

The logo for Yellowfin, with 'Yellow' in blue and 'fin' in yellow, set against a background of a light blue grid pattern that curves across the page.

Yellowfin

Making Business
Intelligence Easy

What the research says:

Why you need Yellowfin Mobile BI

Contents

What the research says: Why you need Yellowfin Mobile BI 3

Increasing demand for Mobile BI..... 3

The benefits of Mobile BI..... 4

BI: The user adoption issue..... 4

Why is a consumer-oriented approach important?..... 5

Tablet PCs: Why they're ideal for Mobile BI 6

iPad: The king of Mobile BI..... 7

Collaborative BI: Why it's vital on any device or platform..... 8

What are the components that make up a Collaborative BI module? 10

Conclusion..... 11



What the research says: Why you need Yellowfin Mobile BI

At Yellowfin, we believe that advances in both consumer and enterprise mobile technologies, in conjunction with shifting working habits and environments, means that a significant proportion of Business Intelligence (BI) will be consumed via mobile devices – primarily tablet PCs.

Leading industry analysts back Yellowfin's approach to consumer-oriented and collaborative Mobile BI. Industry research advocates the need for, and potential benefits of, BI usability, collaboration and mobility. It is widely published and understood that leading BI vendors will deliver mobile applications for the widespread dissemination of enterprise data. The most successful of these applications will combine market-leading ease-of-use and collaborative qualities.

Increasing demand for Mobile BI

Gartner's recent *Gartner Predicts 2011* report suggested that "By 2013, 33 percent of BI functionality will be consumed via handheld devices." Gartner also named tablet PCs and mobile-centric applications as the top two strategic technology considerations facing enterprise IT leaders in their 2012 top 10 technologies and trends predications, presented at the Gartner Symposium/ITxpo, October 20 2011. Forrester Research reports that "enterprise mobile workers will make up 73 percent of the workforce in 2012".

BI thought leader, former Gartner Research Fellow, and President and Founder of Dresner Advisory Services, Howard Dresner, has found that demand for Mobile BI is on the rise in his updated 2011 *Mobile Business Intelligence Market Study*.

The report revealed that 11 percent of respondent organizations currently provide access to Mobile BI to over 40 percent of their workforce. The report indicated that this figure is set to rise sharply. Within 12 months, 18 percent of organizations said that over 40 percent of their workforce will have access to Mobile BI, with around 33 percent expecting to deliver Mobile BI to over 40 percent of their workforce within 24 months. As further evidence of this trend, only four percent of survey respondents said that Mobile BI was 'not important'.

Respondents across the board said that they planned to increase the number of personnel with access to Mobile BI, and reflective of the transition to enterprise mobility, 70 percent of respondents said that 25 percent or more of their current users would receive analytics exclusively on a mobile device by 2013. Only three percent of respondents said that their company would have no one receiving BI exclusively from mobile devices by 2013.

Dresner concluded the live *InformationWeek* webcast launch of his 2011 updated *Mobile Business Intelligence Market Study*, by stating that the rapidly growing uptake and interest in Mobile BI meant that in the future, it would not merely represent a growing facet of BI, but would become the main form of delivery for business analytics, and the focal point of the entire industry.

"Moving forward I expect to see a rising tide across all segments, all classes of user, and all verticals," said Dresner.

"I do believe that [Mobile BI] becomes fundamentally the new platform for Business Intelligence."

The benefits of Mobile BI

There are many benefits of Mobile BI, including increased competitive advantage, customer satisfaction, ROI and improved workforce productivity. However, all these benefits are derived from the ability to enable mobile workers with actionable information.

A recent study released by analyst firm Aberdeen Research – *Mobile BI: Actionable Intelligence for the Agile Enterprise* – found that companies with Mobile BI can make critical business decisions six times faster than organizations without a mobile platform for reporting and analytics. The report also found that best-in-class Mobile BI-using organizations enjoy a "Time-to-Decision" period three-times faster than all other Mobile BI-using organizations.

BI: The user adoption issue

The same Aberdeen survey found that, of the 277 participating companies using BI, employee usage of those BI systems doubled with the introduction of Mobile BI.

The more employees who have access to the benefits of quality BI, the better equipped any organization will be to respond to, and take advantage of, opportunities and shifts in their business environment. And the more barriers that are removed to widespread end-user adoption, the more able an organization will be to incorporate and ingrain a BI application into its business culture.

Industry studies over the past six years show that most BI projects fail due to poor user adoption. If people are not utilizing BI, it's impossible to realize Return on Investment (ROI). According to a study by The Data Warehousing Institute (TDWI) in 2008, only 24 percent of the potential BI users are using BI solutions. This is a persistent problem. Low user adoption rates continue to plague BI deployments, and undermine their value. In 2011, Gartner said that only 28 percent of potential BI users within most organizations currently used the technology. The technology analyst suggested low user-adoption rates are primarily due to traditional BI tools and approaches that are difficult to use and slow to respond. Gartner said that the consumerization of BI had resulted in a new breed of end-user focused BI solutions, capable of delivering faster, more relevant results to business people of all backgrounds, and a better ROI.

"The fact of the matter is that BI is not pervasive and adoption is not in line with the investment made by most firms," said James Richardson, research director at Gartner in a statement. "Almost every organization could improve, if its stakeholders had easier access to well-integrated information, and if they analyzed that information to manage performance and make decisions.

"The consumerization of BI technology offers a means for it to break out and reach many more users, by offering faster, more user-friendly and more relevant BI," said Richardson.

Why is a consumer-oriented approach important?

The consumerization of BI, and the resultant increase in user-adoption, is set to deliver organizations better BI ROI according to research firm Gartner.

Gartner has said that new social, search and Web 2.0 technologies have altered user expectations surrounding enterprise reporting and analytics. People now expect intuitiveness and interactivity from new technology and software. The days of laboring through instruction manuals are over.

Gartner lists ease-of-use as the key BI product-oriented factor that underpins a consumer-oriented approach and enables sustained user adoption. "If BI is difficult to learn, use, maintain or simply looks unappealing, significant user drop-off will result," stated Gartner.

Gartner's 2011 BI Magic Quadrant report listed 'ease-of-use' as the new number one consideration when purchasing a BI platform, surpassing 'functionality' for the first time.

"A failure [to achieve product usability] can be the cause of poor take-up, and goes some way toward explaining why just 28 percent of users have adopted the organization's standard BI platform of choice," said Richardson.

"Ensuring a better match to end-user needs [will enable] a greater Return on Investment in BI."

Additional information is available in the Gartner report – *The Consumerization of BI Drives Greater Adoption*. The report is available on Gartner's website at: <http://www.gartner.com/resId=1712414>.

TDWI best practices report – [Self-Service Business Intelligence: Empowering Users to Generate Insights](#) – supports this view, arguing that "Access to BI is what gives companies their competitive edge and allows them to discover new business opportunities."

The report simultaneously laments the fact that "in too many organizations, decisions are still not based on business intelligence because of the inability to keep up with demand for information and analytics."

The paper argues that the cure for this prevalent problem lies in self-service BI, stating that easy-to-use and easy-to-consume BI products hold the key to self-service BI: "It is these two themes—ease of use and information consumability—that play crucial roles in a fully functioning SS [self-service] BI environment."

The report defines self-service BI as "the facilities within the BI environment that enable BI users to become more self-reliant and less dependent on the IT organization."

Four main factors are listed as comprising a self-service BI environment, including:

- Easy access to source data for reporting and analysis
- Easy-to-use BI product
 - Good support for data analysis
- Fast to deploy and easy to manage data warehouse solutions
- Easily consumable BI results

Tablet PCs: Why they're ideal for Mobile BI

In a special report providing advice for CIOs on best practice usage and integration of tablets into the workplace, Gartner said that tablet PCs have provided an ideal platform for the delivery and dissemination of business analytics and dashboard reports.

This view is also espoused by Forrester analyst and commentator, Boris Evelson, who said in his blog post, *Mobile Tablet PCs, Not Phones, Will Create Critical Mass For Enterprise BI Adoption*, that tablet devices are driving enterprise Mobile BI adoption by addressing the inadequacies of smartphone form features – primarily the screen and keyboard.

“Mobile tablet devices are a different story,” writes Evelson. “Just like Baby Bear’s porridge in the ‘Goldilocks And The Three Bears’ fairy tale, tablet PCs are ‘just right’ for mobile BI end users.”

Evelson lists the inappropriate form factors of smartphones – that inhibit the ability of end-users to receive reporting and analytics – as the number one barrier to Mobile BI adoption.

IDC’s European business analytics program manager, Alys Woodward, has also said that consuming BI via tablet computers will empower organizations to realize pervasive BI adoption and BI ROI.

Speaking at IDC’s Business Intelligence Conference 2011, Woodward suggested that the natural interactivity and uninhibited functionality (large screen), in conjunction with their portability, made tablets “the answer to BI execution in business”.

“What happens with a touchscreen tablet is that it takes things a step closer to the user,” she said. “You’re closer to the data, you can explore a little more richly than if you were using a mouse.”

“The best vendors are doing Mobile BI so that you write a report once and then that report can appear on whatever form factor people need it to be on, whether that’s a laptop, or a large screen, or a tablet,” she added.

“It’s helping with adoption and it’s helping bring execs on board with information and it really is something that’s quite powerful.”

iPad: The king of Mobile BI

The majority of respondents to Dresner's aforementioned Mobile BI Market Study listed the iPad as their device of choice for Mobile BI, with Dresner suggesting that the device is the driving force behind increased Mobile BI deployments and adoption rates.

The report indicated a sharp shift in platform priority, compared to the original study in June 2010, with a "dramatic increase in interest" in Apple's iPad.

In June 2010, around 28 percent of respondents named the iPad as their first choice device for the delivery of mobile analytics. The latest results show that almost 55 percent of organizations now list the iPad as their favored platform for Mobile BI rollouts.

As a result, many organizations have now implemented Mobile BI programs based on the iPad, with many more indicating that they intend to do the same in the near future. In June 2010, only 10 percent of survey participants were using the iPad for their Mobile BI deployments. Now, this figure has jumped to 40 percent. Moreover, an additional 40 percent indicated that they plan to rollout iPad-based deployments within the next 6 to 12 months.

Apple claims that more than 80 percent of Fortune 500 companies are currently integrating iPads in their enterprise communications programs.

Recent IDC figures on tablet shipments confirm the iPad's dominance. The iPad held 68.3 percent (shipping 9.3 million units) of the global tablet market during Q2 2011, with the IDC citing strong demand for the iPad 2 for the 88.9 percent (303.8 percent year-over-year) rise in worldwide media tablet shipments. The unprecedented growth prompted the firm to increase its 2011 shipment forecast from 53.5 to 62.5 million units.

In fact, Apple gained additional tablet marketshare in the face of increased competition, said IDC. The IDC found that the iPad improved its worldwide marketshare from 65.7 percent, at the start of 2011, to 68.3 percent. Despite launching a number of new tablets, Google's marketshare dropped from 34 percent, in early 2011, to 26.8 percent mid-year.

"Media tablet shipments grew at a solid pace in the second quarter, led by continued strong demand for Apple products," said Tom Mainelli, research director, Mobile Connected Devices.

"Apple's iOS share will continue to lead by more than 40 percentage points over Google's Android for the remainder of the year," said Jennifer Song, research analyst, Worldwide Trackers.

Collaborative BI: Why it's vital on any device or platform

As a younger social-media savvy generation enters the workforce, they bring with them new skills and expectations regarding the deliver of information.

A recent joint Unisys and IDC study has found that with younger information workers entering the workplace for the first time, the way in which corporate interaction takes place will change.

The study expects that, in corporations with more than 500 employees, the number of information workers using social networking platforms will almost double between 2009 and 2014.

Veteran researchers Claudia Imhoff and Colin Whilte, in their recent research report [Self Service Business Intelligence: Empowering Users to Generate Insight](#), also identified “collaborators” as a new type of information worker vital to the future success of reporting and analytics and enterprise decision-making at large.

Additionally, organizations that harness the power of Collaborative BI – collaborative decision-making (CDM) platforms that combine BI with Web 2.0 and social networking technologies – allow information to be directly linked to decisions made within an organization. Hence, enabling better CDM process, leading to better, faster, more accountable decision-making. Multiple people can co-operate in making sense of a data set; leading to fast and accurate fact-based decision-making.

Forrester Research has advocated the ability of Collaborative BI to enable users to analyse, understand and use information more efficiently and effectively.

In a recent interview with eCRM Guide, Forrester Research senior analyst, James Kobielus, said that Collaborative BI facilitated organizational CDM, and enabled a better understanding of data, by linking discussion directly to reports and visualizations. Kobielus said that this enabled decision-makers from a range of departments – sales, marketing, pricing and promotions – to utilize the information gleaned from data analysis more effectively and move from discussion to action in significantly reduced timeliness.

Integrating social networking capabilities into existing BI applications allows users to undertake discussion, analysis and collective decision-making in full-view of their data, within a uniform environment.

A social layer within a BI solution improves the efficiency of business interaction regarding reporting and analytics; compared to traditional avenues of communication such as faxes, phone calls and face-to-face meetings; by:

- **Being recordable:** Conversations are automatically recorded, creating a searchable history of all interaction, eliminating unnecessarily revisiting points previously made
- **Eliminating logistical hurdles:** The need for complex and costly travel arrangements is significantly reduced, with geographically dispersed stakeholders able to participate in the exchange of information faster
- **Enabling all relevant stakeholders to participate:** All relevant stakeholders can contribute to discussion at their convenience

The Aberdeen Group's most recent report on Collaborative BI – [*Collaborative BI: Harnessing the Extended Enterprise to Boost Productivity*](#) – claims Collaborative BI deployments have the ability to improve productivity and visibility across the breadth of organizational operations via enhanced knowledge sharing.

The report identifies four underpinning factors that are driving demand for Collaborative BI within the enterprise:

1. The increased demand for real-time information, in conjunction with the rapid expansion of corporate data assets, means that organizations are searching for faster methods to share and derive actionable meaning from reporting and analytics
2. Increasingly dispersed workforces have heightened the need for, and benefit of, fast information sharing and collaborative decision-making
3. The need to provide context to actionable information to underpin accurate fact-based decision-making
4. Reduced timeframe to complete key business processes

To generate a more mature CDM structure, regarding BI content, the report recommends that organizations:

- Empower business users to access, interact with, and share BI content independently of IT
- Share BI content with external stakeholders to boost visibility of operations throughout the entire supply chain
- Integrate social-networking style features and functionality within their BI tool (or implement a BI solution that contains collaborative functionality out-of-the-box)
- Monitor user-adoption rates

The top three reasons given for using and adopting social business technologies were:

- Facilitate knowledge building / sharing / repository
- Improve / facilitate collaboration between employees
- Improved cross-departmental / functional collaboration

What are the components that make up a Collaborative BI module?

There are three crucial components that combine together to form a complete CDM module. These are the ability to:

- Discuss and overlay knowledge on business data;
- Share knowledge and content;
- Collectively decide the best course of action.

Most analytics-based decision-making occurs outside organizational BI platforms, opening a gap between human insight and the business data itself. Decision-making remains isolated from the data that should drive and underpin it.

Using a single open-access forum integrated within the BI tool, business decisions are able to be made alongside business data, to ensure steadfast, fact-based decision-making. The right people are connected with the right data, supporting a culture of organization-wide information sharing and data access. This breaks down departmental knowledge silos, enabling faster, better and more effective decision-making.

Users should also be able to embed reports and other contextual information in threaded conversations, and add annotations, to further explain patterns and trends in the data. Integrating these social networking capabilities into existing BI applications allows users to undertake discussion, analysis and CDM in full-view of their data, within a uniform environment.

Secondly, the value of information resides in its ability to be shared. A Collaborative BI module must support the ability to share data and insights wherever they are required, and in a manner that suits individual circumstance. Users should be able to share content internally, on the integrated CDM platform or on company networks, such as intranet; or, outside company firewalls, on external networks such as wiki's or blogs – wherever it is needed.

Lastly, the usefulness of networking at the enterprise level rests on the ability to reach appropriate and timely decisions. For Collaborative BI to be successful, it must include a mechanism for deciding action, such as voting or polling, to help push conversation towards a specific, measurable and desirable course of action.

Collaborative BI is about maximizing the effectiveness of data analysis. An effective Collaborative BI module should encourage all relevant BI users and business decision-makers, from inside and outside an organization, to share ideas and information to support better strategic decision-making based on the information generated by data analysis.

Organizations want to achieve better ROI from their BI rollouts. They want to arrive at better decisions in shorter timeframes. The problem with many traditional BI projects is that, despite large amounts of time and money being spent, poor business decisions are still made.

In most cases, the right data is being collected and analyzed correctly. The problem is that the insight isn't being effectively shared, discussed and used to underpin collective fact-based decision-making. Collaborative BI bridges the gap between insight and action. Collaborative BI takes advantage of existing analysis and information, ensuring that it is used to its fullest potential.

The widespread collaboration that Collaborative BI technologies can facilitate, enables better, not just faster, decision-making across all business departments. It is the accuracy of decisions made, and actions taken from data analysis, that help an organization maintain competitive advantage. Accurate decisions, not just quick decisions, help underpin strategic planning for continued future success.

Conclusion

The consumerization of BI – the introduction of user-friendly functionality and capabilities to support widespread BI adoption – has been noted by many analysts as the answer to improved BI ROI. And Yellowfin is responding.

Yellowfin's new application for the iPad embraces the best practice principles behind the consumerization of BI, combining ease-of-use, Collaborative BI and Mobile BI together in a single game-changing product.

Yellowfin's new application for the iPad empowers widespread BI user adoption, transforms insight into action, and delivers fact-based knowledge to anyone, anywhere in real-time. Yellowfin for the iPad is making Business Intelligence better, faster and easier.