





# Strategic Thinking About Analytics

## Unify Silos of Analytics for Self Service Success




 **Information Builders**  [@infobldr](#) 


Welcome [@marksmithvr](#), CEO & Chief Research Officer at [@ventanaresearch](#). Glad to have you today on [#analyticschat](#).  
10:00 AM - Jan 14, 2015

  See Information Builders's other Tweets 


 **Mark Smith** [@marksmithvr](#) 

Replying to [@infobldr](#)  
Splendid! [@infobldr](#) [#analyticschat](#).  
10:01 AM - Jan 14, 2015

  See Mark Smith's other Tweets 

 **Terese White** [@teresewhite](#) 



Hi [@marksmithvr](#) ! Looking forward to the topic. [#analyticschat](#)  
10:01 AM - Jan 14, 2015

  See Terese White's other Tweets 




 **Information Builders**  [@infobldr](#) 



1. What do business users really need from [#analytics](#)?  
[#analyticschat](#)  
10:01 AM - Jan 14, 2015

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 **Mark Smith** [@marksmithvr](#) 




Replying to [@infobldr](#)  
[@infobldr](#) [@ventanaresearch](#) Great to be here & get real on [analytics](#) [#analyticschat](#).  
10:01 AM - Jan 14, 2015

  See Mark Smith's other Tweets 




 **Mark Smith** [@marksmithvr](#) 

They need a better approach! Let me tell you why.  
[#analyticschat](#)  
10:02 AM - Jan 14, 2015

  See Mark Smith's other Tweets 

 **Information Builders**  [@infobldr](#) 

We have a few questions for you today, we'll ask and kick around some ideas, and then lead through some more questions. [#analyticschat](#).  
10:01 AM - Jan 14, 2015


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 **Mark Smith** [@marksmithvr](#) 

Replying to [@marksmithvr](#)  
Only 47% of companies are not satisfied with current processes for making information available - which is not good!  
[#analyticschat](#)  
10:03 AM - Jan 14, 2015


 1  See Mark Smith's other Tweets 



 **Mark Smith**  
@marksmithvr


Replying to @infobldr  
[@infobldr completely agree! #analyticschat](#)  
10:06 AM - Jan 14, 2015

♡ 👤 See Mark Smith's other Tweets

 **Mark Smith**  
@marksmithvr


Technology is part of issue too! Today, it requires too many resources or is not adaptable enough to business #analyticschat  
10:03 AM - Jan 14, 2015

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 **Information Builders** ✓  
@infobldr


Leads naturally to 2. What do analysts need to create self-service #analytics? #analyticschat  
10:07 AM - Jan 14, 2015

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 **Mark Smith**  
@marksmithvr


So, business users need simpler access to analytics that they can understand! #analyticschat  
10:04 AM - Jan 14, 2015

♡ 👤 See Mark Smith's other Tweets

 **Timo Elliott**  
@timoelliott


Replying to @marksmithvr  
[@marksmithvr why didn't I think of that! #analyticschat](#)  
10:07 AM - Jan 14, 2015

♡ 👤 See Timo Elliott's other Tweets

 **Terese White**  
@teresewhite


What is wrong with the processes @marksmithvr? Is it a fight between biz & IT for control? #analyticschat  
10:05 AM - Jan 14, 2015

♡ 👤 See Terese White's other Tweets

 **Mark Smith**  
@marksmithvr


Replying to @timoelliott  
[@timoelliott hah - you probably did, for veterans that have been around the block! #analyticschat](#)  
10:07 AM - Jan 14, 2015

♡ 👤 See Mark Smith's other Tweets

 **Mark Smith**  
@marksmithvr


So more intuitive & self service access to information that matter to them is critical! #analyticschat  
10:05 AM - Jan 14, 2015

♡ 👤 See Mark Smith's other Tweets

 **Mark Smith**  
@marksmithvr


Replying to @infobldr  
[@infobldr What analysts need is the ability to setup governed access to information that is easy for users first #analyticschat](#)  
10:08 AM - Jan 14, 2015

♡ 👤 See Mark Smith's other Tweets

 **Information Builders** ✓  
@infobldr

A lot of business users lean on the business analyst as the answer to that problem: "Telephone ad hoc analytics" #analyticschat  
10:05 AM - Jan 14, 2015

♡ 👤 See Information Builders's other Tweets

 **Dan Grady**  
@tweetgrady

Replying to @marksmithvr  
[@marksmithvr like search based applications? #analyticschat](#)  
10:08 AM - Jan 14, 2015

♡ 👤 See Dan Grady's other Tweets

 **Mark Smith**  
@marksmithvr

Replying to @teresewhite  
[@teresewhite Mostly the process is bottlenecked with too much human intervention to be honest #analyticschat](#)  
10:06 AM - Jan 14, 2015

♡ 👤 See Mark Smith's other Tweets




 **Jake Freivald**  
@jdfreivald

.@timoelliott @marksmithvr Identifying the problem isn't hard, but thinking about why solutions haven't solve it yet can be.  
#analyticschat

10:08 AM - Jan 14, 2015


♡ 👤 See Jake Freivald's other Tweets

 **Mark Smith**  
@marksmithvr

Search is key, in fact 2nd most important need after drilling on charts/tables in our research at least #analyticschat

10:11 AM - Jan 14, 2015

♡ 1 👤 See Mark Smith's other Tweets


 **Mark Smith**  
@marksmithvr

Replying to @tweetgrady

@tweetgrady Yes, search is key to self-service, not just providing fancy charts@ #analyticschat

10:09 AM - Jan 14, 2015


♡ 👤 See Mark Smith's other Tweets

 **Jake Freivald**  
@jdfreivald

Fancy doesn't seem to be the helpful part. Clear, direct, at point of need. That's the helpful part, I think. #analyticschat

10:11 AM - Jan 14, 2015


♡ 👤 See Jake Freivald's other Tweets

 **Mark Smith**  
@marksmithvr

#analyticschat but self service is easy to say, but research finds that getting data prepared & into metrics is critical to success!

10:09 AM - Jan 14, 2015

♡ 👤 See Mark Smith's other Tweets

 **Tom Lovell**  
@tlove345

@marksmithvr What's the next big thing on the horizon for #analytics? #analyticschat

10:12 AM - Jan 14, 2015


♡ 1 👤 See Tom Lovell's other Tweets

 **Jake Freivald**  
@jdfreivald

If 47% of companies aren't satisfied, but the BI/analytics market has been around forever, something seems to be broken.  
#analyticschat

10:10 AM - Jan 14, 2015

♡ 👤 See Jake Freivald's other Tweets

 **Marie Wallace**  
@marie\_wallace

One problem is that historically the BI/analytics market has only targeted the business analyst and not end-user #analyticschat

10:12 AM - Jan 14, 2015

♡ 2 👤 See Marie Wallace's other Tweets


 **Mark Smith**  
@marksmithvr

Replying to @jdfreivald

@jdfreivald Yes, we keep trying to deliver fancier dashboards & visuals with forgetting that we are working humans  
#analyticschat

10:10 AM - Jan 14, 2015


♡ 👤 See Mark Smith's other Tweets

 **Mark Smith**  
@marksmithvr

Seems BI has went to more visualization than interpretation & feeding humans insights! #analyticschat

10:12 AM - Jan 14, 2015


♡ 👤 See Mark Smith's other Tweets

 **Timo Elliott**  
@timoelliott

fyi veteran #analytics analyst @marksmithvr is having an #analyticschat right now -- take advantage of it...

10:11 AM - Jan 14, 2015

♡ 2 👤 See Timo Elliott's other Tweets

 **Mark Smith**  
@marksmithvr

Replying to @marie\_wallace

@marie\_wallace Completely agree, analysts are just a small piece of the puzzle #analyticschat

10:13 AM - Jan 14, 2015

♡ 👤 See Mark Smith's other Tweets



**Mark Smith** @marksmithvr  
Working together is key, improving info availability is critical to business but working with analysts/IT is critical #analyticschat  
10:14 AM - Jan 14, 2015  
1 See Mark Smith's other Tweets

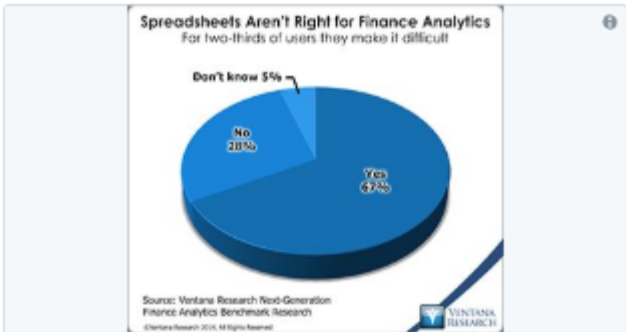
**Information Builders** @infobldr  
Agree with our IBM colleague @marie\_wallace. End users have different needs. Purchasing/eval teams need to recognize that. #analyticschat  
10:14 AM - Jan 14, 2015  
1 See Information Builders's other Tweets

**Marie Wallace** @marie\_wallace  
Replying to @marksmithvr  
@ventanaresearch @marksmithvr And they are a very different beast to the end-user :- ) #analyticschat  
10:14 AM - Jan 14, 2015  
1 See Marie Wallace's other Tweets

**Mark Smith** @marksmithvr  
Replying to @tlove345  
@tlove345 using analytics on analytics to generate insights that tell people what is relevant & a priority! #analyticschat  
10:14 AM - Jan 14, 2015  
2 See Mark Smith's other Tweets

**Marie Wallace** @marie\_wallace  
The end-user doesn't want any analytics (consciously) they just want smarter applications and processes #analyticschat  
10:15 AM - Jan 14, 2015  
1 See Marie Wallace's other Tweets

**Marie Wallace** @marie\_wallace  
The best #analytics for the end-user is the analytics they don't know is there. #analyticschat  
10:15 AM - Jan 14, 2015  
1 See Marie Wallace's other Tweets



**Mark Smith** @marksmithvr  
Spreadsheets are not the answer either, in fact research finds they are impediment even in finance #analyticschat  
10:16 AM - Jan 14, 2015  
1 See Mark Smith's other Tweets

**Information Builders** @infobldr  
Some of our best customers don't even know they're using #analytics. #analyticschat  
10:16 AM - Jan 14, 2015  
1 See Information Builders's other Tweets

**Terese White** @teresewhite  
The analytical experience should be natural part of the digital experience. #analyticschat #analytics @marksmithvr @marie\_wallace  
10:16 AM - Jan 14, 2015  
1 See Terese White's other Tweets

**Information Builders** @infobldr  
Multiple aspects to what you're saying here, @marksmithvr. Data, MDM, reporting, analytics, end users, analysts. #analyticschat  
10:16 AM - Jan 14, 2015  
1 See Information Builders's other Tweets

**Marie Wallace** @marie\_wallace  
Replying to @marksmithvr  
@tlove345 @marksmithvr @tlove345 Yep! Recommendation systems are a nice seamless way to get analytics to users. #analyticschat  
10:17 AM - Jan 14, 2015  
1 See Marie Wallace's other Tweets




 **Information Builders**   
@infobldr

3. Do we 'Visualize Responsibly' Does everyone in business need fancy charts? #analyticschat

10:17 AM - Jan 14, 2015




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 **Doug Hadden**  
@dalytics

Replying to @marksmithvr

@marksmithvr in the age of information overload, visualization (when done right) is necessary for pattern recognition #analyticschat

10:19 AM - Jan 14, 2015


  See Doug Hadden's other Tweets 

 **Mark Smith**  
@marksmithvr

@Stefanie\_Lo design our interfaces to adapt to the skill & responsibility - personalization is key! not just tools. #analyticschat




10:17 AM - Jan 14, 2015


  See Mark Smith's other Tweets 

 **Mark Smith**  
@marksmithvr

Our research finds that benefit of visualizing data is to perform analytics faster, but will they make right decision? #analyticschat

10:20 AM - Jan 14, 2015




  See Mark Smith's other Tweets 


 **Dan Grady**  
@tweetgrady

Replying to @marksmithvr

@marksmithvr - more people recognizing the need is not always insights but quick access to answers #analyticschat

10:18 AM - Jan 14, 2015




  See Dan Grady's other Tweets 

 **Marie Wallace**  
@marie\_wallace

Replying to @marksmithvr

@marksmithvr We analytics folks want to show off how hard it was to calculate the answer :- ) #analyticschat

10:20 AM - Jan 14, 2015


  See Marie Wallace's other Tweets 


 **Mark Smith**  
@marksmithvr

Replying to @infobldr

@infobldr No we do not! We seem to think that fancy advanced visuals are natural to biz pros - they are not! #analyticschat

10:18 AM - Jan 14, 2015




  See Mark Smith's other Tweets 


 **Mark Smith**  
@marksmithvr

Replying to @dalytics

@dalytics yes, & for analysts than can decipher it, absolutely! #analyticschat

10:21 AM - Jan 14, 2015




  See Mark Smith's other Tweets 



 **Marie Wallace**  
@marie\_wallace

Replying to @infobldr

@ventanaresearch @infobldr Most end-users just want the answer and don't need fancy visuals (unless answer is complex). #analyticschat




10:19 AM - Jan 14, 2015

  See Marie Wallace's other Tweets 

 **Information Builders**   
@infobldr

Seems to be need for balance between graphics for understanding vs. simple answers. Visualizations only sometimes right tool. #analyticschat

10:21 AM - Jan 14, 2015


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 **Mark Smith**  
@marksmithvr

It is really sad the industry is focused on complex charts & not giving people the metrics that matter the most! #analyticschat

10:19 AM - Jan 14, 2015




  See Mark Smith's other Tweets 

 **Mark Smith**  
@marksmithvr

Replying to @marie\_wallace

@marie\_wallace You analysts will have a job forever anyway :) #analyticschat

10:21 AM - Jan 14, 2015

  See Mark Smith's other Tweets 



**Terese White**  
@teresewhite

Clarity is key whether visual or not; focus on UX/UI design  
#analyticschat @marksmithvr @infobldr

10:22 AM - Jan 14, 2015

♡ 4 👤 See Terese White's other Tweets

**Mark Smith**  
@marksmithvr

Focus on usability & experience of biz is key! We need more personalization & interaction to determine skill levels  
#analyticschat

10:24 AM - Jan 14, 2015

♡ 👤 See Mark Smith's other Tweets

**Marie Wallace**  
@marie\_wallace

Replying to @marksmithvr  
@marksmithvr We will if we keep making our job seem like black magic :-)  
#analyticschat

10:22 AM - Jan 14, 2015

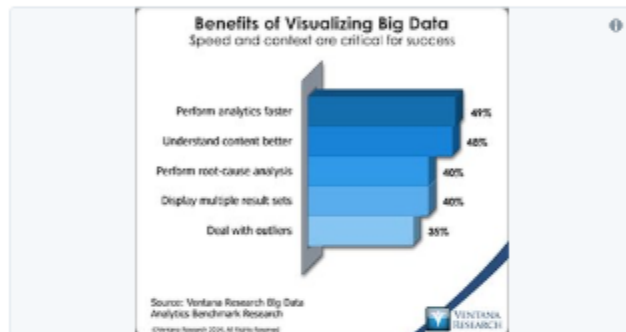
♡ 👤 See Marie Wallace's other Tweets

**Marie Wallace**  
@marie\_wallace

Replying to @infobldr  
@infobldrs Yep! The visual doesn't must provide some additional insight with minimal cognitive load on end-user.  
#analyticschat

10:24 AM - Jan 14, 2015

♡ 2 👤 See Marie Wallace's other Tweets



**Mark Smith**  
@marksmithvr

Understanding content is critical to visualizing #bigdata as our research finds - make it easier! #analyticschat

10:22 AM - Jan 14, 2015

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**Doug Hadden**  
@dalytics

#visualization advantage for analysis is removing information noise & (helping to )overcoming confirmation bias #analyticschat

10:24 AM - Jan 14, 2015

♡ 1 👤 See Doug Hadden's other Tweets

**Dan Grady**  
@tweetgrady

Replying to @marksmithvr  
@marksmithvr @ventanaresearch @dalytics agree - use case and audience are always big parts of success of #infoapps  
#analyticschat

10:24 AM - Jan 14, 2015

♡ 1 👤 See Dan Grady's other Tweets

**Information Builders**  
@infobldr

Maps, visualizations, all useful, but needs to be in context. Eg, cops getting map where crime will be. #analyticschat

10:23 AM - Jan 14, 2015

♡ 1 👤 See Information Builders's other Tweets

**Marie Wallace**  
@marie\_wallace

Replying to @marie\_wallace  
@infobldr Ooops ... meant to say "must provide" :-)  
#analyticschat

10:25 AM - Jan 14, 2015

♡ 1 👤 See Marie Wallace's other Tweets

**Information Builders**  
@infobldr

Mark, Question 4. How do we place a 'Human Face' to #analytics? #analyticschat

10:23 AM - Jan 14, 2015

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Importance of BI Technology Considerations

Usability is most important consideration



Source: Ventana Research Next-Generation Business Intelligence Benchmark Research  
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**Mark Smith**  
@marksmithvr

In fact usability has become #1 evaluation criteria for all analytics & users! for over 4 years! #analyticschat  
10:25 AM - Jan 14, 2015

2 See Mark Smith's other Tweets

**Information Builders**  
@infobldr

@marksmithvr Tying in "usability & experience" with previous tweets, you must mean "for end users, not just analysts." #analyticschat  
10:26 AM - Jan 14, 2015

See Information Builders's other Tweets

**Mark Smith**  
@marksmithvr

Replying to @tweetgrady  
@tweetgrady @ventanaresearch @dalytics Love Info Apps - Analytics should provide easy to understand info! #analyticschat  
10:26 AM - Jan 14, 2015

See Mark Smith's other Tweets

**Mark Smith**  
@marksmithvr

Replying to @infobldr  
@infobldr That is correct, usability for all of business not just analysts #analyticschat  
10:27 AM - Jan 14, 2015

See Mark Smith's other Tweets

**Information Builders**  
@infobldr

If the evaluation team is a bunch of analysts, they may evaluate their purchases based on their needs, not end user needs. #analyticschat  
10:27 AM - Jan 14, 2015

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**Mark Smith**  
@marksmithvr

But other side of human face is style of preso - images & text are important to half of business folks #analyticschat  
10:28 AM - Jan 14, 2015

1 See Mark Smith's other Tweets

**Jake Freivald**  
@jdfreivald

63% need better usability, only 49% say functionality. Big difference, and interesting. #analyticschat  
10:28 AM - Jan 14, 2015

See Jake Freivald's other Tweets

**Mark Smith**  
@marksmithvr

Let's not forget maps, which are important to over a third of orgs too - do you have your data on a map? #analyticschat  
10:29 AM - Jan 14, 2015

See Mark Smith's other Tweets

**Information Builders**  
@infobldr

Re: images/text: We find that a lot of customers need both, visualization plus drill to traditional reports, text, metrics... #analyticschat  
10:29 AM - Jan 14, 2015

See Information Builders's other Tweets

**Mark Smith**  
@marksmithvr

Replying to @infobldr  
@infobldr Yes, classify types of users & their needs in your self-assessment & evaluations #analyticschat  
10:29 AM - Jan 14, 2015



See Mark Smith's other Tweets

**Terese White**  
@teresewhite

Love the notion of #infoapps to deliver #analytics to non-technical users; again, making it easy, accessible, #mobile #analyticschat  
10:29 AM - Jan 14, 2015




2 See Terese White's other Tweets




 **Information Builders**   
@infobldr

5. Do you know if we are ready for #realtime or right time #analytics? #analyticschat

10:30 AM - Jan 14, 2015




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 **Mark Smith**  
@marksmithvr

Replying to @dalytics

@dalytics Yes, using all sources are critical to improve the usefulness of analytics & maps! #analyticschat




10:33 AM - Jan 14, 2015

  See Mark Smith's other Tweets 

 **Mark Smith**  
@marksmithvr

The human facts are not just scatterplots, bubble charts, & bunch of visuals with no description or guidance #analyticschat

10:30 AM - Jan 14, 2015


 1  See Mark Smith's other Tweets 

 **Information Builders**   
@infobldr

We find real-time is also often needed in customer-facing analytical apps, and in supply chain. #analyticschat



10:34 AM - Jan 14, 2015


 1  See Information Builders's other Tweets 

 **Information Builders**   
@infobldr

Need those charts, with interactivity, but not as complex as is needed for analysts most of the time. #analyticschat




10:31 AM - Jan 14, 2015

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 **Mark Smith**  
@marksmithvr

We find that once orgs start using mobile & collab BI, they want analytics & info faster pushing real/right time needs #analyticschat

10:34 AM - Jan 14, 2015

  See Mark Smith's other Tweets 

 **Doug Hadden**  
@dalytics

Replying to @marksmithvr

@marksmithvr mapping with geocoded #opendata has become the killer app for improving #foreignaid #analyticschat

10:32 AM - Jan 14, 2015


  See Doug Hadden's other Tweets 

 **Information Builders**   
@infobldr

Supply chain without real-time is rough. Also frequently needs some type of integration and / or #MDM. #analyticschat




10:34 AM - Jan 14, 2015

 1  See Information Builders's other Tweets 

 **Mark Smith**  
@marksmithvr

We call real/right time - operational Intelligence - the goals of which are simple & complex #analyticschat t.co/soYgvZ70Ma

10:32 AM - Jan 14, 2015


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 **Doug Hadden**  
@dalytics

#IATI #opendata standard has been critical to analyzing what works in developing countries & providing interactive dashboards #analyticschat


10:34 AM - Jan 14, 2015

 1  See Doug Hadden's other Tweets 

 **Information Builders**   
@infobldr

Maps are probably our #1 request for widely deployed end-user visualizations. #analyticschat

10:33 AM - Jan 14, 2015

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**Mark Smith** @marksmithvr  
 But lets not forget that just streaming data is not the point - metrics & alerts that matter are key. #analyticschat  
 10:35 AM - Jan 14, 2015  
 1 See Mark Smith's other Tweets

**Dan Grady** @tweetgrady  
 Replying to @marksmithvr  
 @marksmithvr makes me both laugh and cry when some put these into mobile apps - people tripping while trying understand them #analyticschat  
 10:38 AM - Jan 14, 2015  
 See Dan Grady's other Tweets

**Mark Smith** @marksmithvr  
 So the human face of analytics is more than charts & just what analysts need for their own success #analyticschat  
 10:38 AM - Jan 14, 2015  
 See Mark Smith's other Tweets

**Terese White** @teresewhite  
 @marksmithvr Makes sense about mobile driving real-time "they want analytics & info faster pushing real/right time needs" #analyticschat  
 10:35 AM - Jan 14, 2015  
 See Terese White's other Tweets

**Information Builders** @infobldr  
 We're over time on #analyticschat for today, unfortunately.  
 10:40 AM - Jan 14, 2015  
 See Information Builders's other Tweets

**Information Builders** @infobldr  
 Good point about mobile and collaborative BI. Alerts are huge, and always need real-time backup. #analyticschat  
 10:35 AM - Jan 14, 2015  
 See Information Builders's other Tweets

**Information Builders** @infobldr  
 Big thank you to @marksmithvr, CEO and Chief Research Officer at @ventanaresearch. As always, we appreciate your insights. #analyticschat  
 10:40 AM - Jan 14, 2015  
 4 See Information Builders's other Tweets

**Mark Smith** @marksmithvr  
 Replying to @infobldr  
 @infobldr Agreed, common definitions are key to preventing chaos! #analyticschat  
 10:35 AM - Jan 14, 2015  
 See Mark Smith's other Tweets

**Information Builders** @infobldr  
 Join us with @TonyCosentinovr 1/20, noon ET for "Awesome analytics, or lousy data for fancy tools?" Pragmatic and fun. #analyticschat  
 10:41 AM - Jan 14, 2015  
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**Mark Smith** @marksmithvr  
 But again Usability is #1 for real/right time op intelligence - our research facts confirm again #analyticschat t.co/lh68gSEQ2e  
 10:37 AM - Jan 14, 2015  
 See Mark Smith's other Tweets

**Mark Smith** @marksmithvr  
 Replying to @infobldr  
 Thanks @infobldr it was fun as always! Love keeping it real and getting to the facts and not just fantasy BI! #analyticschat  
 10:42 AM - Jan 14, 2015  
 2 See Mark Smith's other Tweets

