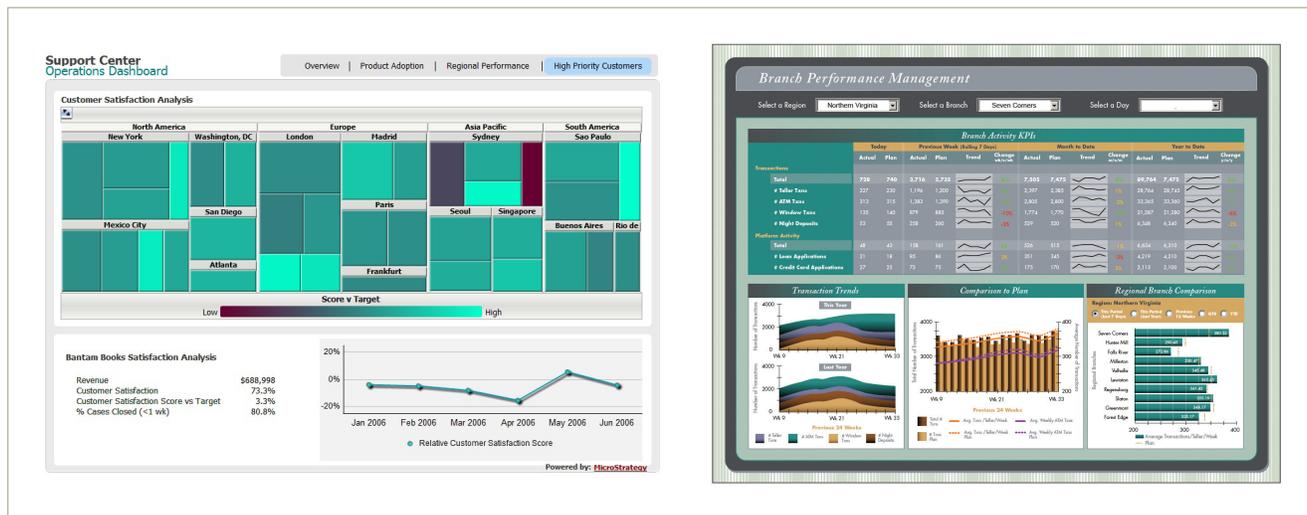


# THE DASHBOARDS EVERY ORGANIZATION NEEDS

Smart organizations are doing everything they can to find every opportunity to drive their business and help them stay ahead of their competition. To uncover these opportunities, decision-makers need easy access to a very wide range of information and they need advanced visualizations to help them analyze and understand the data. Waiting for someone to create a new report every time a new business question comes up is no longer a viable option for businesses to stay ahead. Decision-makers need the ability to ask any business question at any time and get answers on their own.

One way decision-makers get easy access to data is through dashboards. Modern dashboard technology enables dozens of reports to be combined into a single, easily-consumable, visual representation. This ability to consolidate many reports has been the biggest breakthrough in BI in the last five years and has redefined what we think of as a "dashboard." Previously, a dashboard was a high-level scorecard with a handful of big gauges used only by senior executives. Now, dashboards are highly interactive, self-contained environments that hold the answers to many standard questions of business operations. Where managers used to run a dozen different reports and combine their data in spreadsheets to get an answer, now they simply run their IT-developed, operational dashboard into which the data from those reports are inter-linked and visualized for the manager.



But despite the great strides in dashboard technology over the past five years, it's still not good enough. It's solved only a part of the problem. What is needed in addition to the highly packaged, highly designed IT-developed dashboard is a new breed of business-user-developed dashboards. These dashboards let managers ask new questions whose answers have not yet been pre-programmed into an IT-developed dashboard. Business-user-developed dashboards let people visually explore data to find an answer, rather than ask an IT person to create a new report in a week or two.

Organizations are now grappling with this advancement. What do they offer their users? Where do they get it? Who do they get it from? Now, more than ever, it is of the utmost importance that organizations figure out how to deliver the full spectrum of dashboards in order to stay competitive and survive.

## ALIGN THE ENTERPRISE WITH IT-DEVELOPED DASHBOARDS

IT-Developed dashboards are the rapidly growing paradigm in dashboards that empowers operational workers to use enterprise-approved dashboard information to make better decisions daily. These dashboards are quickly replacing production reports across all lines of business as the go-to method of acquiring information in order to make daily business decisions. IT-developed dashboards are created with tested and proven KPIs, metrics, and formatting providing a single version of the truth to all levels of the business. Corporate data is no longer reserved for the highest echelons of an organization but can fully and systematically flow through the enterprise revolutionizing the way data is used. These dashboards can be distributed to hundreds or even thousands of users with varying



levels of interactivity and data security, providing easy access to standard questions across an organization.

IT-developed dashboards provide not only a birds-eye-view of the enterprise but also specific line-of-business data. By empowering operational workers with IT-developed dashboards, organizations are able to provide decision-makers all of the data they need in order to be successful.

### A Complete View of All Available Data

Compressing dozens of reports into an IT-developed dashboard, or "DashboardApp", saves significant time and resources.

Information that once took hours, multiple reports, and calculations to derive can now be analyzed in a matter of moments. Data from many sources can be incorporated into an IT-developed dashboard. A centralized data warehouse may not always be present to pull from or various reports may pull from departmental data stores. Regardless of the location of the data, the dashboard can pull from and seamlessly display any and all information in one, visually appealing and easy-to-use dashboard. Keeping the business aligned becomes an easier task and allows decision-makers to focus on improving the business.

### Accurate Information Dissemination Across the Enterprise

A powerful feature of IT-developed dashboards is the ability to disseminate information based on the role of the individual viewing the dashboard. A single dashboard can be created to encompass an entire line of business from headquarters and country levels down to the district and city levels. With role-based filtering, an organization can

save time and resources by sending out only one dashboard to the entire organization. All of the data an individual needs in order to successfully manage their activities is still provided to them without sharing unnecessary or sensitive information.

In IT-developed dashboards, KPIs, metrics, and other key business attributes are aligned across the entire organization so that groups such as Sales, Marketing, and Distribution all use the same business language and see the same data. As a result, information is available throughout the enterprise in a consistent and logical fashion. This transparency is paramount in keeping all parts of an organization moving in the same direction.

### Embedded Workflows for Ease-of-Use

Analytical workflows are often embedded directly into IT-developed dashboards to mimic and simplify the steps a user would take if they were trying to extrapolate answers from dozens of reports. Instead of hours or even days of making calculations and moving from report to report for answers, with the click of a button, calculations are done for them. The answers sought are given in seconds and, most importantly, vital business decisions can be made with the most current information possible. All of the data needed is at their fingertips for timely decision-making and increased productivity.

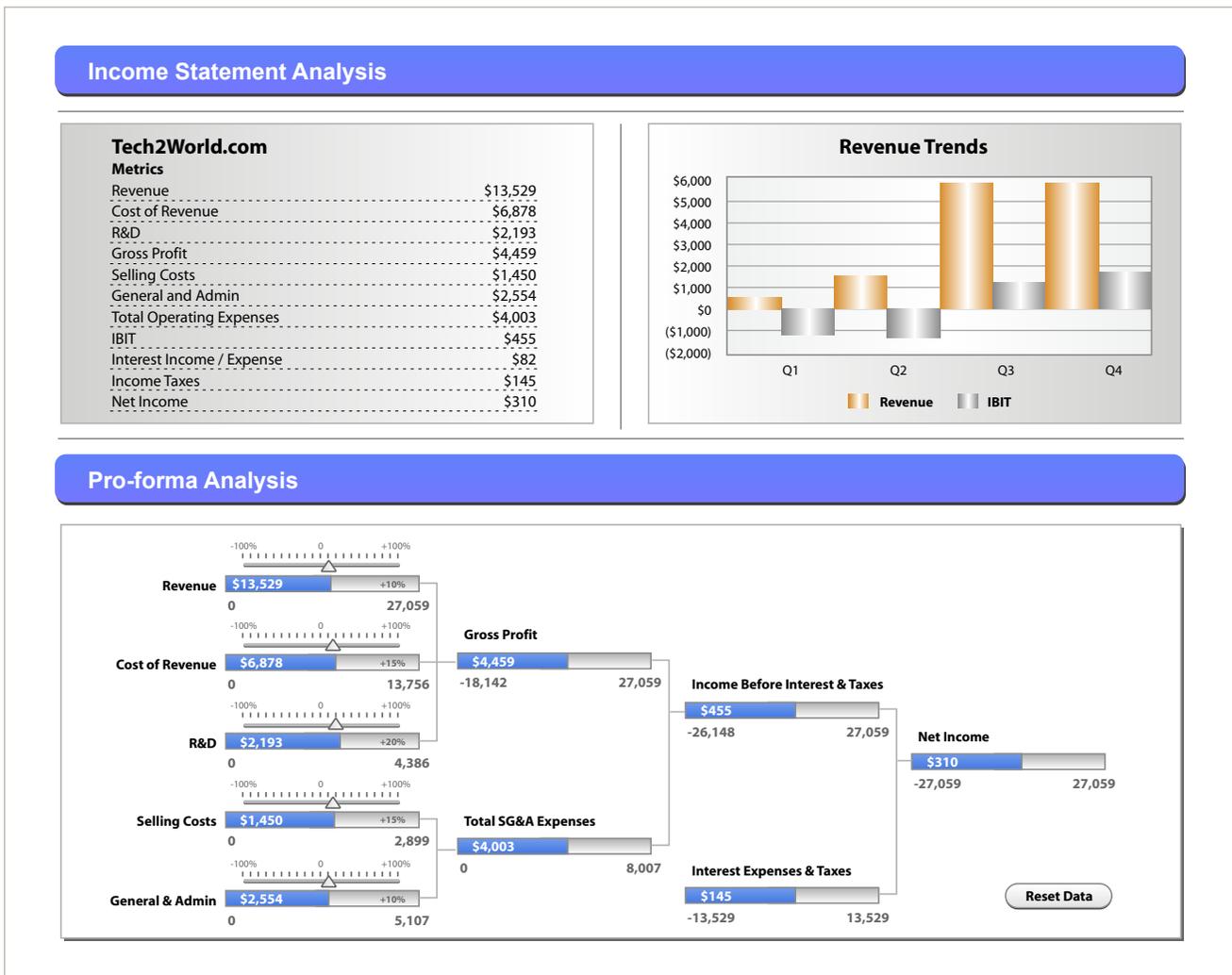
With embedded analytical workflows, along with role-based views, an operational worker can decide to make or cancel orders, increase sales floor staffing, or stock different merchandise due to trends they see. Executives might use a dashboard to make decisions for the entire business while an operational worker may use the same dashboard to make decisions for more specific areas of the business.



## BUSINESS-USER-DEVELOPED DASHBOARDS EMPOWER THE MASSES

At the other end of the spectrum, business-user-developed dashboards are a new class of dashboards that empower business users to graphically explore and display any set of data without the need for IT support. Business-user-developed dashboards fill an important flip side of IT-developed dashboards and balance the landscape of information delivery. In minutes, business users are able to create a dashboard that they, or their workgroup, can use immediately to gain new insights about the business. Business-user-developed dashboards facilitate the exploration of data in new ways and because IT is not required, these dashboards can be ever-changing with new KPIs, metrics, or layouts to suit the user's needs.

Business-user-developed dashboards are absolutely essential for organizations to keep pace in today's global economy. Time is a valuable commodity that cannot be wasted trying to get answers. Business users are demanding the ability to create their own dashboards in order to gain actionable insights and make the best possible decisions. Spreadsheets are no longer sufficient for their personal analysis. Business-users want to visualize their own data and get the same feel and ease of use of IT-developed dashboards but on their time and their terms.



### **Easy to Create From Any Data Source**

Business-user-developed dashboards offer users the chance to create views of data as they are needed for themselves or their workgroup. With very little training, a business user can begin with a pre-built template and create a functional and informative dashboard in minutes. By taking the often-daunting challenge of the physical layout and formatting out of the equation, business users are left to focus wholly on the data.

Business-user-developed dashboards also give users the opportunity to access any data set they want to view. From an enterprise data warehouse to a spreadsheet, access to data is unfettered, making it easy to begin building dashboards without delay. Business users can explore data and create a multitude of visualizations to analyze data in new and different ways. Outliers are easily spotted and problem areas within the business can be uncovered quickly and efficiently.

### **No IT Support Required**

Every organization around the world, regardless of size, has an extremely busy, and, at times, overwhelmed IT department responsible for maintaining everything from software to infrastructure. Similarly, centralized business intelligence groups can be inundated with requests from all levels of the organization making requests from business users a lower priority. Business-user-developed dashboards assist both business users and IT or BI groups by having users build their own prototype dashboards, freeing up resources. Business users are able to create test dashboards that do not require them to sit with IT for requirements gathering sessions or wait for new requests and changes to be made. Instead, iterations can be made quickly by business users, resulting in a faster time to market. In this respect, workgroups have now become their own functional BI department and can work independently and more efficiently. Once the dashboard is to the satisfaction of the business user and workgroup, it can then be provided to IT for further polishing and, if deemed appropriate, can be scaled to the entire enterprise.

### **Changes are Made Quickly and On-The-Fly**

Business-user-developed dashboards also offer business users the unique opportunity to explore data to support any hunches they have regarding their business. Since the dashboard creation and data selection is in the hands of the user, they can quickly focus on the data and begin drawing insights. Business users can easily identify outliers or problem areas within the business so that appropriate actions can be taken to resolve issues or to take advantage of new opportunities. If business users do not have ready access to create and view new dashboards, problems will persist unnoticed for long periods of time, causing lost opportunities and revenue for the business. With the ability to perform these root cause analyses, business users now have a much more integral role in the overall success of the company.

## **FUTURE-PROOF YOUR DASHBOARD NEEDS WITH MICROSTRATEGY**

In order for organizations to succeed, they need to be prepared with the proper tool set that allows all users to receive information when necessary. Organizations around the world are already realizing that the need for the full spectrum of dashboards is present and creating challenges. In order to combat these challenges, a dashboard tool must be put in place that not only provides both styles of dashboards, but also does so in an easy-to-use format that can grow with the organization. For organizations to be successful with dashboards, it is absolutely essential that both IT-developed and business-user-developed dashboards be provided to all levels of the business.

The BI market today has a number of dashboard tools. Some provide IT-developed dashboards while others enable business-user-developed dashboards. Some provide dashboards via the web while others enable cloud and mobile-based delivery. Companies struggle to meet the needs of all business users, as not many tools are able to meet the demand for both business-user-developed and IT-developed dashboards, across any platform. In order for all users to have a consistent experience, while at the same time providing centralized security and administration, it is critical to use a single BI technology to provide the full spectrum of dashboards.

### **MicroStrategy Leads the Way**

MicroStrategy provides best of breed, IT-developed and business-user-developed dashboards in a single platform, offering the best experience for users across the entire enterprise. Whether developed in the Cloud and accessed via Mobile, or developed on the Web and accessed from the Cloud, MicroStrategy provides the most flexibility for creation and sharing of dashboards.

MicroStrategy IT-developed dashboards offer beautiful advanced visualizations and interactive widgets that let users see information in new and exciting ways. The days of static reports and dashboards are over. Users can touch, manipulate, and consume data in a fully interactive experience. Drill-anywhere functionality enables users to see any data in the warehouse without the need for predefined drill paths, opening the opportunity for deeper analysis and understanding. MicroStrategy IT-developed dashboards not only scale to huge data volumes but also thousands of users, simultaneously enabling better decision-making and alignment of the enterprise. IT-developed dashboards can also take full advantage of all mobile features of the MicroStrategy toolset letting operational workers use dashboards wherever and whenever they need.

MicroStrategy provides a robust and easy-to-use set of tools for business users at all levels of an organization to build their own dashboards. Using prebuilt templates for both Web and Mobile, users are able to create publishing-quality, highly visual dashboards quickly and effortlessly. With MicroStrategy Visual Insight, users can create a dashboard in less than ten minutes and feature a wide range of compelling data visualizations. MicroStrategy's Data Import functionality ensures that any data needed is fully accessible and can be used within any dashboard. Extending the reach of do-it-yourself dashboards is easy with MicroStrategy Mobile. MicroStrategy Mobile offers users the same dashboard experience they receive on their computer but enables anytime access wherever in the world they may be. Native device capabilities and BI specific gestures incorporated into mobile dashboards create an immersive and rewarding experience while still delivering the information and insights needed.

Because MicroStrategy provides both styles of dashboards in a single platform, the path from business-user-developed dashboards to IT-developed dashboards, and vice versa, is easy. Business users can create prototype dashboards and make iterations internally to solve their needs and questions. Then, they are able to provide the dashboard to IT for further polish and enterprise propagation. At the same time, an IT or BI group can create a mindset amongst business users of starting with an IT-developed dashboard as a launching point for new questions they want answered and new views of data. Business users can customize the IT-developed dashboard to their needs and investigate their enterprise data further or even add new data from another source. MicroStrategy enables business users to be self-reliant and gives IT and BI organizations cycles back, fostering a more productive organization.

## Your Future Depends on the Decisions of Today

Providing all levels of users with the full spectrum of dashboards in order to answer questions and gain insights should be paramount within businesses. How organizations empower users to receive information is quickly becoming just as important. Both IT-developed and business-user-developed dashboards serve unique and complimenting roles in distributing information. Quickly building a dashboard to find an outlier that is causing problems can be the difference between success and failure. Keeping the entire organization aligned with an IT-developed dashboard can streamline productivity and increase awareness of KPIs. Using multiple tools for both styles of dashboards gives users a fragmented experience and leads to inconsistencies in data costing organizations time and money. MicroStrategy offers the best tools for any and all dashboard styles in a single easy-to-use platform.

