



# TDWI BEST PRACTICES REPORT

Q2  
2017

## ACCELERATING THE PATH TO VALUE WITH BUSINESS INTELLIGENCE AND ANALYTICS

Organizations need to accelerate the pace at which they can realize business value from data. Their focus is on improving "time to value," which is the length of time it takes from the beginning of a project to the delivery of anticipated business value. In *TDWI Best Practices Report: Accelerating the Path to Value with Business Intelligence and Analytics*, we look at multiple factors impacting the ability of organizations to quickly derive greater value from data and analytics, including the organizational issues, practices, and development methods that are often just as important as keeping pace with technological innovation. Here are several of the key survey results.

## CHALLENGES IN REDUCING TIME TO VALUE

Poor project definition and scoping cause BI and analytics projects to delay returning value to the enterprise. (Weighted answers based on respondent ranking)



Source: Figure 2, page 11

Insufficient data quality, consistency, and completeness, as well as poor knowledge about the data's lineage, can also slow down the realization of value. Participants related their experiences in comments about data quality challenges and data preparation challenges generally:

"Our slower pace is due to having to explain increasing levels of anomalies found through analysis of the data."

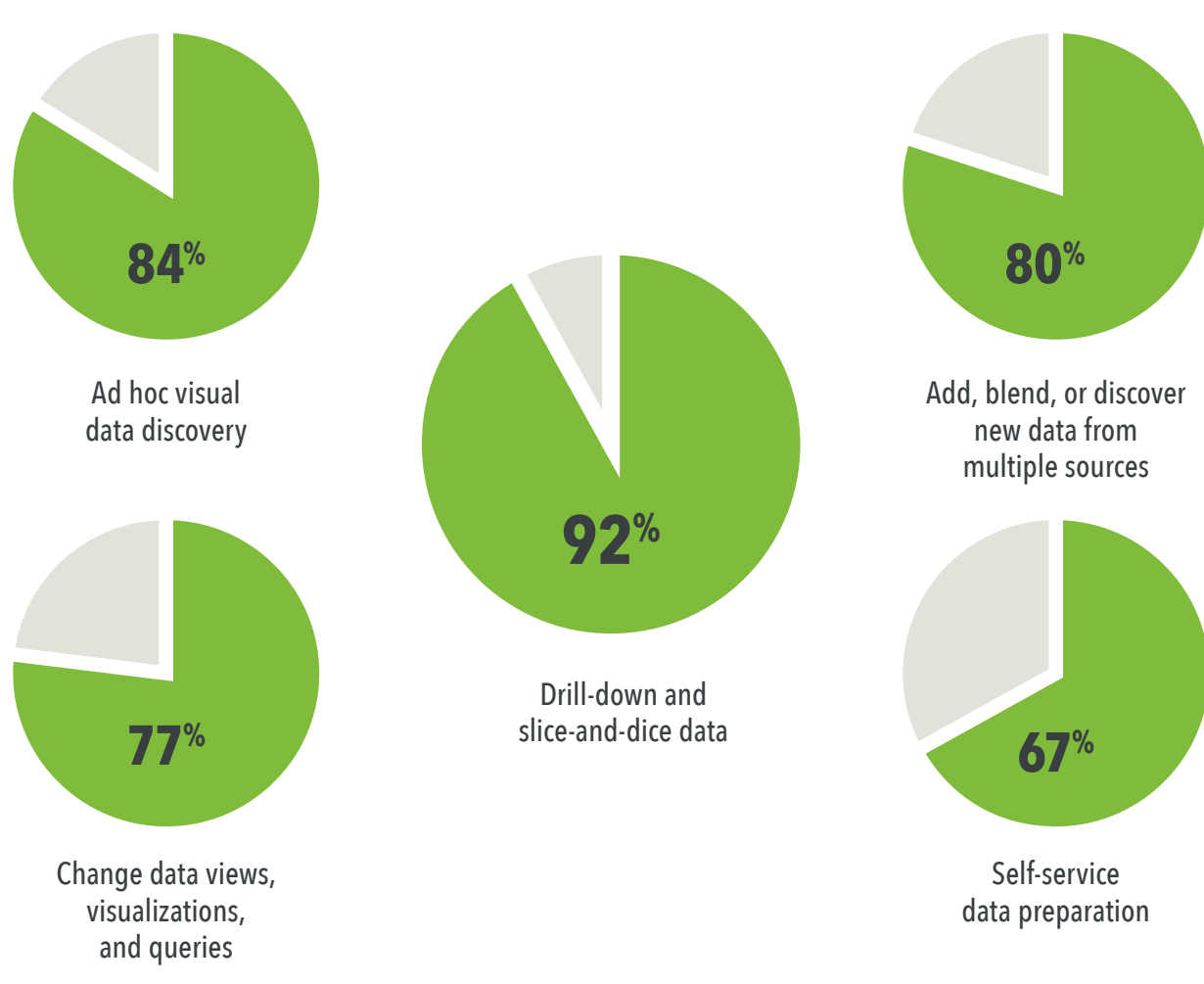
"Data quality and governance issues related to change/release management are still a problem."

"Projects are moving faster because we have better data quality."

Source: Page 13

## FASTER AND EASIER VISUAL DATA DISCOVERY

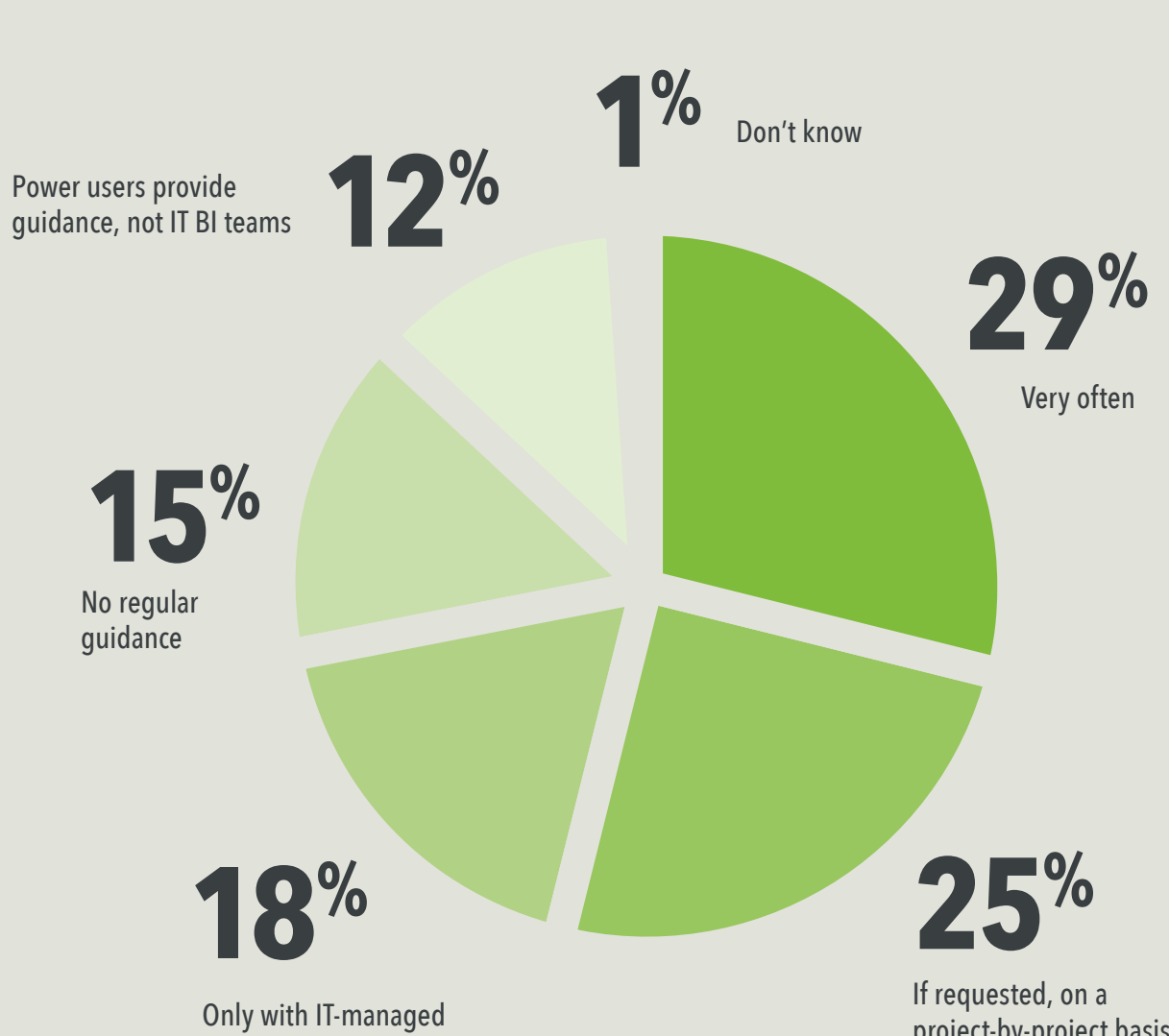
Capabilities most desired by users are those that enable them to drill down, slice and dice, and engage in ad hoc data discovery. (Showing highest combined totals of "very important" and "somewhat important")



Source: Figure 10, page 30

## TO AVOID DELAYS, SELF-SERVICE EXPERIENCES NEED MORE GUIDANCE

How well are BI teams guiding self-service users in how to work with data sources, understand data quality, and develop analytical insights? Surprisingly, less than a third provide such assistance.



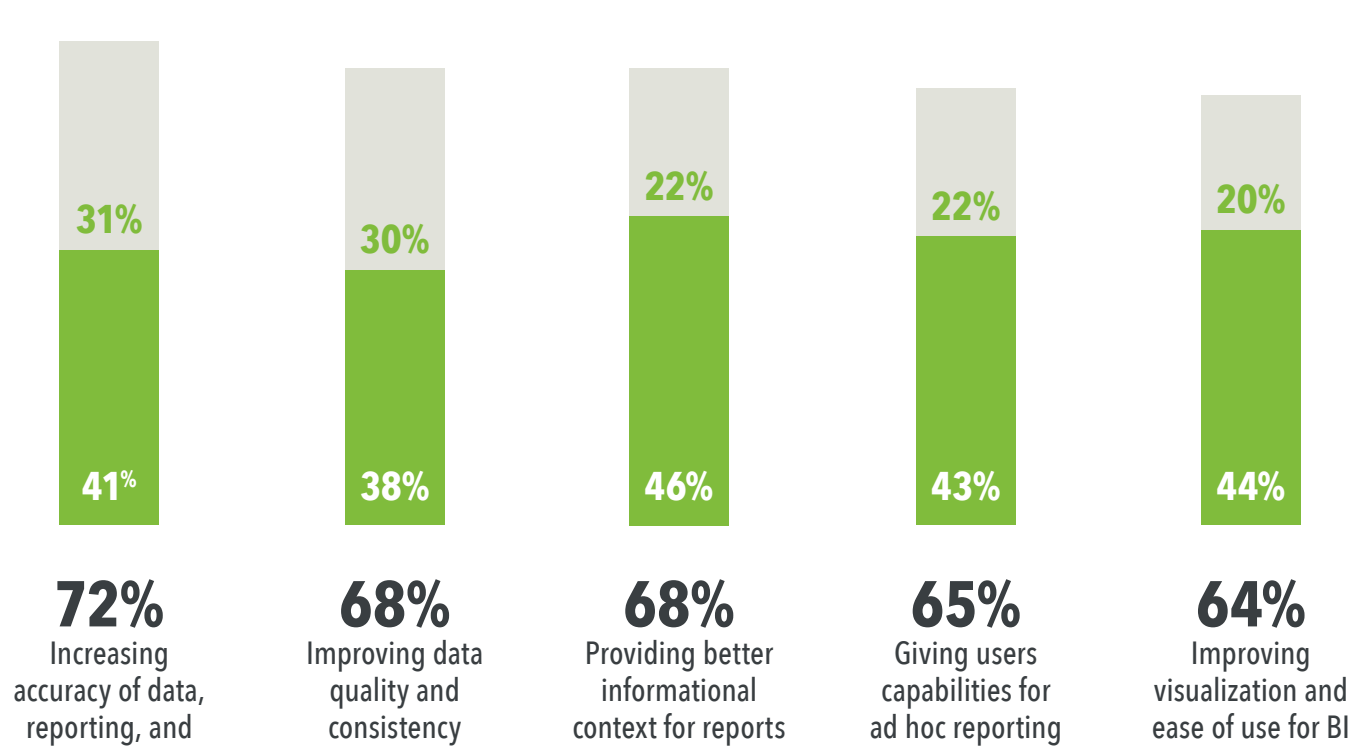
Source: Figure 7, page 26

## REDUCING TIME TO VALUE IS ONLY ONE AMONG SEVERAL GOALS

To realize overall higher business value, most research participants see increasing the accuracy of data, reporting, and analysis as important as reducing time to value.

■ Reducing time to value is just as important

■ Reducing time to value is less important



Source: Figure 4, page 17

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