

Analytics Unchained: Unleash the Power of Analytics With Integrated Software



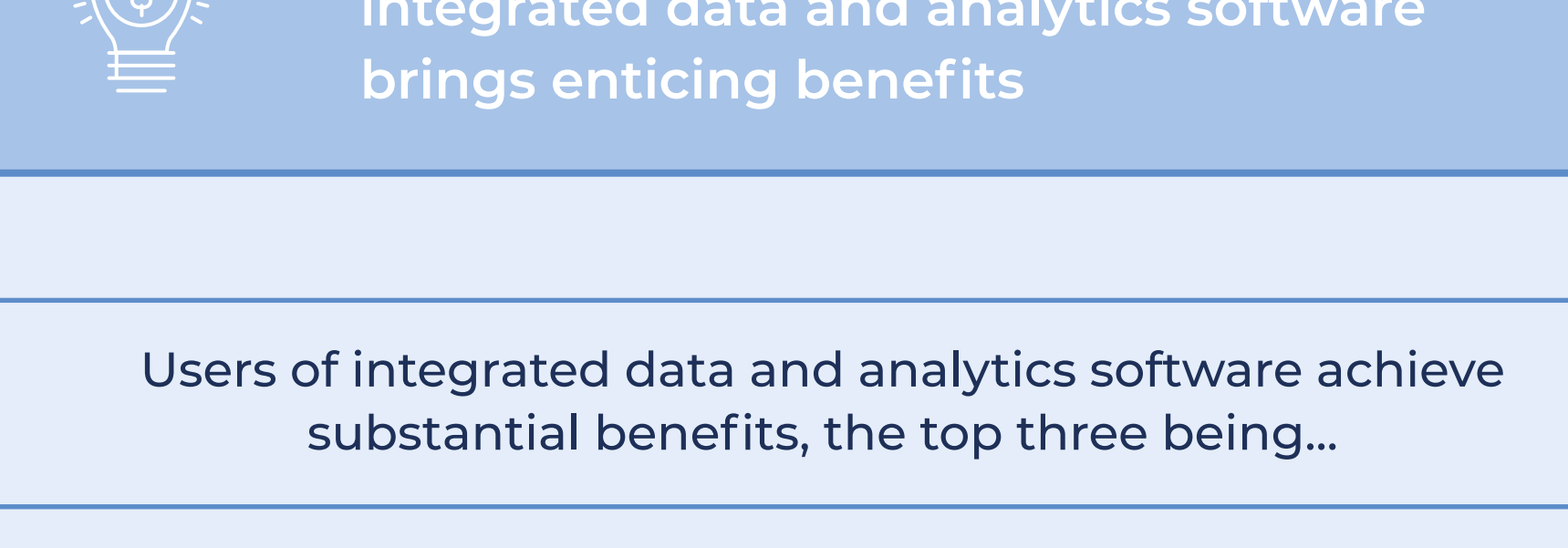
Mastery of data usage gives companies an edge over their competition. Converting their data into insights effectively enables them to support decision-making and drive innovation. To this end, a good share of companies sees huge potential in vertically integrated data and analytics software. This infographic depicts key highlights of this global survey of 319 participants.



Leaders are already building on vertical integration

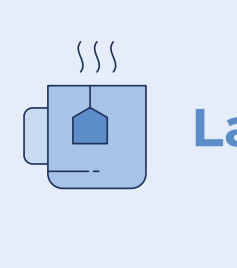
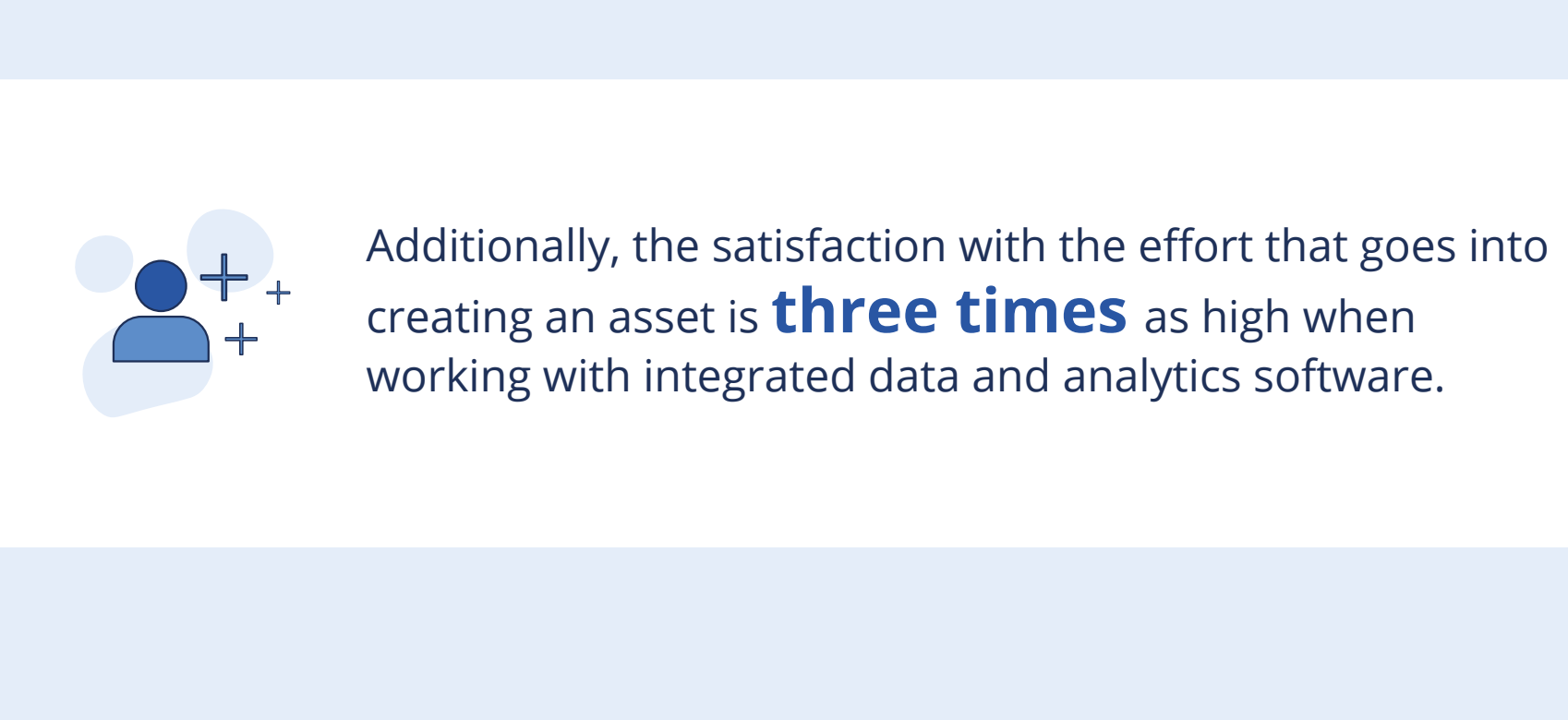
While laggards have not fully bought into the benefits of the concept yet, leaders have already acted and are reaping substantial rewards.

Users of integrated data and analytics software are more likely to be leaders:



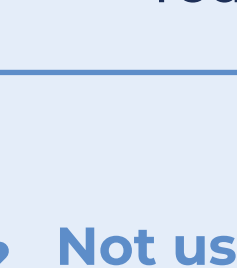
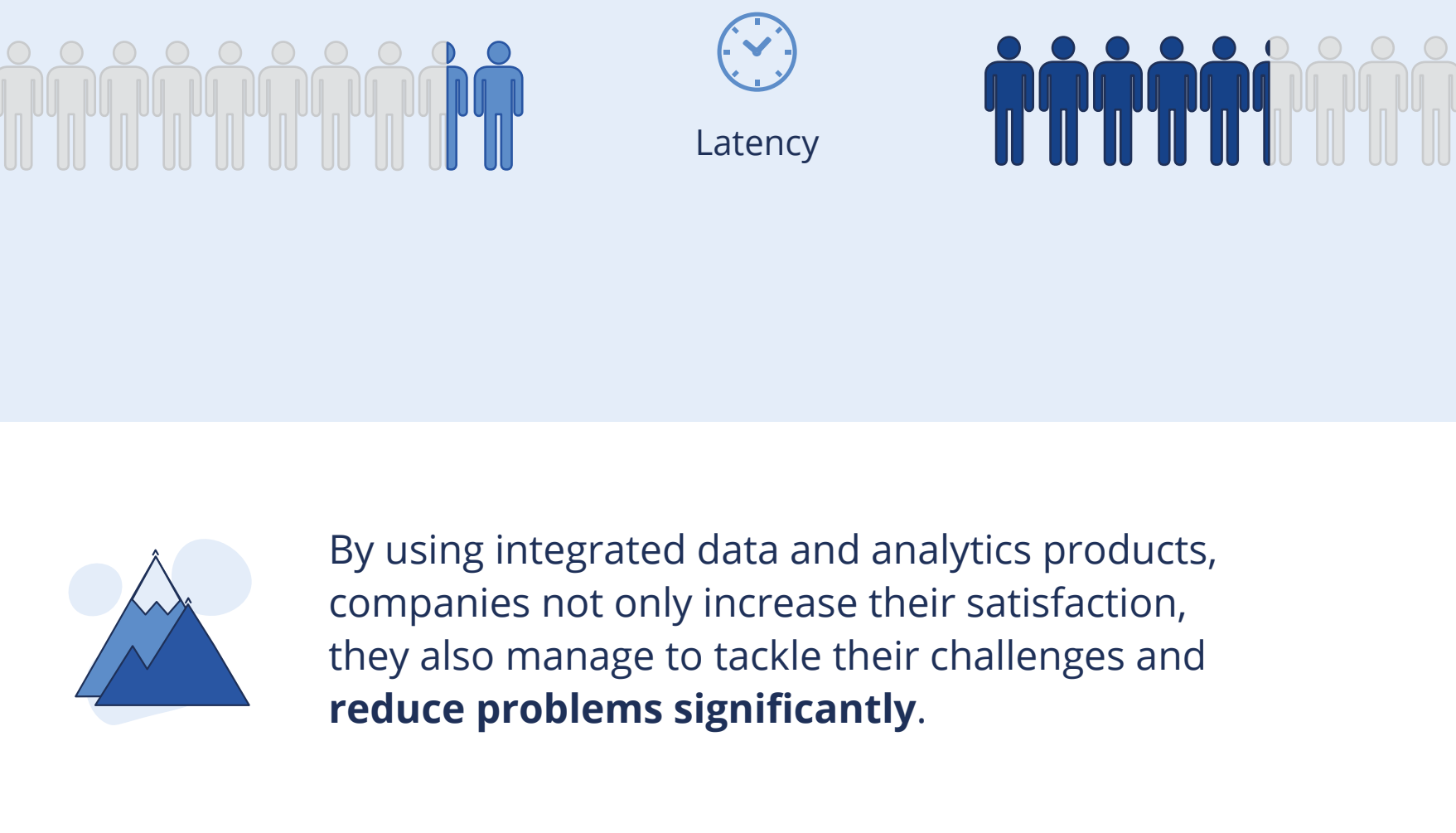
Usability, efficiency and effectiveness – integrated data and analytics software brings enticing benefits

Users of integrated data and analytics software achieve substantial benefits, the top three being...



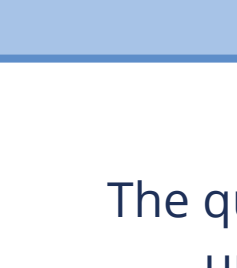
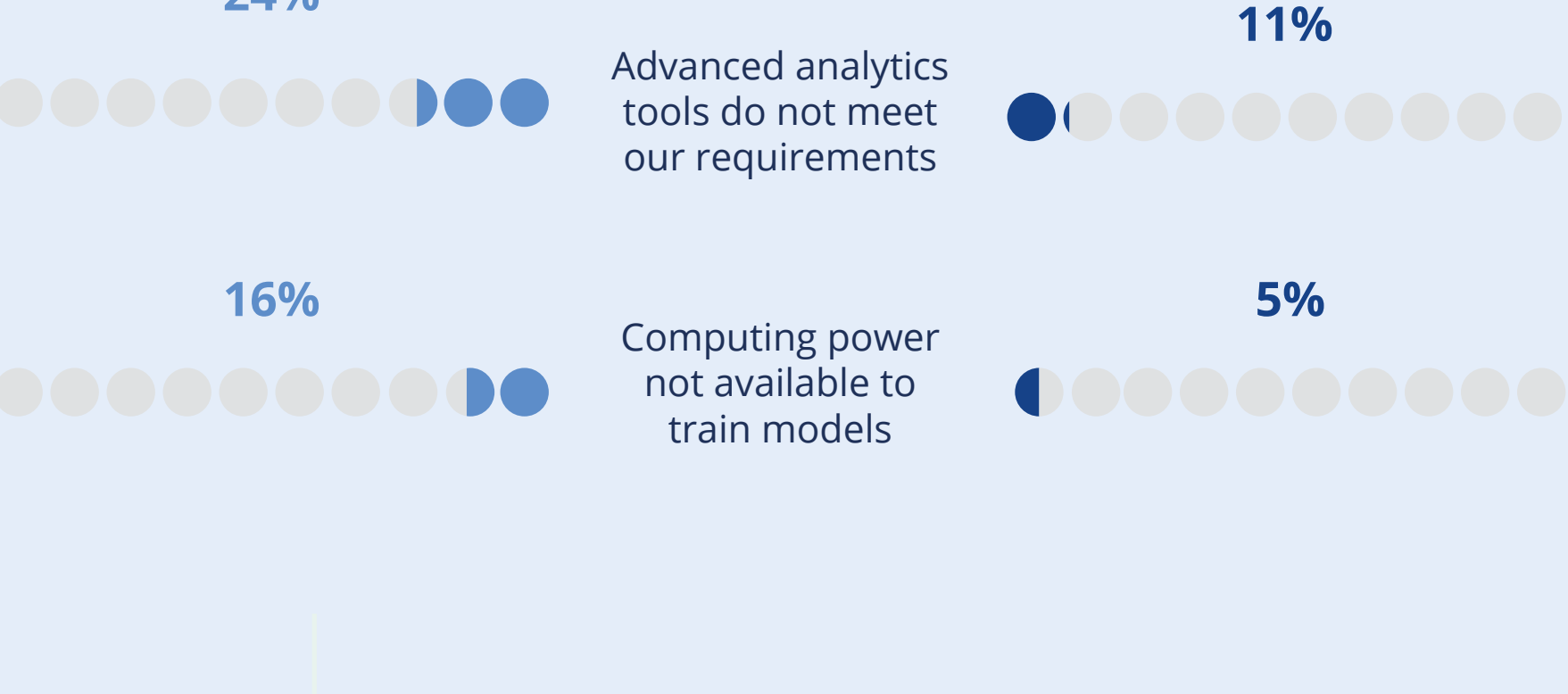
Additionally, the satisfaction with the effort that goes into creating an asset is **three times** as high when working with integrated data and analytics software.

Leaders are more satisfied with the results of their analytics assets:



By using integrated data and analytics products, companies not only increase their satisfaction, they also manage to tackle their challenges and **reduce problems significantly**.

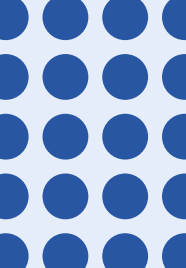
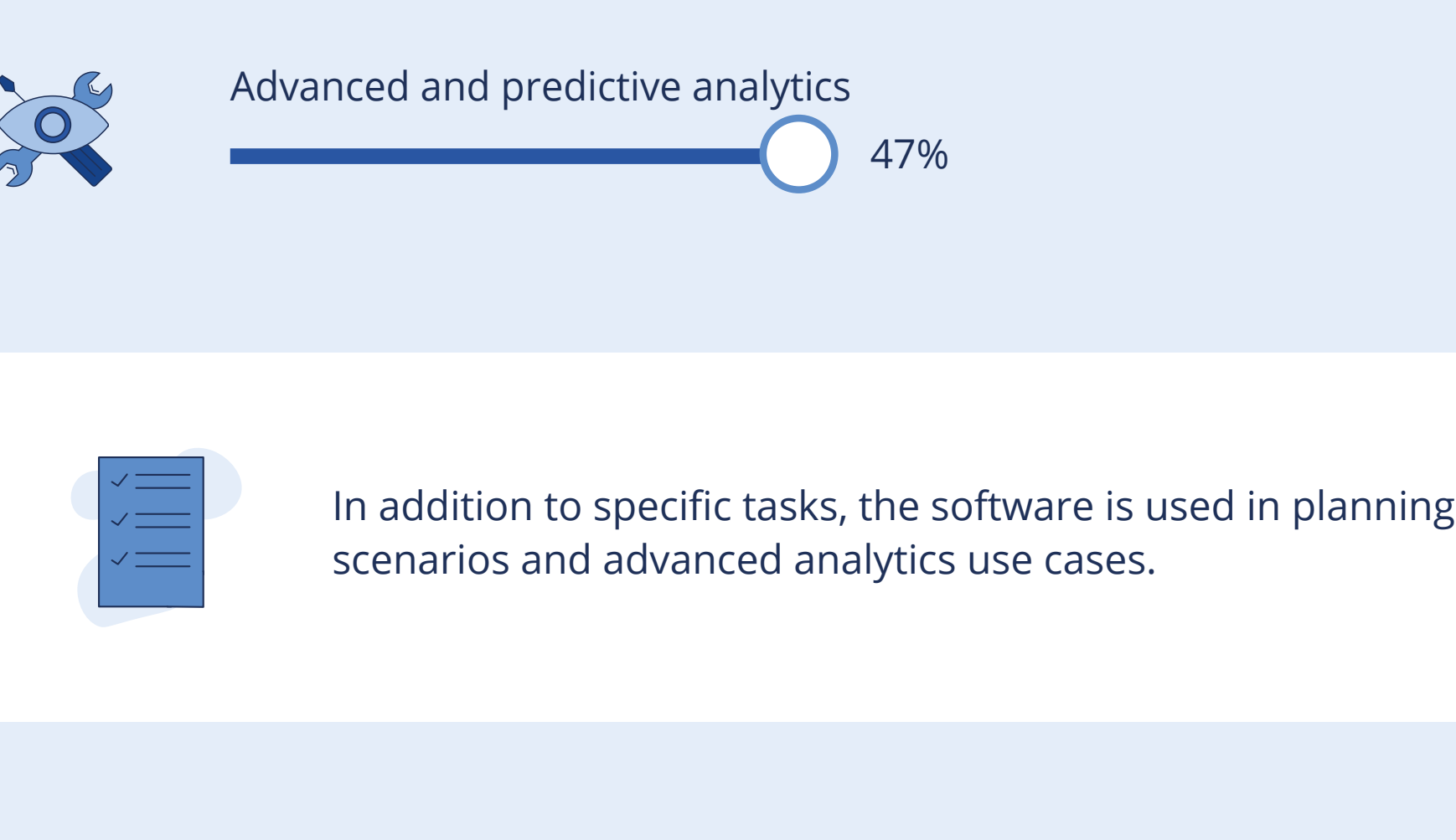
Integrated data and analytics software significantly reduces these challenges when creating assets:



The 3 Ps of integrated data and analytics software – prepare, present, plan

The quintessential goal of end-to-end analytics software is the uninterrupted data flow from source to presentation.

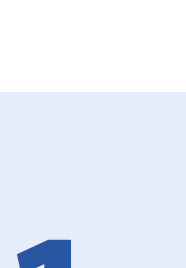
Integrated data and analytics software is mostly used for these tasks:



In addition to specific tasks, the software is used in planning scenarios and advanced analytics use cases.



Looking towards the future, **68%** of respondents want to start using integrated data and analytics software for advanced and predictive analytics.



Openness and ease-of-use are key ingredients for analytics success

Analyze the potential for speeding up analytics and promoting results in business units. Vertically integrated tools empower business users and developers to be more efficient and effective by shifting the paradigm.

1

Look for usability: Quick and intuitive data preparation, analysis and presentation are key in analytics. A seamless experience spanning all tasks is vital for quicker insights.

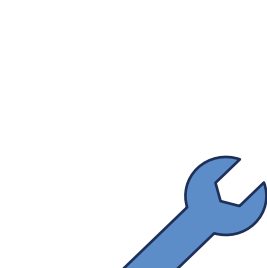


46% of respondents are looking for better usability in data and analytics platforms.

Recommendation: Extend the reach of analytics with user-friendly software that includes leading data preparation facilities. Consider requirements of automating decisions even though they are not crystal clear yet.

2

Look for connectivity: Open interfaces and metadata exchange are the enablers for the required transparency. Avoid creating isolated silos with open tools.



56% are looking for this compatibility in data and analytics software.

Recommendation: Be aware that additional tools must provide clear benefits and must fit into the architecture smoothly. They must not become new data silos impeding innovation from data for your company.

3

Look for the sweet spot: In a dynamic world, flow is more important than scale, and vertical solutions increase your agility.



39% of respondents are looking for a unified tool to move data quicker from source to consumption.

Recommendation: Define principles that guide collaboration between units and the BICC in a decentralized analytics environment. These principles must consider the paradigm enabled by vertically integrated analytics software. By dividing work along the data flow, huge benefits in speed and agility can be realized to improve a company's innovative capacity.

The survey "Analytics Unchained: Unleash the Power of Analytics With Integrated Software" was prepared by BARC, an independent market analyst firm. The study is available free of charge thanks to the generosity of Board, ONE LOGIC, Pyramid, Suadeo and Tableau.

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