

# Seven Key Attributes of Business Intelligence

Traditional approaches to business intelligence (BI) often fail to unlock the power of data. BI software, specifically, is too often complicated, inflexible, and slow.

Consider these seven key attributes of the modern approach to business intelligence that will help you quickly see, understand, and share analytics to drive measurable change in your business.

## 1. Speed

### 10 to 100 times faster at every step

For your data to have an impact, the insight-to-decision process must be swift. See and understand data at the speed of thought. You can ask and answer questions as fast as you think of them, even when working with massive and diverse data sets.



## 2. Visual data discovery

### A partnership between business and IT

Modern BI is founded upon the principals of visual analysis, allowing you to easily spot anomalies, outliers, and trends in your data without needing to sort through pages of spreadsheets.

The modern approach also enables self-service analytics. Users can take full advantage of their visual discoveries by asking more questions, drilling down into the data, and ultimately generating shareable dashboards.



## 3. Connect to any data

### For a single source of truth

Modern BI accommodates diverse data sets, enabling you to easily combine massive amounts of data from different systems and all parts of a business. It lets you blend different relational, semi structured, and raw data sources in real-time without expensive upfront integration costs.



## 4. Real-time collaboration

With Modern BI you can interact with data, live at any time. You can filter, sort, discuss, and transform data at a moment's notice and even sharing is made simple with live dashboards viewed in a web browser or embedded in cloud applications.

## 5. Comprehensive governance

### Data is only useful when it's accessible

Where traditional BI restricts access to data, the modern approach views data governance as an important step in creating a safe and trusted environment for self-service analytics, leading to accurate, available, and audited dashboards and reports.



## 6. Scalability

Modern BI tools allow you to start small and scale at your own pace. Whether today's need is one business analyst with one data source or 10,000 field representatives on tablets accessing reports from the road, the modern solution supports all stages of an organisation's analytical evolution.



## 7. Mobile

### Business intelligence where work really happens

Mobile access is now a central function of the modern approach to BI. Smartphone and tablet compatibility is baked into the software from day one, offering the ability to view, interact, and share analytics regardless of device.

