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## Capabilities to Look for in a

# Self-Service
# Analytics Solution

Imagine a company where everyone has access to the data they need, when they need it. No one has to submit a request to IT. Everyone can generate insights at the moment of decision making, and dig deeper into relevant data.

**That's a data-driven organization, and it is powered by a self-service analytics solution.**
But, how do you choose the one for your organization?

Read on to see how the right self-service analytics solution can meet all your business needs and lead to better business decisions.

# What is a self-service analytics solution?

A self-service analytics solution enables people, processes, and technology to work together to uncover data insights. As the market for self-service analytics technologies grows, there are several top capabilities you should look for to ensure the solution meets both IT and business needs.

**1.** Balance governance with timely and accurate decision making

**2.** Easily integrate multiple data sources

**3.** Quickly share data insights with stakeholders

**4.** Create apps and reports on demand

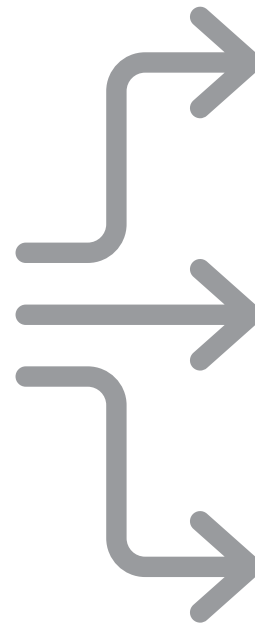**5.** Support a mobile-enabled team

# 1

## Balance governance with timely and accurate decision making

**IT needs:**
To govern data quality

**Business users need:**
To focus on data insights without worrying about data veracity

The IT team is responsible for governance — a critical part of creating a trusted foundation for analysis. However, governance can frustrate users if it prevents them from getting the answers they need to make decisions.

Look for a solution that lets IT maintain quality control without impeding business users from using and analyzing data. Governed data and expression libraries enable everyone to work from the same trusted foundation.

# 2

## Easily integrate multiple data sources

**IT needs:**
To bring in vetted, approved data sources quickly

**Business users need:**
To understand connections in data

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For better or worse, data exists in disparate systems. A self-service analytics solution should have a robust, native data integration layer. It should let IT rapidly bring in vetted, approved data sources to eliminate a backlog of data requests.

Look for a solution with an **in-memory associated data indexing engine** that allows users to see relationships across data, no matter how complex.

# 3

## Quickly share data insights with stakeholders

**IT needs:**
To organize and manage data

**Business users need:**
To contribute their deep insights for business decision making

Any self-service analytics solution should let **IT manage data,** while business users can **share ideas in an organized fashion.** A shared library model, for instance, lets business users leverage pre-built, governed data models, visualizations, and analytical worksheets.

Look for a solution that enables users to add their own content to apps and publish them to the community.

# 4

## Create apps and reports on demand

**IT needs:**
To reduce time spent on creating custom apps and reports

**Business users need:**
To build their own apps and reports without IT bottlenecks

A self-service analytics solution should let users develop apps that allow for deeper exploration of the "why?" behind data without IT expertise.

Look for the ability to **create, publish, and share apps and reports** with responsive pre-defined calculations and metrics. The solution should support mobile-responsive design and open APIs to enable integration of analytics into applications and websites.

# 5

# Support a mobile-enabled team

**IT needs:**
To help drive adoption of the solution

**Business users need:**
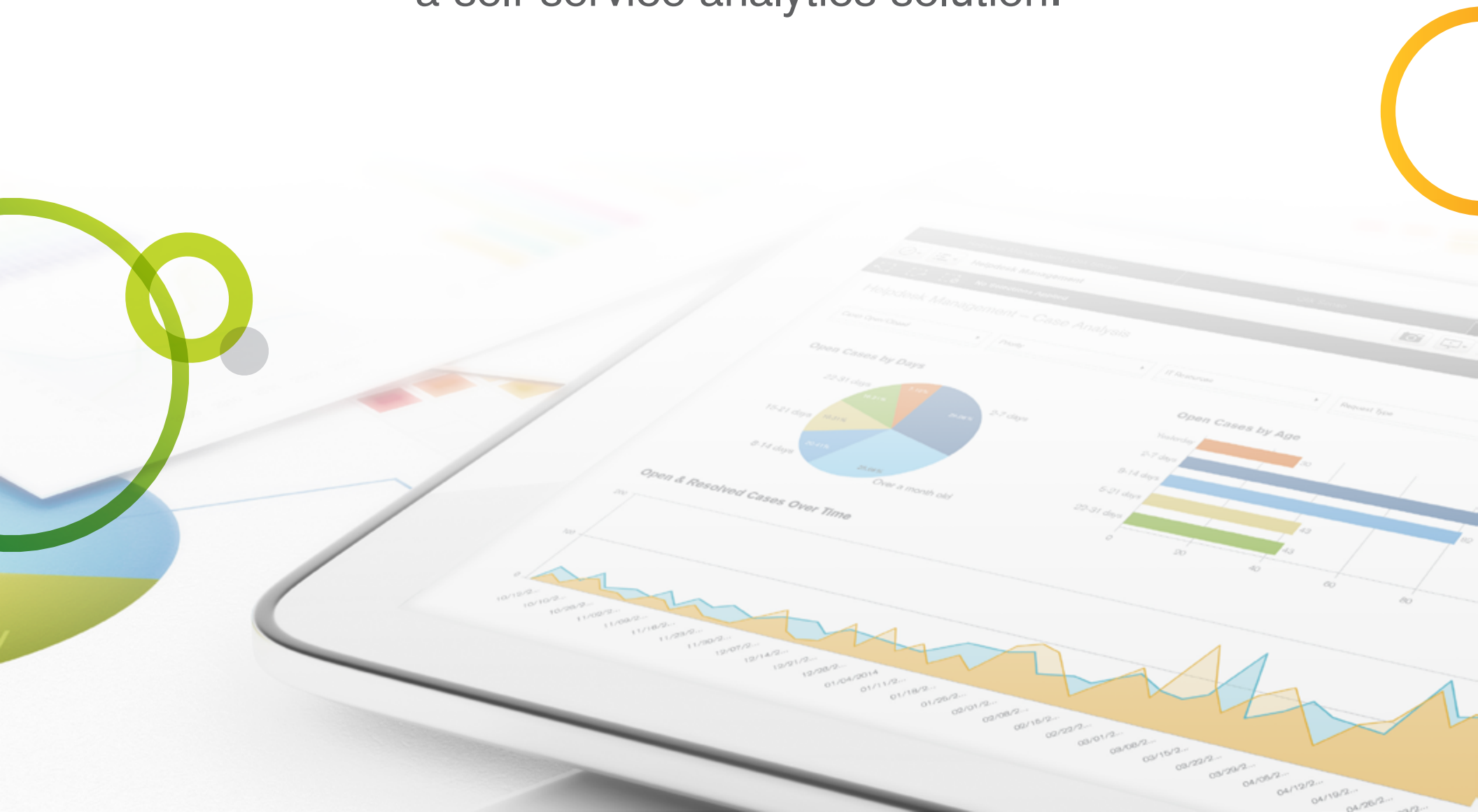To access analytics wherever they are at the moment of decision making

Working on mobile devices is a given today. As a result, a self-service analytics solution must have a mobile app that is **touch-enabled, intuitive, and consistent** — making the user experience seamless across devices.

Modern data analytics solutions are increasingly focused on the business user. But that doesn't mean IT can or should be ignored. The ideal self-service analytics solution is **agile and scalable** to meet the needs of both IT and the business.

Want to learn more? Read the white paper that further explores the capabilities you need in a self-service analytics solution.

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