



Unlocking Analytics Value and Tackling Sprawl

Establishing Confidence Through
Governance and Catalogs

***ISG** Research

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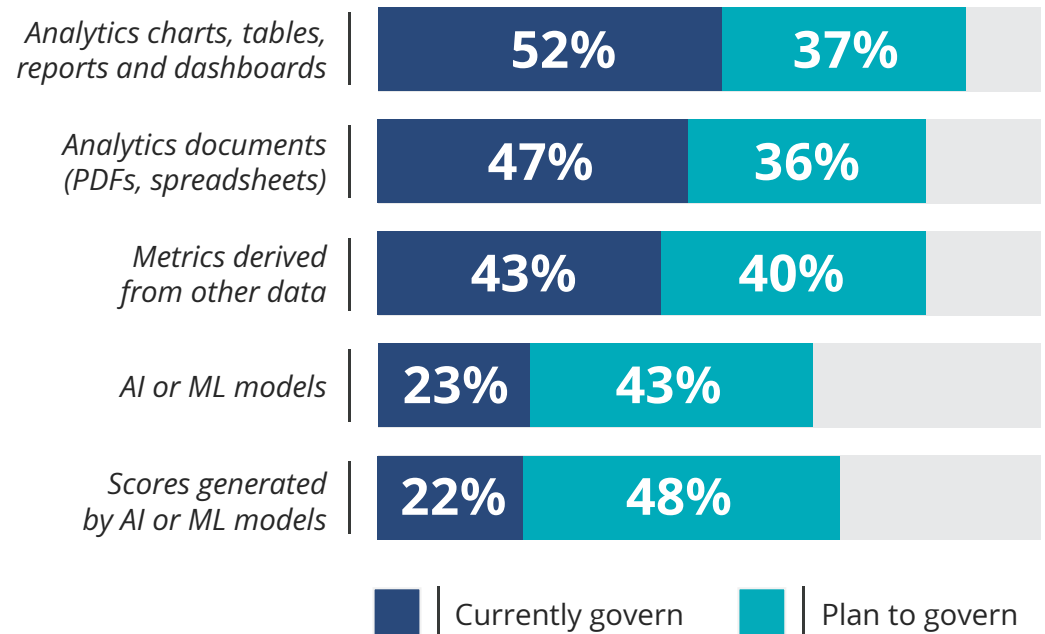
The Value of Searchable Certified Analytics

Certified analytics play a crucial role in effective decision-making within enterprises. These certifications ensure that analytics solutions meet standards for quality, security and reliability, fostering user trust. According to ISG Research, while 95% of participants recognize the importance of governing analytics, only 52% have data governance policies specifically addressing analytics charts, tables, reports and dashboards. This gap underscores the need for enhanced data and analytics management practices.

When analytics are easily accessible and searchable, it increases their value and adoption. It also reduces redundancy since previously created analyses can be identified rather than creating new ones. Combining the concept of certification and searchability is commonly referred to as an “analytics catalog.”

Analytics Included in Governance

Analytics reports and dashboards most common



Takeaway: Analytics catalogs enhance decision-making, increase adoption and reduce redundancy.

Build Trust in Your Analytics

Trusted data is a hot topic, yet enterprises may be missing the forest for the trees in their strategies. **Trusted data must be complemented with trusted analytics.** A data governance strategy is only as good as its weakest link, and this is often found in policies related to analytics processes. Complicating matters, individuals may resort to spreadsheets when they can't find the analysis they need. According to ISG Research, 70% of participants indicated spreadsheets are a problem in their enterprise. These actions can become potential weak links, so enterprises should minimize the use of spreadsheets to strengthen compliance and trust.

The use of analytics catalogs helps individuals identify available analyses which have been reviewed and certified, increasing trust by all involved in the process. Since analytics processes are rarely conducted by a single individual, it's important to make trust an integral part of any enterprise's data and analytics strategy.

Takeaway: Complement trust in data with trust in analytics.

Analytics Sprawl Prevents a Single Version of the Truth

The reality is that many enterprises have multiple analytics implementations. Different departments or locations have chosen different tools to support their analytics needs. Even if an enterprise standardizes on a single tool, there are typically multiple implementations for different domains. More than half (54%) of the participants in our research report that **incompatible tools are a primary obstacle to achieving a single version of the truth.**

Not only might different providers and implementations exist, but they may be deployed on premises, in the cloud, or in a hybrid configuration. Two-thirds of ISG Research participants report their analytics deployments are split across cloud and on premises. It's no wonder that users have difficulty finding the correct analyses they need.

Takeaway: Enterprises need a consistent and unified set of information on which to base decisions.





You Don't Need Another BI Tool

Enterprises have made significant investments in their analytics. **There is no need to throw it all away.** By the same token, there is no need to duplicate the work that has already been done. The analytics catalog should easily capture the existing work and adapt to any changes that are made without needing to re-enter or recreate the metrics or analyses. Analyses are constantly being created or modified. Manual processes to capture these changes are less robust and require additional maintenance when compared to automated processes. In today's fast-paced world, analyses must be up to date at all times. Outdated analyses will adversely impact decision making and create a lack of trust.

Takeaway: Don't rely on manual integration processes to bring analytics together.

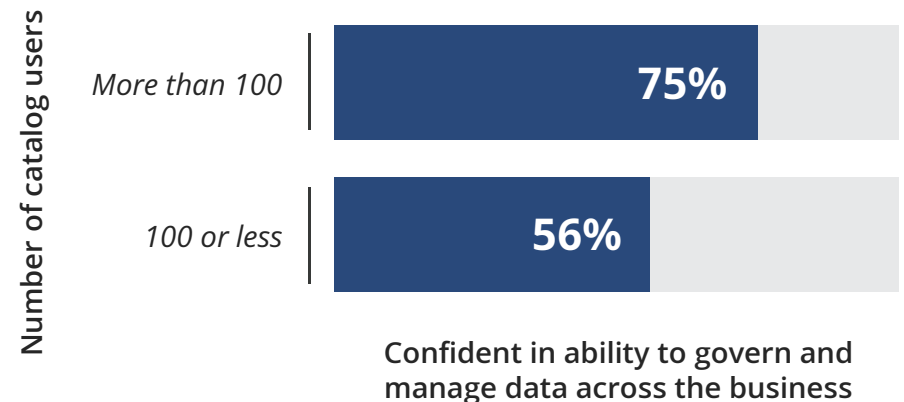
Governance Is Not a Bad Word

Enterprises recognize the importance of governance. Nearly 9 in 10 (89%) participants in our research indicate it is important. Investments in data trust improve operational efficiency and reduce IT costs.

Governance has evolved from being a disabling discipline to an enabling one. Data catalogs have been a key part of this evolution. Our research shows that the more users an enterprise has using a data catalog the greater their confidence in the ability to govern and manage data across the business. Analytics catalogs have the potential to provide even greater benefits since analytics are typically used widely: analyses can be found more easily, certified or approved analyses can be identified, and individuals are working from the same sets of information.

Catalog Users and Confidence

More users correlates with greater confidence



Takeaway: Use governance tools to enable your users, not disable them.



Leverage Existing Security

Security is paramount in analytics implementations. ISG Research participants indicate it is the most important area to govern. Given that proprietary and sensitive information is frequently part of analyses, robust protection is essential.

It's important to recognize that significant time and resources have already been dedicated to establishing security within existing systems, and that **incorporating these existing security frameworks into an analytics catalog is not only more efficient but also effective.** Rather than attempting to duplicate security measures, which could inadvertently introduce gaps and vulnerabilities, utilizing the established model ensures a consistent and comprehensive approach to information protection. This strategy alleviates concerns about potential security breaches while maintaining trust and compliance across all analytics operations.

Takeaway: Leverage existing security frameworks to protect sensitive analytics information.

Involve the Community

Tapping into the user community through social media-type collaboration, such as ratings and comments, adds immense value to analytics software. Two-thirds (68%) of ISG Research participants report that collaboration in analytics processes is important. User communities are rich in knowledge, and enabling users to rate different analyses capitalizes on their diverse insights and experiences.

Adding commentary fosters discussions that deepen understanding and facilitate knowledge sharing and creativity in an environment where insights can be easily discovered, accessed and discussed across departments, breaking down silos. Moreover, users can instantly learn about new analyses, keeping them informed and engaged with the latest developments. This interactive approach **amplifies the collective intelligence of the community** and leads to **richer analytics and better decision-making** across the enterprise.

Takeaway: Build on the knowledge of your teams and the work they have already done.





Increase Adoption & Utilization

Analytics are everywhere, across a variety of systems. They are hard to find. Despite all the investment to create these analyses, adoption and utilization are typically low. ISG Research finds that in most enterprises, the majority of the workforce is not using analytics.

An analytics catalog provides a roadmap to make it easier to find and utilize the existing analyses regardless of where they originated. The catalog also captures information about utilization to identify analyses that can be dropped, reducing ongoing maintenance and operational costs. User ratings can be compared with utilization to help focus efforts on highly rated, highly utilized analyses.

Takeaway: Help the enterprise make better decisions by increasing the utilization of analytics.

Put Existing Analytics to Work

Enterprises have already done most of the hard work, but they are not yet reaping the rewards. Analytics catalogs make it easier to utilize and find the analyses that already exist within the enterprise.

Help eliminate the silos created by artificial boundaries that exist between different products and different deployments. Capture the knowledge of the community of experts and share that knowledge easily. The end result is better, more informed decisions while also reducing the effort required to maintain and govern analytic assets. Users are more confident in their analyses and put more trust in the data, driving up adoption of analytics throughout the enterprise.

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