



3 WAYS



SELF-SERVICE ANALYTICS

CAN EMPOWER YOUR BUSINESS

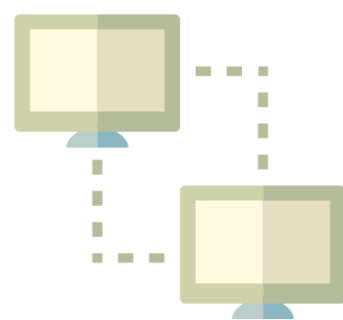
The Issue: Designing and developing reports to meet a company's every changing analytical and performance control requirements is typically labour intensive and time consuming

SELF-SERVICE ANALYTICS TO THE RESCUE



BUSINESS USERS

Insights are passed directly into the hands of business users



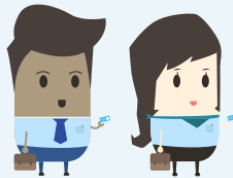
IT DEPARTMENTS

No longer need to manage and serve adhoc query and reporting requests

Here are three ways **self-service analytics** can be good for your business

1

THE IT DEPARTMENT IS NO LONGER STRETCHED



Improved personnel availability

RESOURCE



Budgets no longer absorbed by analytics



IT departments can instead focus on more strategic initiatives.



2

BUSINESS USERS BECOME MORE AGILE

Yet the **decision making window** continues to shrink



Proactive management



Access insights quickly

Therefore...



Resolve issues quicker

3

IT SAVES THE BUSINESS TIME

CURRENT TIME: UNKNOWN



Business requirement



IT interpret requirement



IT build report



Incorrect Information



Repeat

POTENTIAL TIME: 3 MINUTES



Business query



Direct access to data



Action

Sources:

http://v1.aberdeen.com/launch/report/research_report/11107-RR-non-technical-analytics.asp

http://v1.aberdeen.com/launch/report/research_report/10926-RR-self-service-cloud.asp

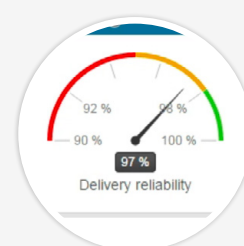
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