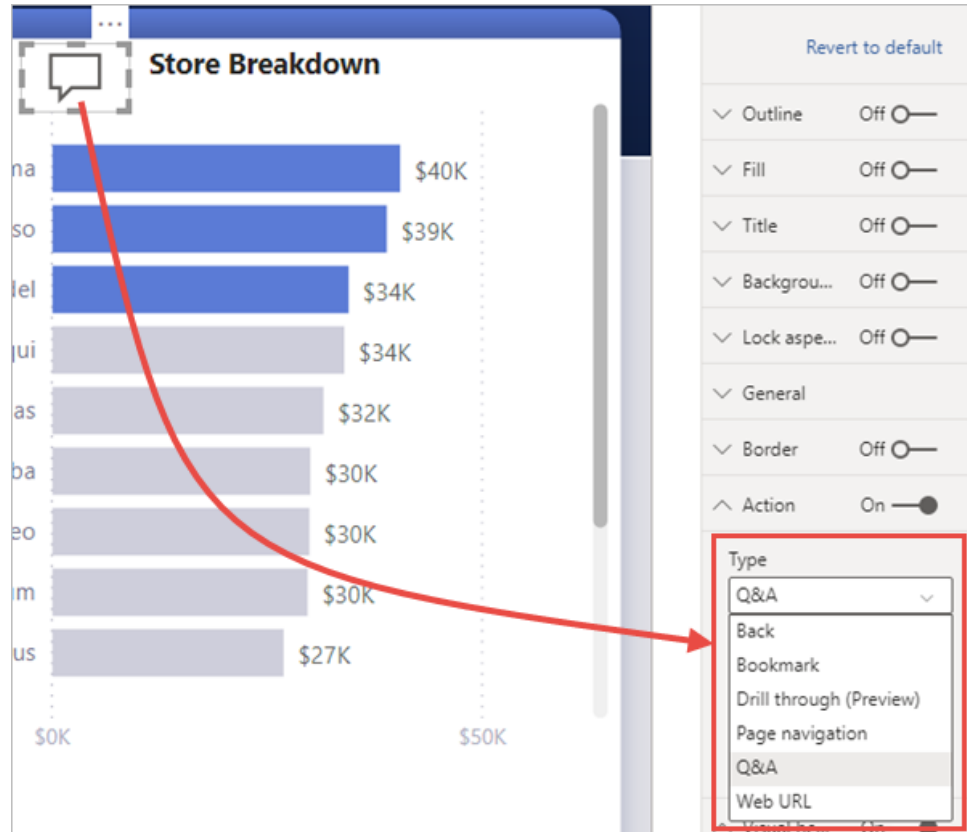
- From bookmarks to shapes, and effectively using the selection pane, an author can build something any user can consume

Bookmarks

- Bookmarks allow us to create “data states”
- Typically used for selecting views of data
- Can also be used to dynamically navigate pages or hide and show objects as needed



Insertable objects

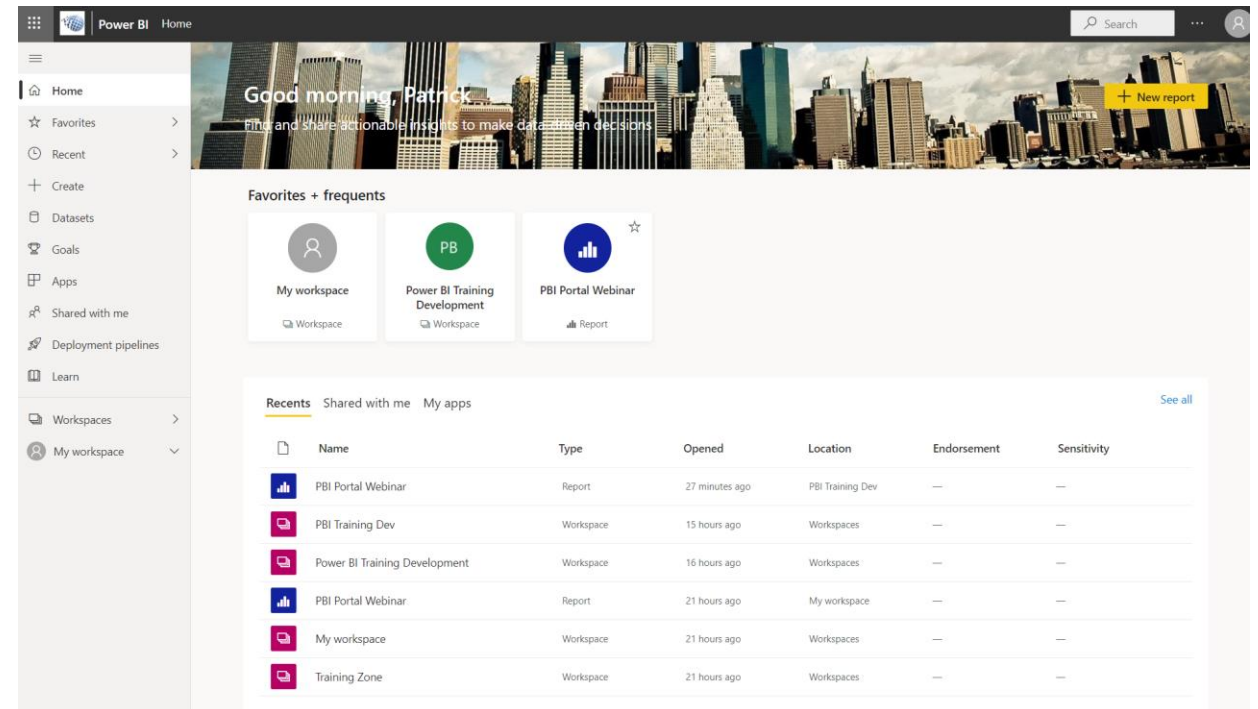


- Use shapes, images and buttons to make a workbook truly interactive
- Buttons are especially useful for mobile delivery

Publishing tips

When publishing remember:

- Only include the right amount of pages
- Hide pages that don't need direct access
- Name **everything** in business terms, not technical!
 - This means attributes in the dataset too!!
- Test on multiple devices and multiple profiles



Power BI demo

Demos

Creating an enterprise workbook

- Laying out aesthetics first
- Using the formatting pane
- Adding navigation and bookmarks
- Publishing

Learn more: in-depth Power BI training

Full Power BI curriculum offered to groups onsite or online

Topics include

- Creating and sharing reports and visualizations
- Data Prep and Modeling
- Admin

- <https://senturus.com/training/powerbi/>

Additional resources

Unbiased product reviews



Technical tips



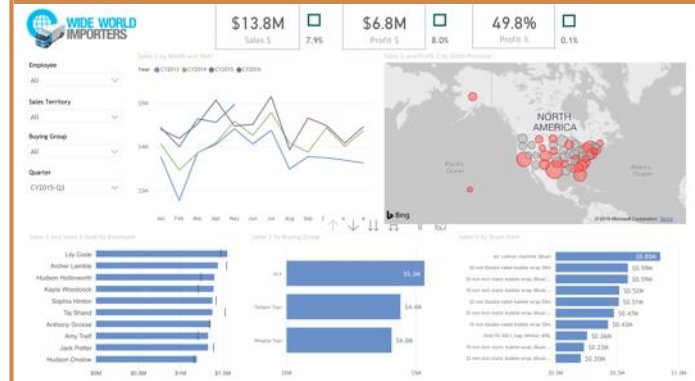
Insider viewpoints



More on this subject



Product demos



Upcoming events



Upcoming event

Rock Ad Hoc Cognos Reporting: Data Modules + Framework Manager

Enabling high performance ad hoc reporting in Cognos

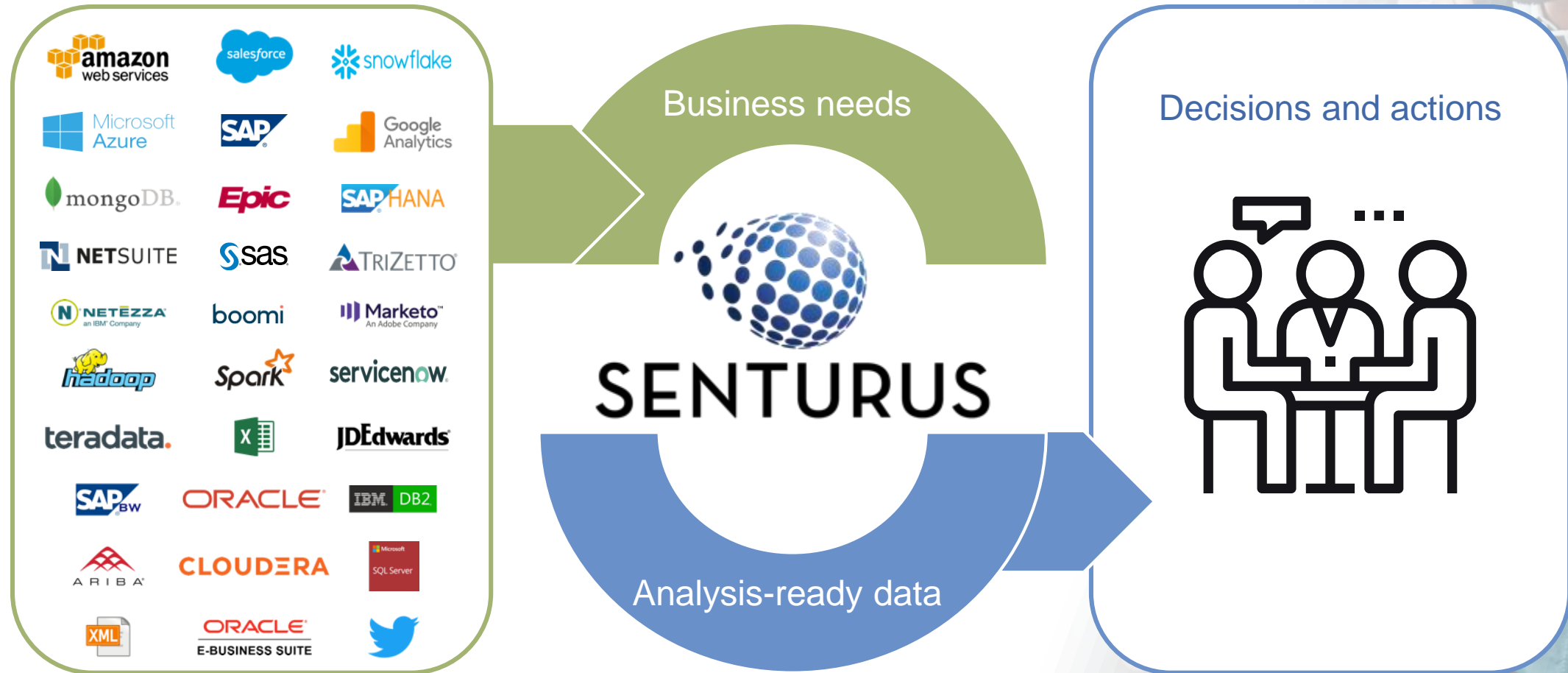
Thursday, August 12, 2021, 11am PT/2pm ET

Your path to modern BI

Accelerating self-service analytics
for the enterprise



Bridging the gap



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

Complete BI training



Power BI



IBM
Cognos
Analytics



Tailored group sessions



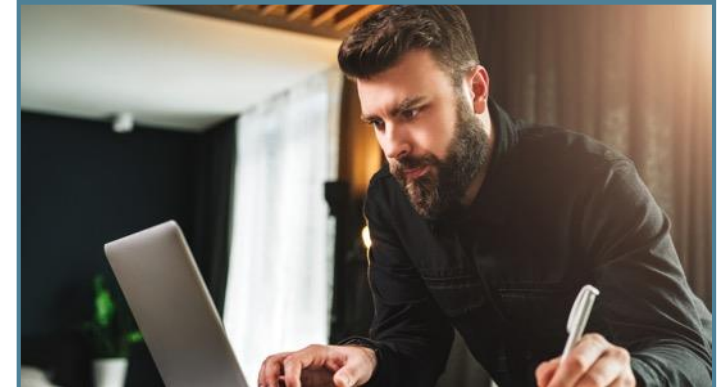
Mentoring



Instructor-led online courses



Self-paced learning



A long, strong history of success

20+ years

1350+ clients

3000+ projects





Join the Senturus team

We're hiring talented and experienced professionals

- Senior Microsoft BI Architect
- Senior BI Architect/Project Manager
- Senior Azure Architect
- Modern Analytics Solution Architect
- ETL Developer
- And more

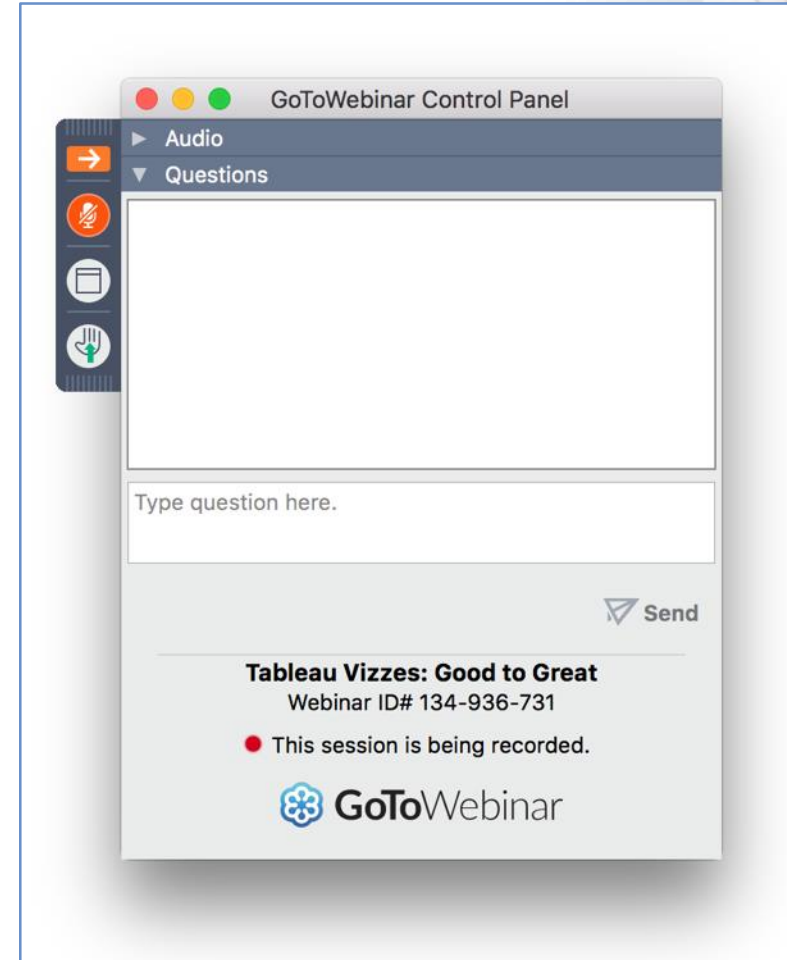
See job descriptions: <https://senturus.com/why-senturus/careers/>
Send your resume to jobs@senturus.com

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.



Thank You



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