# 10

Business Intelligence Trends

For 2012

10 Trends

The last few years have seen a sea of changes in business intelligence (BI). The proliferation of data and advances in technologies are pushing the pace of innovation. Here are 10 trends to watch for in the months ahead.

What will 2012 bring?

1

Big data gets even bigger

The overarching trend is that data is growing, growing, growing. In 2012, more organizations will actually use that data, rather than just collecting and storing it. This will put pressure on vendors to deliver solutions that can really work with big data. Ad-hoc solutions, including in-memory analytics, direct access to column store databases, and performance improvements will be key.
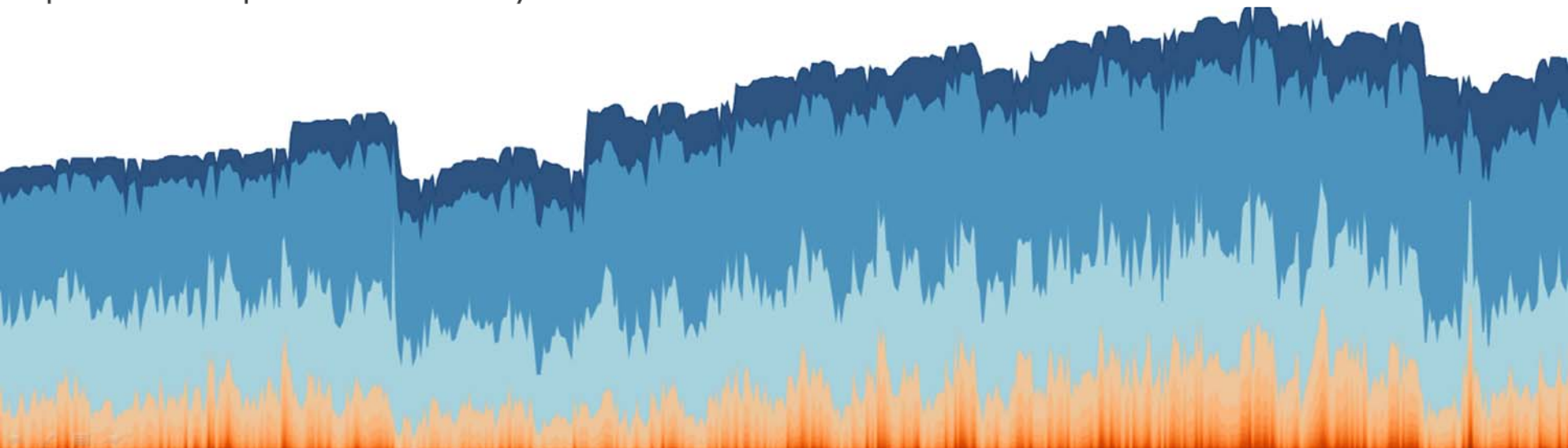
2

Self-reliance is the new self-service

The idea of self-service BI where IT opens up a small menu of capabilities for employees is over. Giving employees an environment where they can get the data to answer questions on their schedules will become the norm. The consumerization of enterprise software is part of the story here, but the real driver is the increasing pace of business. Business users are coming to expect that they can modify and create reports as needed. When they can't, their frustration with existing tools will lead to change in their organizations.

3

# The "Consumerization of Enterprise Software" accelerates

You've already heard it: consumer software is faster, easier, and often more sophisticated than enterprise software. Why? Consumer software typically puts more thought into design and experience. People want their business analytics software to work as easily and as smoothly as their software at home. This trend is going to speed up and IT needs to be ready. Traditional enterprise software deployments beware.

4

Mobile BI goes mainstream

Apple claims that 92% of the Fortune 500 will be testing or deploying iPads in the 2012 timeframe. Companies are moving from the experimentation stage with mobile into production, IT-supported deployments. And the tablet finally offers a form factor that makes sense for BI. Expect to be a laggard if you're not using mobile for BI by the end of 2012.

5

Some companies start to get comfortable with social BI

Social platforms like Salesforce's Chatter already disseminate enterprise information in a more consumable, social way. Things like rapid sharing, fewer emails, and feedback in real time are starting to proliferate. Although it may take several years before most organizations are willing to support more experiential, interconnected communication with their data assets, we see social BI as an important nascent trend in 2012.
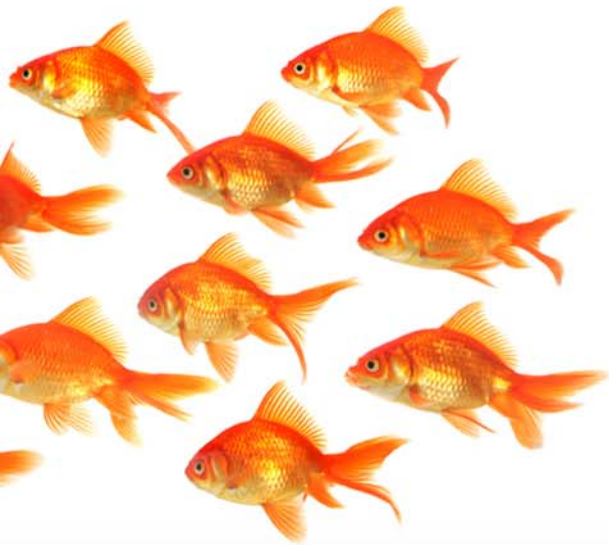
6
Companies explore the BI cloud

Lower TCO, easier setup—these factors will drive some companies to the cloud for business intelligence. In 2012 primarily small- and medium-sized businesses that don't have a lot of IT resources will adopt cloud based BI technology. Throughout the next couple years, BI offerings will also get more diverse and more mature.

7

Most jobs will require analytical skills ...leading to talent shortages

The McKinsey Global Institute released a study in 2011 predicting that by 2018, the US would face a shortage of up to "1.5 million managers and analysts with the know-how to use the analysis of big data to make effective decisions." Despite the soft economy, organizations will see a tight market for analytical skills. And an increased need for smarter tools to make up the difference.
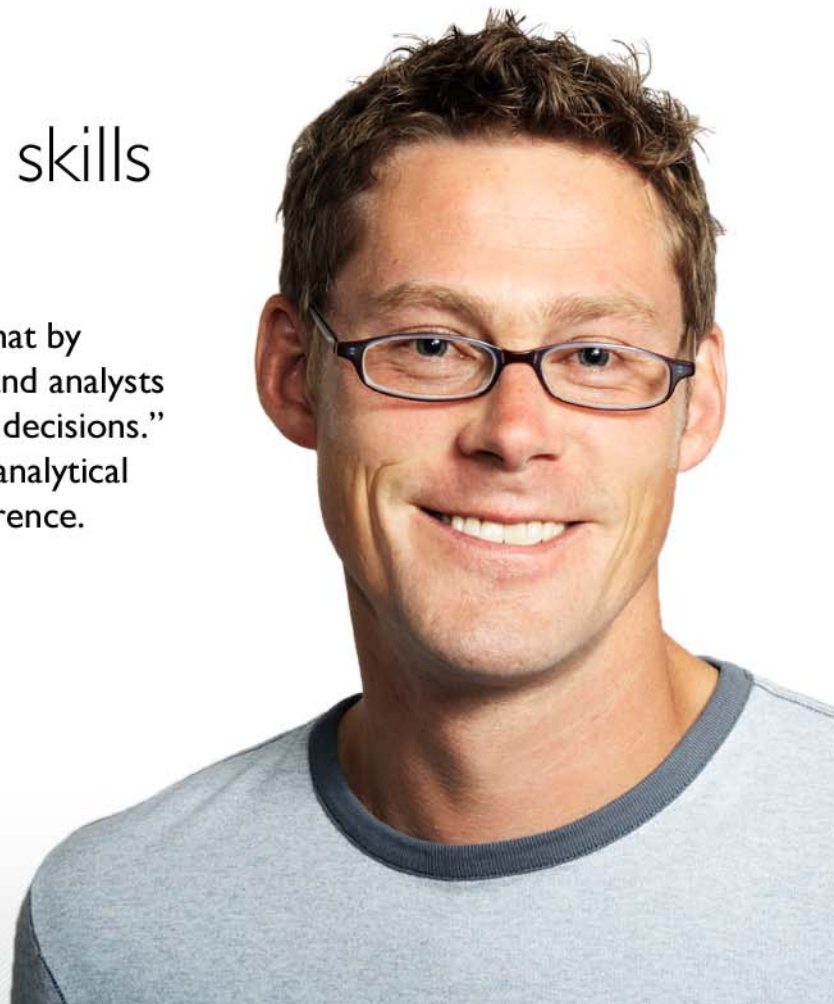
8

BI projects flourish under aligned IT & business

Companies with enlightened IT staffs and business leaders who recognize the impact of IT are achieving spectacular results from BI projects. In these organizations, IT no longer tries to squash business-driven BI projects. Instead they're asking how they can support and improve them. These organizations will continue to see gains from their alignment efforts. But in less enlightened environments, BI still represents a battleground for control.

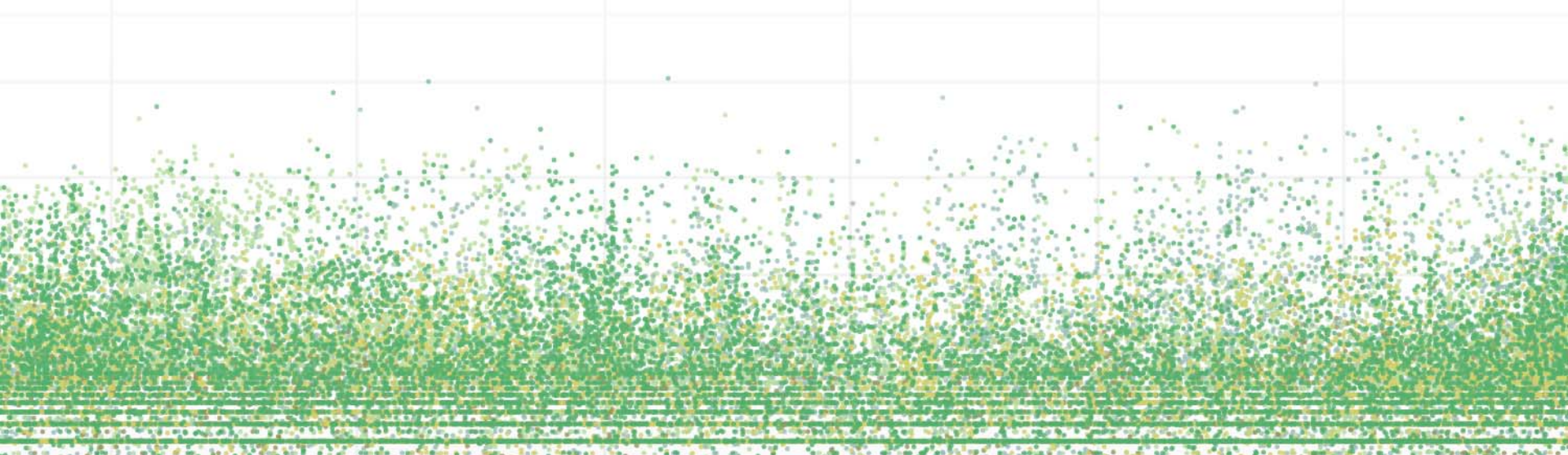# 9 Interactive data visualization becomes a requirement

Graphically interesting data visualized on websites and in blogs will make business users expect that capability inside their organizations. And with the trend of bigger data, interactive data visualization will become a critical tool. Reports filled with endless rows of numbers or static, boring charts that take hours to understand and weeks to change won't cut it anymore.
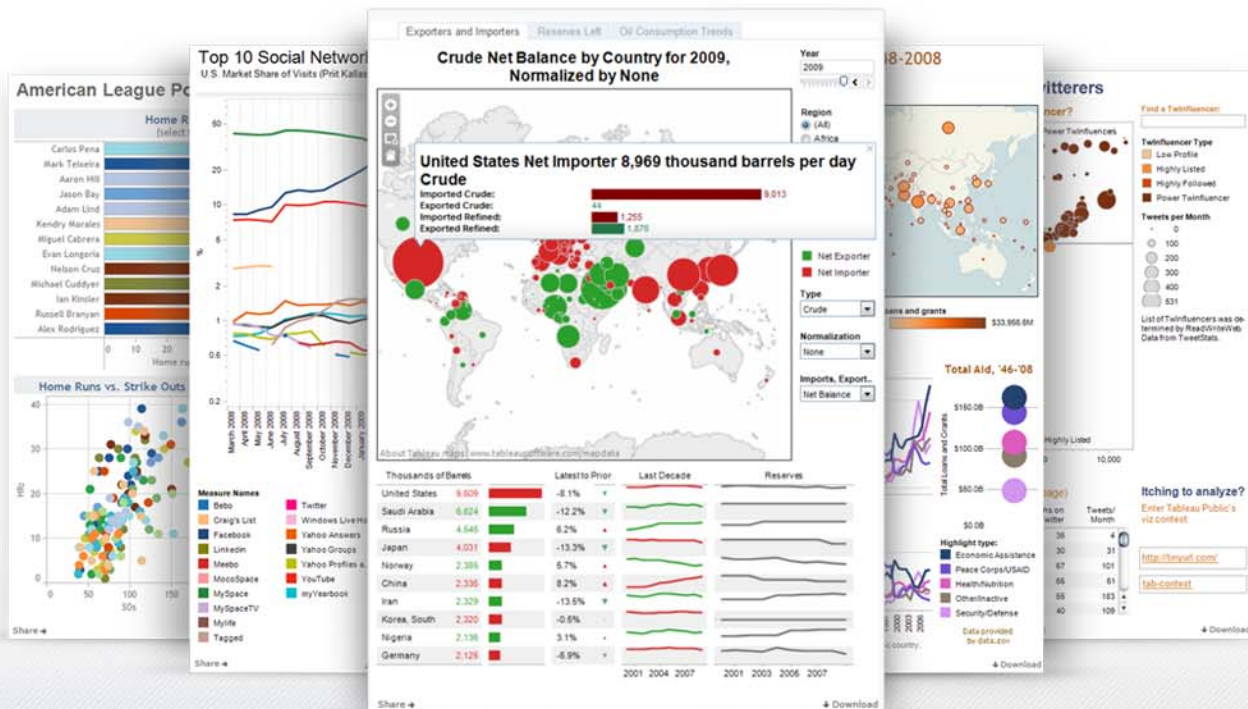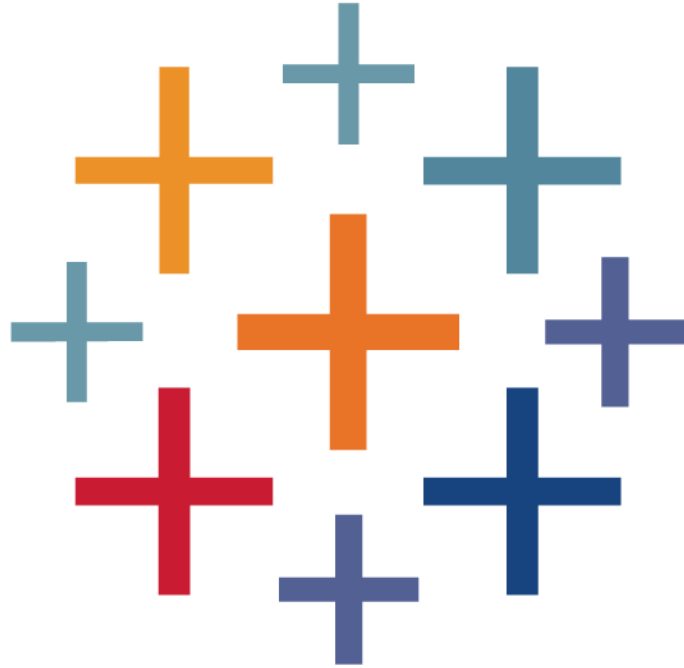
10

Hadoop gathers momentum – unstructured data isn't going anywhere

Hadoop and similar technologies are becoming one of the best ways to deal with massive amounts of data especially if it's unstructured. While still a relatively young technology, vendors like Cloudera are pushing Hadoop forward. It may not be mainstream in 2012, but we do see it getting much closer.

www.tableausoftware.com/trial