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Agile Data Integration for Business Intelligence Lecture Series



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for **INFORMATICA**[®]
The Data Integration Company™



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Module 4: Best Practices for Ensuring Managed Self-Service BI



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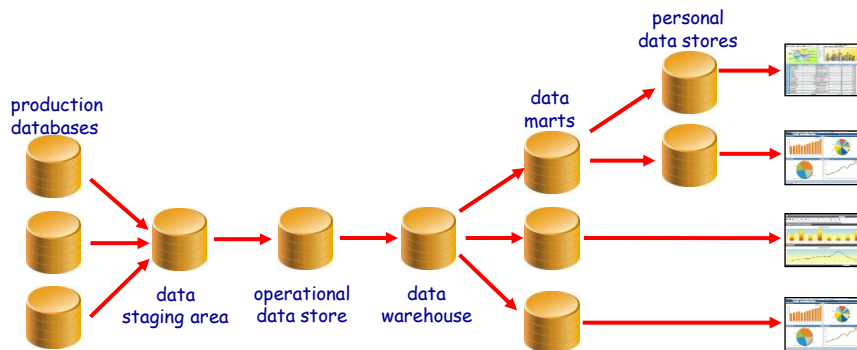
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The World of BI is Changing

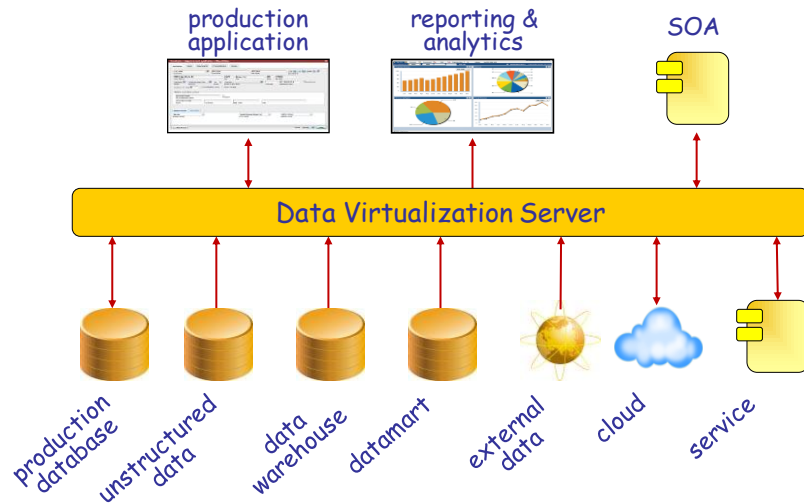


- New data sources
- New user groups
- New forms of reporting and analytics
- Operational BI
- More agility required
 - Time-to-market
- TCO has to go down

Network of Databases (Labyrinth)



Data Virtualization

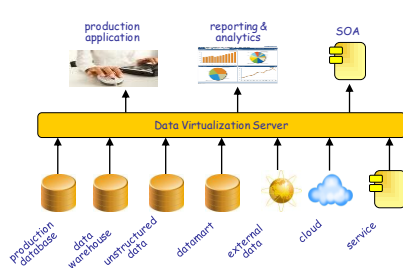


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Summary of Modules 1, 2, and 3



- Data virtualization leads to simplification of BI systems which increases agility and productivity, and improves maintenance
- Data modeling becomes more collaborative and iterative
- On-demand data profiling leads to more collaborative development

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Self-Service BI



- Self-Service Reporting
- Self-Service Analytics
- Self-Service ETL
- Self-Service Cleansing
- Self-Service ...

Quotes Gartner

- “Vocal, demanding and influential business users are increasingly driving BI purchasing decisions.
- They're choosing easier to use data discovery tools over traditional BI platforms – *with or without IT's consent.*
- By 2012, business units will control at least 40% of the total budget for BI”

2011 TDWI BI Benchmark Report

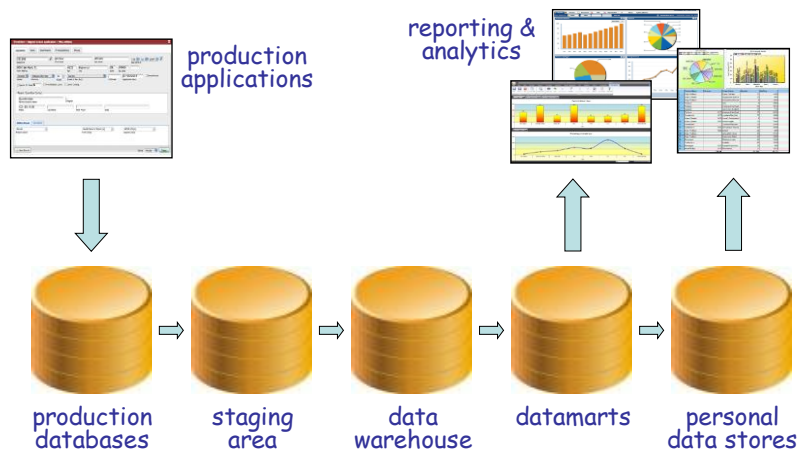


- Developing a complex report or dashboard with about 20 dimensions, 12 measures, and 6 user access rules, took on average 6.3 weeks in 2009, 6.6 weeks in 2010, and 7 weeks in 2011.
- 33% needed more than 3 months.
- The average time needed to add a new data source was 8.4 weeks in 2009, 7.4 weeks in 2010, and 7.8 weeks in 2011.
- 30% of the respondents indicated they needed at least 3 months or more for such a development exercise.

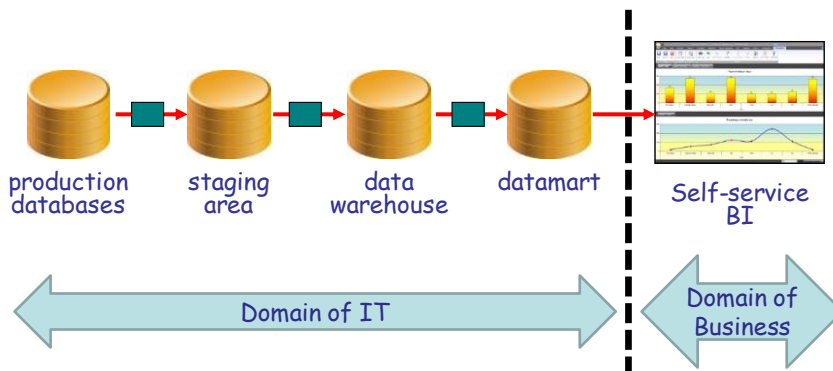
Why do we need Self-Service BI?

- Jim Kobielus, Forrester Research:
- ... business users need more information than ever, and they need it faster than ever
- ... many IT staffs face growing backlogs of information requests
- self-service features ... can help buffer less-technical end users from the complexities of the underlying data infrastructure
- This frees up IT professionals from having to spend "an inordinate amount of time" responding to requests for new data, new views or updated report formats
- Most of the time business users spend a lot of time explaining what they need to do to the IT teams.

The Chain of Databases



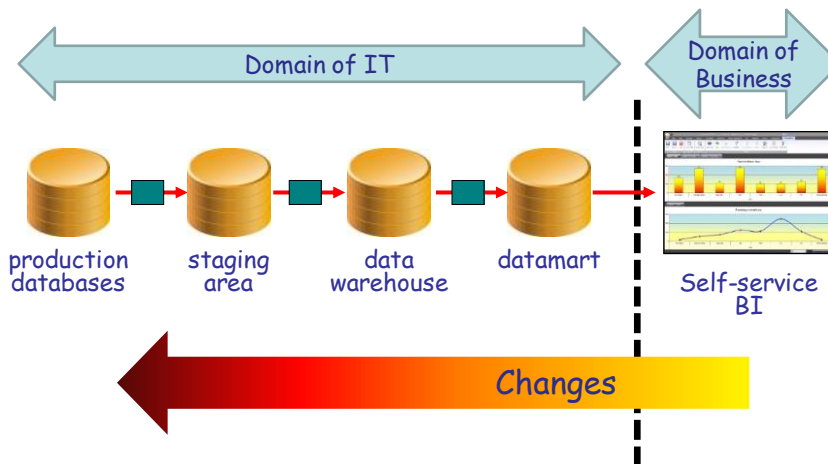
Two Domains



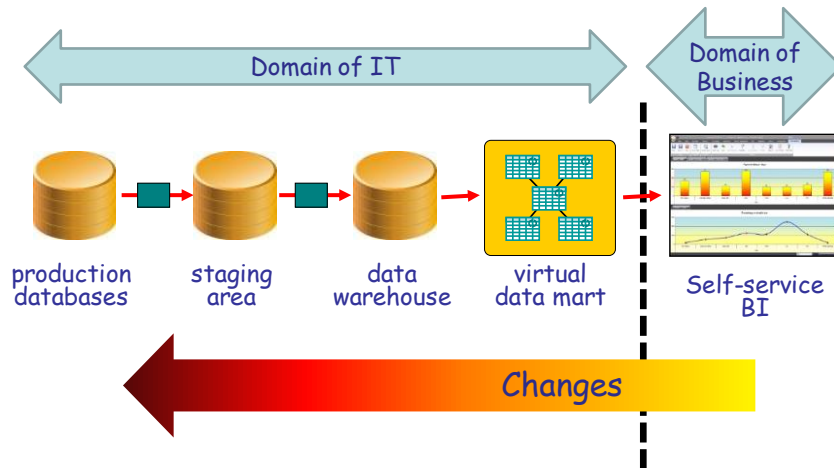
Level of Self-Serviceness is Restricted



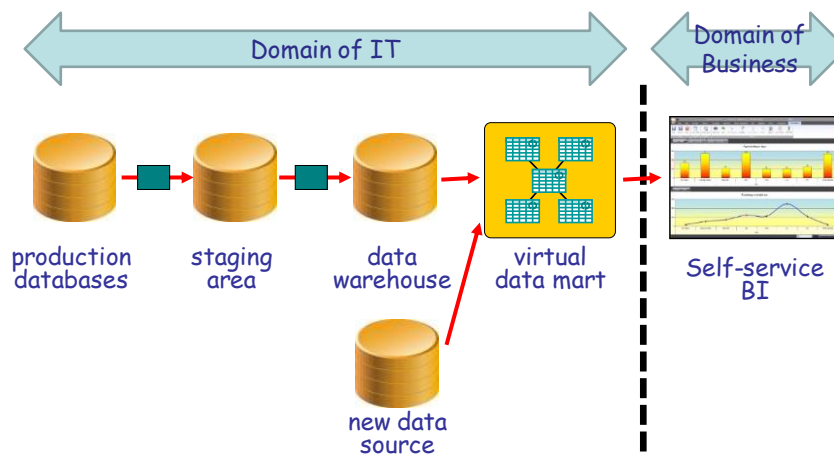
User Requires More Data



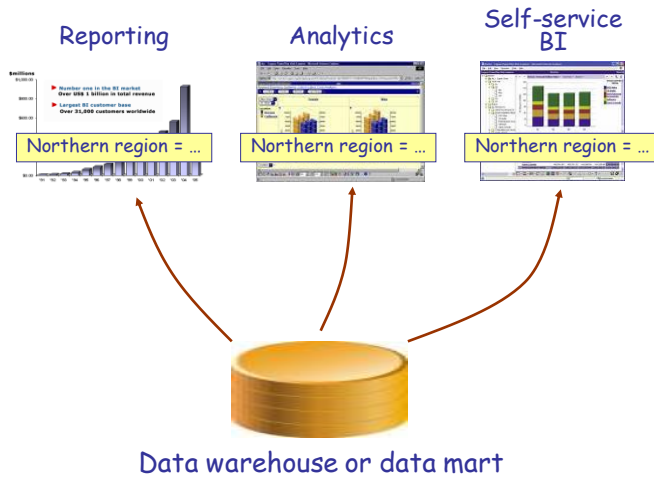
Virtual Data Mart is Easier to Change



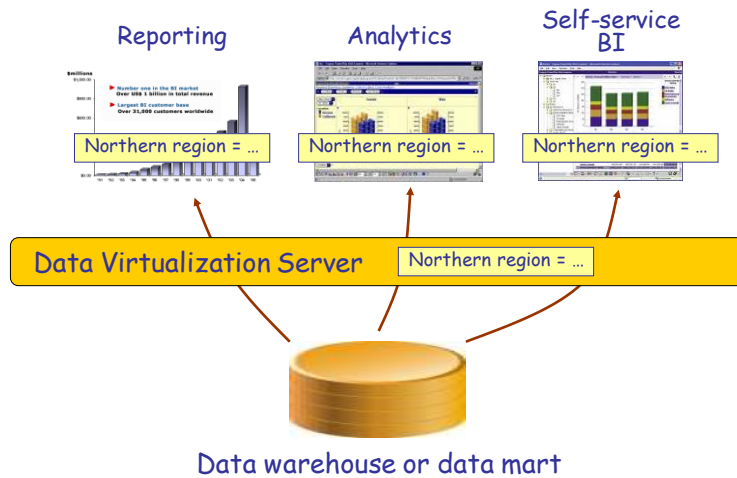
Plugging In New Data Sources is Easier



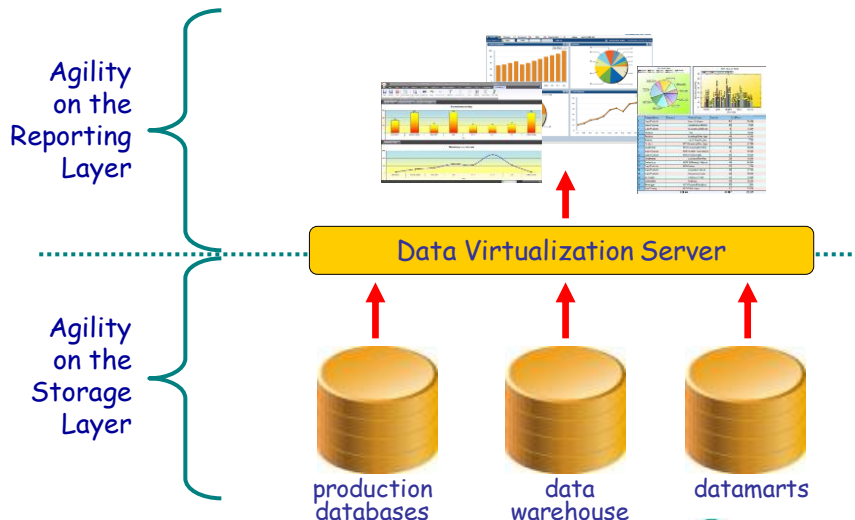
Centralization of Meta Data Specifications



Centralization of Meta Data Specifications



Self-Service BI + Data Virtualization

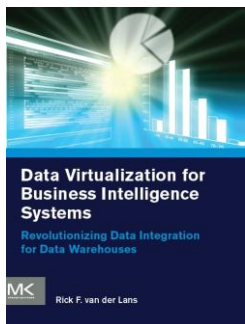


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Summary



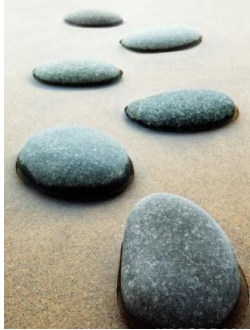
- What self-service BI tools do for the reporting layer (increase agility), that's what data virtualization tools do for the data storage layer
- Self-service BI and data virtualization are like two sides of the same coin

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Five Modules



- **Module 1: How to Architect for Agility and Productivity in Your Projects**
- **Module 2: Best Practices for Developing a Reusable and Flexible Data Model**
- **Module 3: Best Practices for Real-Time Data Profiling and Data Quality**
- **Module 4: Best Practices for Ensuring Managed Self-Service BI**
- **Module 5: Best Practices for Scaling with Enterprise Needs**

Rick F. van der Lans



Rick F. van der Lans is an independent consultant, lecturer, and author. He specializes in data warehousing, business intelligence, service oriented architectures, and database technology. He is managing director of R20/Consultancy B.V.. Rick has been involved in various projects in which SOA, data warehousing, and integration technology was applied.

Rick van der Lans is an internationally acclaimed lecturer. He has lectured professionally for the last twenty years in many of the European and Middle East countries, the USA, South America, and in Australia. He has been invited by several major software vendors to present keynote speeches.

He is the author of several books on computing, including his new *Data Virtualization for Business Intelligence Systems*. Some of these books are available in different languages. Books such as the popular *Introduction to SQL* is available in English, Dutch, Italian, Chinese, and German and is sold world wide. He also authored *The SQL Guide to Ingres* and *SQL for MySQL Developers*.

As author for BeyeNetwork.com, writer of whitepapers, as chairman for the annual European Data Warehouse and Business Intelligence Conference, and as columnist for a few IT magazines, he has close contacts with many vendors.

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