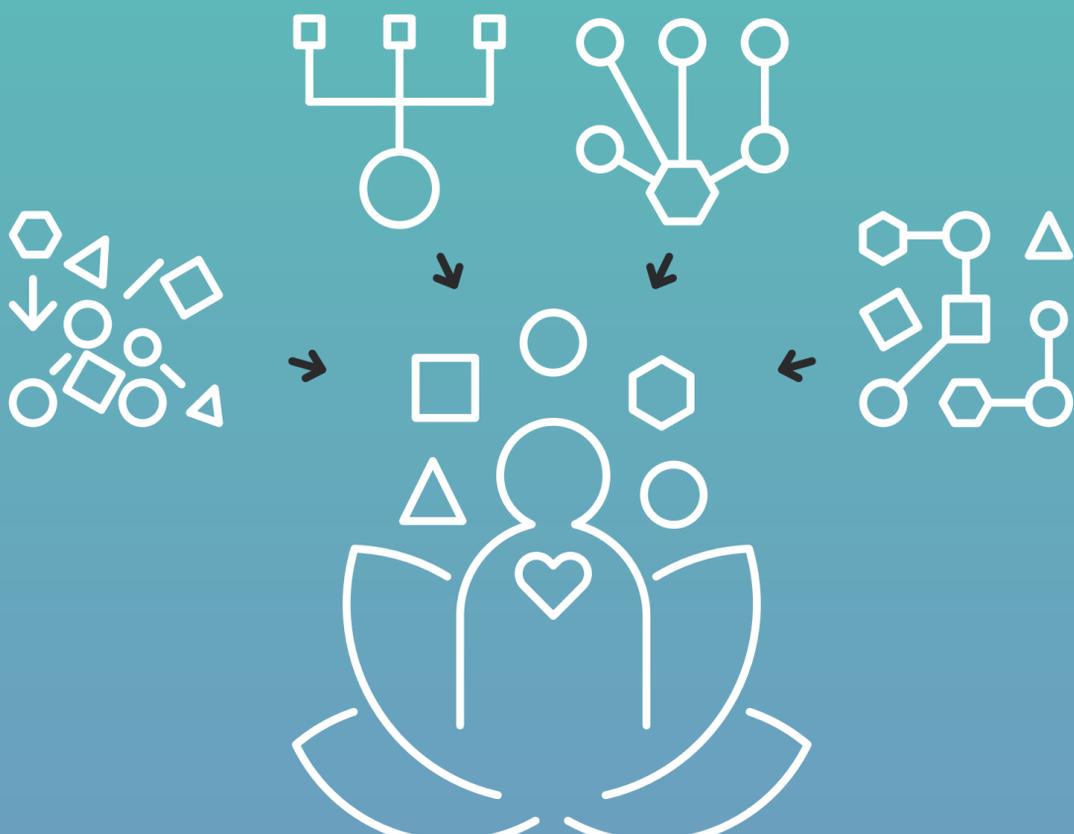


It's the outcome, not output, that matters

Analytics you can trust for more informed decisions



Self-service analytics is growing rapidly.

2.5x

The predicted growth rate of self-service visual discovery and data preparation spending, compared to spending on traditional tools, through 2020¹

Users like to find insights on their own, but questions about the data and other issues persist.

<10%

The predicted amount of self-service business intelligence initiatives that will be governed sufficiently to prevent inconsistencies that adversely affect business functions through 2016²

50%

The estimated amount of time that knowledge workers waste in hidden data factories, hunting for data, finding and correcting errors, and searching for confirmatory sources for data they don't trust³

Then there's the data needed to better understand the business—and the analysis.

79%

of leading data-driven organizations leverage both traditional and new technologies to access data from a variety of structured and unstructured data sources.⁴



The numbers are clear.

Access to a variety of data is important for creating a data-driven culture that can uncover more robust and meaningful insights with a greater business impact. Data governance helps businesses uncover meaningful insights and support top-line business objectives.

Over a 12-month period, companies surveyed with high data governance maturity have improved their abilities:

44% 
enhanced data quality and consistency.⁵

32% 
made better-informed business decisions.⁵

31% 
increased competitive advantage.⁵

29% 
optimized the customer experience.⁵

So, what's their secret?

Flexibility in a secure and governed data environment—balancing agility and organizational control



How is that possible?

Simple. It takes a smart business intelligence (BI) solution that can help:



Enable professional report authoring along with user self-service analytics in an integrated environment



Deliver a spectrum of governance options, providing different levels of data access based on user roles and privileges



Allow data reuse and facilitate report sharing to foster collaboration and generate new ideas and approaches

IBM's smart BI solution helps deliver flexible self-service capabilities in a governed data environment.

For more information, contact your IBM Business Partner:

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www.ecapitaladvisors.com



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¹ IDC FutureScape: Worldwide Big Data and Analytics 2016 Predictions Nov 2015 Doc # 259835 <https://www.idc.com/research/viewtoc.jsp?containerid=259835>

² Gartner Press release <http://www.gartner.com/newsroom/id/2970917> Gartner Says Power Shift in Business Intelligence and Analytics Will Fuel Disruption

³ Redman, Thomas C. "Bad Data Costs the U.S. \$3 Trillion Per Year." Harvard Business Review. N.p., 22 Sept. 2016. Web. <https://hbr.org/2016/09/bad-data-costs-the-u-s-3-trillion-per-year>

⁴ IBM IBV study Analytics: The speed advantage - Why data-driven organizations are winning the race in today's marketplace <https://www-935.ibm.com/services/us/gbs/thoughtleadership/2014analytics/>

⁵ Delivering Governed Data for Analytics at Scale http://solutionsreview.com/dl/Forrester_Governed_Data_for_Analytics_Pentaho.pdf