



# 5 Steps to Self-Service Analytics that Scales

Self-service data—it's more than just a trend. It's the new norm.

The data revolution is here. And self-service analytics has become a given.

But when the business wants access to raw data, it can be disruptive. Self-service BI challenges the traditional BI methodology and forces IT to take a new approach to analytics.

The modern approach is simple. It's about IT and the business partnering to deliver self-service data access at scale. It allows secure and governed data to flow into the organization through IT. And it empowers the end user with the software to explore their data.

Tableau is at the forefront of this revolution. With Tableau, people can easily connect to, visualize, and analyze their data, and find insights. They can then securely share and collaborate across their organization. This approach provides significant value and is quickly making self-service BI the new normal.

Ready to take the modern approach? Here are five steps to ensure safe, secure, and governed results.

# 5 Steps to Self-Service Analytics that Scales

1. Embrace the Change
2. Let Business Users Prepare Data
3. Talk Data with the Business
4. Govern Analytics for Visibility
5. Evaluate Your Options

# Embrace the Change

Change is never easy.

Your company has a standard BI platform. You've invested time, people and money. Why should you change?

The answer is simple: Times are changing. There are many indicators that suggest self-service is the new way to approach enterprise BI.

Businesses have found they can uncover insights and make strategic decisions when empowered to explore their data. And freeing IT from report creation removes a huge burden.

Self-service BI is working better for companies. If you haven't yet embraced it, you may be falling behind.

[Read more from Gartner's Magic Quadrant](#)

**“The BI and analytics platform market's multiyear shift from IT-led enterprise reporting to business-led self-service analytics has passed the tipping point.”**

2016 Gartner Magic Quadrant for Business Intelligence and Analytics Platform

# Let Business Users Prepare Data

Are you ready for the truth?

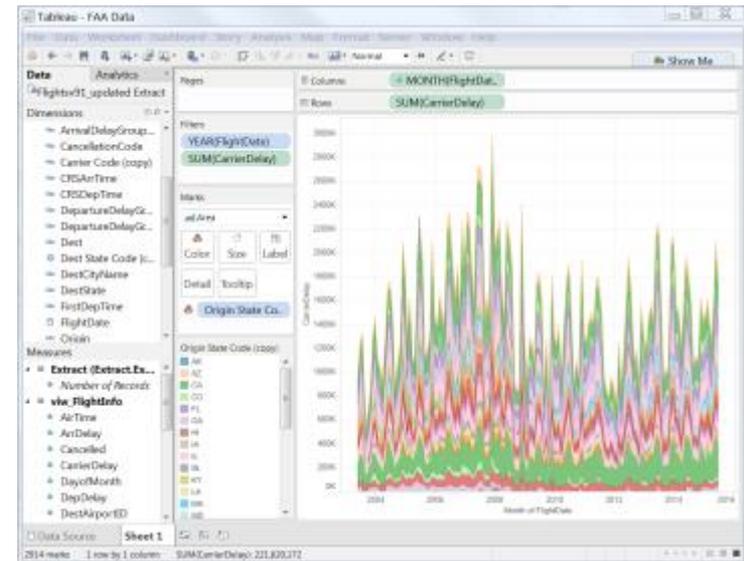
User-friendly software is empowering people to prepare their own data for analysis. Scary, right?

Not necessarily. When done right, self-service analytics can be a feasible and safe solution.

Informatica Cloud allows the everyday data enthusiast to easily pull in, clean, and blend data from apps like Salesforce and Netsuite, websites, and even Excel. It seamlessly connects to Tableau, the business user's favorite BI tool, for visual data exploration. And the interoperability with Informatica products makes it easier for IT to partner with the business.

The result? The business has the autonomy to answer its own questions while staying in close collaboration with IT.

[See Informatica Cloud in action](#)



# Talk Data with the Business

What happens when the business identifies the wrong data to analyze?

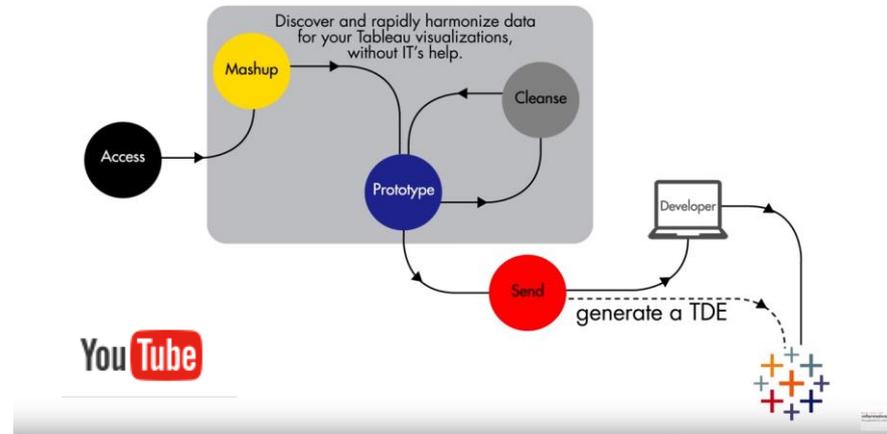
You're the expert in the data and where it comes from. Point the business to the right data to get accurate results. This approach frees up your time to focus on more strategic initiatives instead of just creating reports.

It also enables you to build process around "the right data," allowing others to use that data for a scalable approach.

[See how Informatica and Tableau help IT and the business work together](#)

Learn how Informatica enables self-service data integration in Tableau.

[Watch this 1-minute clip](#)



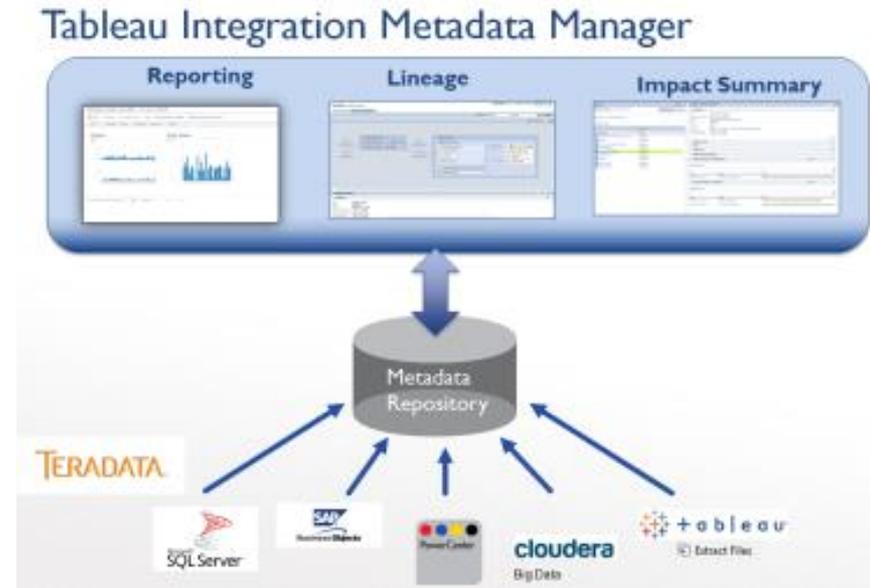
# Govern Analytics for Visibility

Inevitably, you have to ask the question: If I provide the business with data, what will be the result?

In a self-service environment, you need visibility into your data to extract insights. You need to know where the data came from and whether it's been altered.

With Informatica's Metadata Manager, you can connect to metadata in Tableau Server and Tableau Online and get direct insight into your data's lineage.

Verify your data to lower your risk, stay compliant, and be confident in your data.



# Evaluate Your Options

Evaluating your options is important. Research the tools that are best for you and your organization. Find the ones that will best support your efforts for enterprise-grade self-service BI.

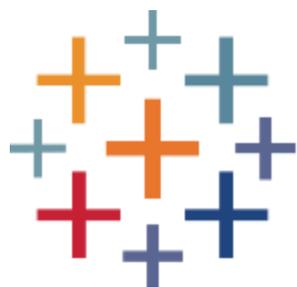
Gartner places Tableau among the leaders in business analytics platforms as well as one of most affordable. The analyst firm also recommends balancing cost considerations with functional requirements, expected adoption, and potential business benefits.

Similarly, Informatica is a leader in the Gartner Magic Quadrant for Data Integration Tools for the 10<sup>th</sup> straight year. Both companies have proven themselves to be among the top options in their respective markets.

But is that enough to make a buying decision?  
You can evaluate both Tableau and Informatica Cloud for free.

[Read the full Gartner report](#)





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