



Developing a Governed Self-Service BI Strategy.

Boosting productivity and enabling business users to get better analytics powered by Informatica and Tableau.

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Introduction.

As the business intelligence (BI) market continues to mature, enterprises are changing the way their people, processes, and technology are organized.

Only a few years ago, data lived in specific databases, and IT was its gatekeeper – if the business needed a report, only IT had the skills to prep that data and build the report. Today, in the era of “self-service BI”, the goal remains the same, but the roles have changed. IT takes on the role of data enabler and the business becomes the report builder and consumer.

Many IT organizations are looking for ways to manage these shifts. In this eBook, we discuss how IT can deliver a solution that meets the needs of the business and gives IT the process they need to ensure data management principles are met. The end result is a strong collaboration between IT and the business that provides clean and governed data for the business to explore.



The Way Businesses Use Data Is Changing.

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One thing has become clear. As self-service analytics has worked itself into organizations, it has prompted a conversation around productivity and efficiency for both IT and the business. Organizations are leveraging data in new ways. IT and the business are collaborating as they never have before, and IT is providing a scalable way to empower the business with data.

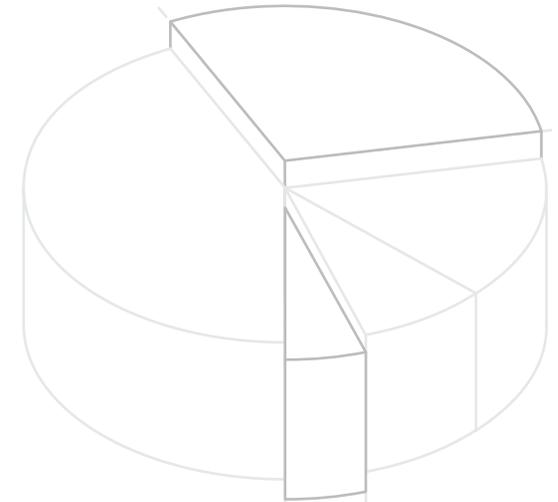
Freedom for Data Exploration

Business users embrace Tableau because it helps them find important answers that help them move their business forward. It is in this exploration that they find answers that they would not find in typical reporting. Data can be leveraged from non-traditional sources, like social media metrics or other cloud sources like Marketo. For IT, the natural reaction may be to try and stop this behavior. But, if IT were to enable these explorers, the business value increases significantly. Informatica provides solutions that allow business users to clean and prepare data from different sources. By allowing certain business users to do this in a sandbox keeps

the data safe and allows IT to better understand what the business user is trying to accomplish. IT can then become a coach to the business user to get the most out of their reporting.

Scale Governed Exploration

Once the business users and IT agree on data that should be shared more broadly, organizations need to figure out how to operationalize and govern that data. By building in processes that allow for governance and by using tools that make sure the data is fresh and up to date, IT can take its eyes off building reports and get into more valuable data-centric projects that add even more value to the company.



The Way Businesses Use Data Is Changing.

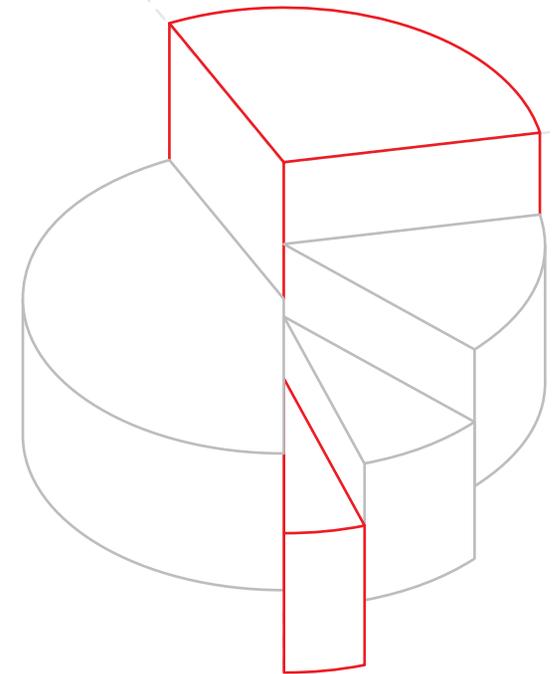
Here are three new ways organizations are shifting in the use of data:

- **Embracing new data sources:** Organizations must move quickly and have a data centric approach to making decisions. In order to do that, many new data sources—many from cloud data sources—are being used in analysis. For example, social media can provide information about what customers are saying, but obviously that is not available on typical on-premise systems. IT and the business need to look for ways to systematically use this type of data for the benefit of the business.

- **Merging cloud and on-premise sources:** Today business users have gained new skills, namely data wrangling. You can often find business users trying to tie data sources together. Maybe they are using sensor data against sales data found on an internal system. It is important for IT to help with this. It provides IT a window of what the business user is trying to accomplish so IT can ensure the best data is used. IT tends to be the expert on that topic.

- **Empowering all employees with self-service data sets and dashboards:** Finally, providing broad access to the data is a substantial key to success. When IT can interpret what the business user is trying to accomplish and then provide clean and governed data to the business users, it exemplifies how an agile organization operates. IT is putting the right data in the hands of the people who are on the front lines of the business. Business users can then quickly ask questions and get answers, encouraging self-reliance and productivity.

To create this type of organization, businesses must adopt new data management solutions that provide flexible scaling, so they can support changing data volumes as well as secured connectivity across cloud and on-premise data sources.





Drive Trusted Self-Service Analytics with Cloud Agility and Scale.

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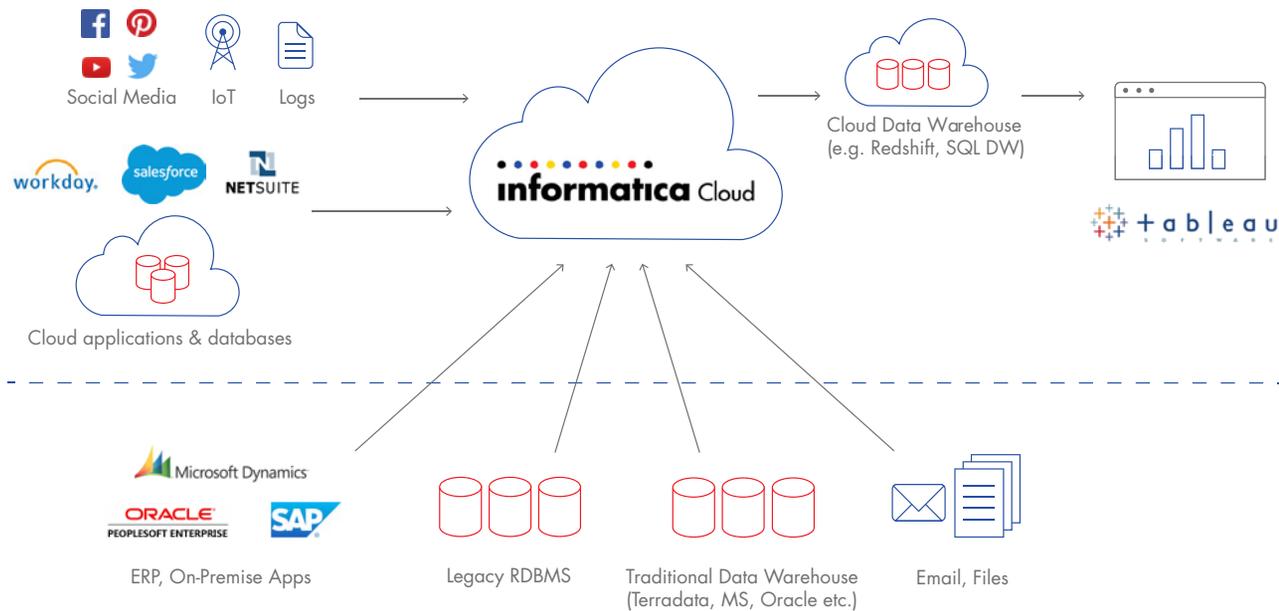
Access to data and analytics has become essential for every employee—especially business users—to perform daily jobs.

Empower your business users with the right tools, so they can execute quick data preparation, transformations, and aggregation of data for their analytics. For example, Informatica data-preparation tools including data wizard for Tableau users, pre-built mapping templates, and out-of-the-box configurations can help business users get up and running fast, and produce results within days.

The Informatica ecosystem offers an extensive list of solutions for leading systems and application vendors, including Salesforce, Amazon (AWS), Microsoft Azure, Workday, NetSuite, SAP, and Marketo. This enables enterprises to achieve scale, agility, and modernization with cloud-based, cost-effective data integration and data management solutions for any type and volume of data.



Drive Trusted Self-Service Analytics with Cloud Agility and Scale.



With Informatica and Tableau solutions, you can:

- Fuel Tableau dashboards with clean, connected, and trusted data
- Empower business users with self-service tools
- Establish innovative best practices driving company-wide analytics adoption



Balance Self-Service and Data Governance with a Data Integration Hub.

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Self-Service Access for Tableau Users to Certified Hub Data

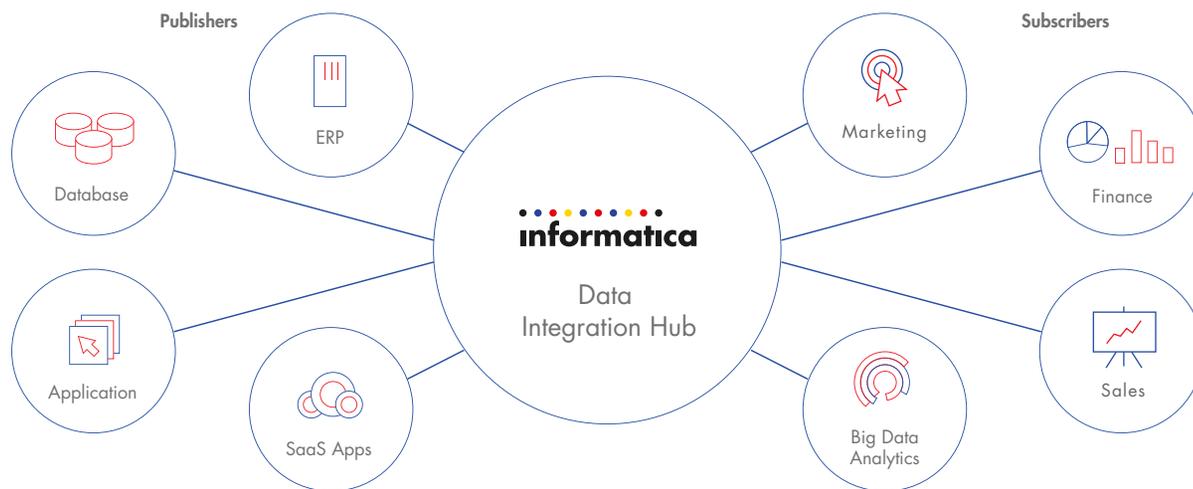
With the Informatica Data Integration Hub for Tableau, users can self-subscribe to curated data feeds. The Hub distributes processed data via publications that are available for use by analysts throughout the company, without requiring them to search for the fresh data they need themselves. No more waiting on IT to make data available through new data integrations.

Self-Service for Distributed Teams

Self-service tools reduce the time to access high quality, fresh data for analysis in Tableau. The Informatica Data Integration Hub has an easy-to-use, highly productive user interface (including wizards) that automates processes and subscription to data by analysts and line of business IT teams. Data Integration Hub facilitates more agile collaboration between analysts and IT, leading to greater productivity and faster, better quality insights.

Centralization for Consistency and Governance

With a centrally managed hub, data consistency can be boosted to benefit all your Tableau instances. Since the Informatica Data Integration Hub can leverage the full breadth of connectivity and processing power of Informatica solutions, you can connect to anything and execute advanced data processing, including complex data transformations, data quality, master data management, contact data validation and enrichment, and data masking. This can be done centrally, for the benefit of all users.



With efficient hub-based data integration centralization, users are empowered while complexity, redundant data workflows and their associated data transfer and API costs, are all reduced.





Accelerate Data-To-Insights with Self-Service Data Cataloging and Discovery.

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As enterprise data volumes explode and the number of data assets grows, discovering relevant information is increasingly like looking for a needle in a haystack. Business analysts and other consumers of data may not have complete knowledge of all available data assets because the details may live in a different location, for example. This lack of a complete and consolidated view of data assets often results in duplicated efforts, lost productivity, and poor decisions thanks to inaccurate or incomplete information.

This means that to create a self-service experience with Tableau, users need to be able to explore and discover relevant data and metadata across the enterprise, eliminating hidden data silos. An Enterprise Information Catalog, powered by modern self-service capabilities, helps business and IT collaborate on accelerating business value and enables trusted and scalable analytics powered by governed and compliant data across cloud and on-premise data sources and applications.

These new self-service cataloging and discovery capabilities complement and extend Tableau's existing data-access, data-integration, data-quality capabilities to rapidly and intuitively prepare and share data among users.

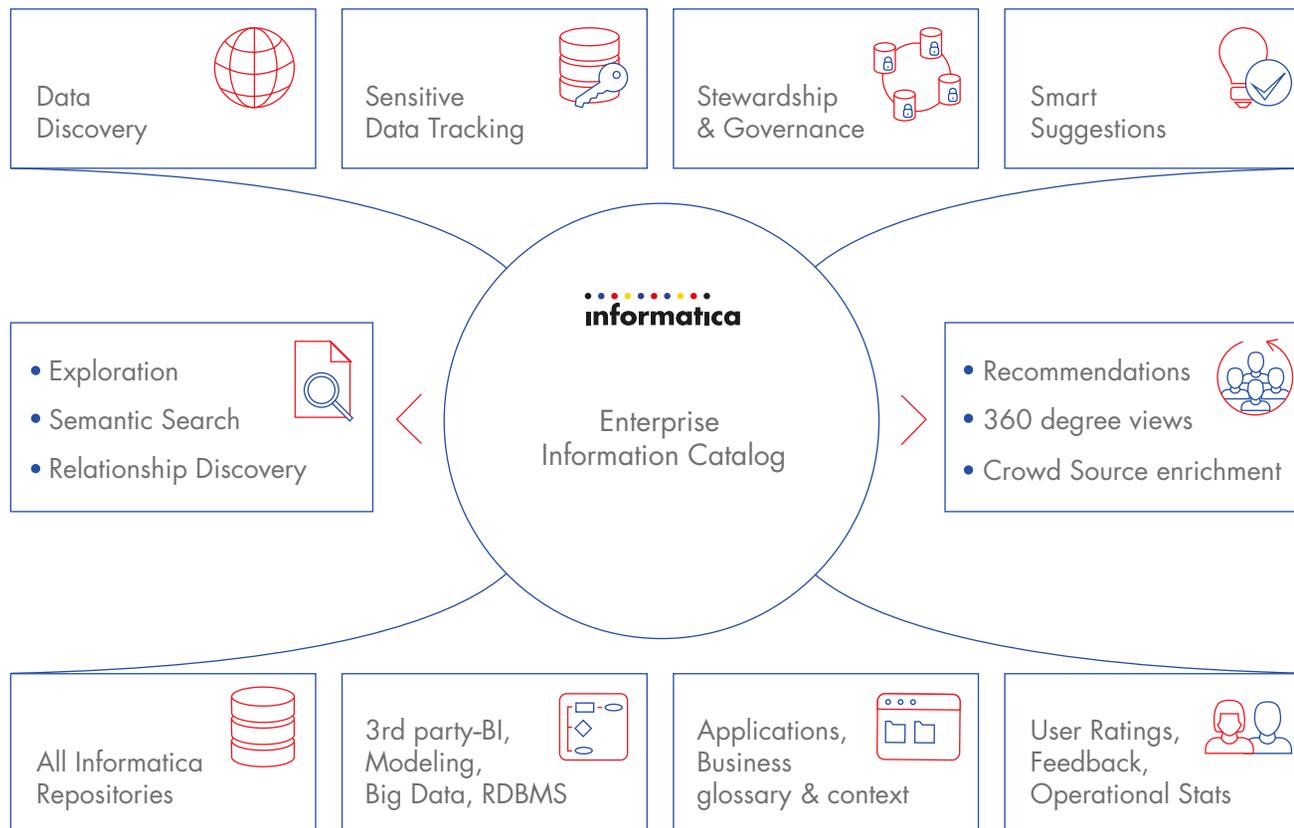
Bridging the Business and IT Divide for More Successful Analytics Projects

Informatica Enterprise Information Catalog, combined with Informatica's data integration capabilities, provides users with easy-to-use visual tools to explore and discover underlying data, lineage, and relationships. In addition, Informatica Enterprise Information Catalog is pre-configured to help users avoid data silos, understand Tableau visualizations better, and make better data-driven decisions. Informatica's broad portfolio of market-leading data management products are designed to ensure successful analytics outcomes for line of business users. All these capabilities bridge the business and IT gap, enabling both groups to collaborate and accelerate the adoption and governance of enterprise-wide analytics.

Making the Most of Both Cloud and On-Premise Worlds

As organizations look to hybrid environments to nimbly adapt to changes in their business, there is still the need to continue with on-premise applications and systems along with cloud-based applications. Innovative, flexible solutions such as Informatica Enterprise Information Catalog help ensure the effectiveness of hybrid IT environments by helping organizations achieve the cloud benefits of speed, agility, and scale while continuing to derive maximum value from their traditional information frameworks.

Accelerate Data-To-Insights with Self-Service Data Cataloging and Discovery.



Key features include:

- Google-like search and machine learning-based data discovery
- Profiling statistics
- 360-degree view of data
- End-to-end data lineage
- Integrated business glossary
- Crowdsourced data enrichment
- Recommendations based on machine learning



Be the Self-Service Analytics
Hero in Your Enterprise Today.

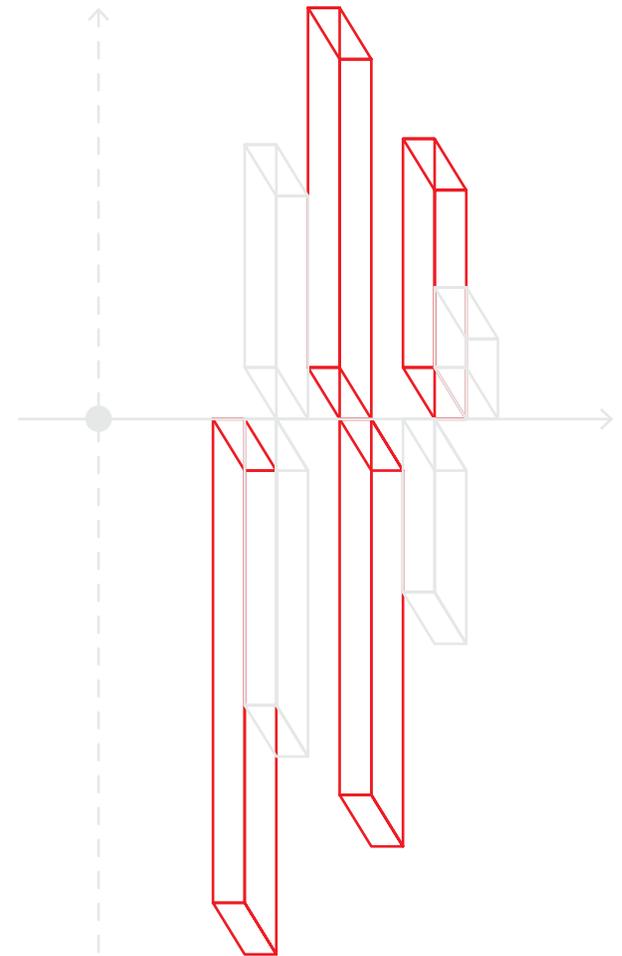
Be the Self-Service Analytics Hero in Your Enterprise Today.

IT is the front line of providing data to the business. It is your job to ensure the data is rock solid—integrated and governed so it's timely, accurate and can be accessed and shared securely both internally and externally with customers and partners.

Siloed data is the biggest impediment to true insights. Glean new insights for better business outcomes and competitive advantage by integrating data across lines of business and cloud, on-premise, and hybrid data sources.

Use Informatica together with Tableau to drive the business impact with governed self-service analytics.

Please visit www.informatica.com/tableau today to learn more about our joint solutions.



About Informatica.

About Tableau.

Informatica is 100 percent focused on data because the world runs on data. Organizations need business solutions around data for the cloud, big data, real-time and streaming. Informatica is the world's No. 1 provider of data management solutions, in the cloud, on-premise or in a hybrid environment. More than 7,000 organizations around the world turn to Informatica for data solutions that power their busines

Tableau helps people transform data into actionable insights that make an impact. Easily connect to data stored anywhere, in any format. Quickly perform ad hoc analyses that reveal hidden opportunities. Drag and drop to create interactive dashboards with advanced visual analytics. Then share across your organization and empower teammates to explore their perspective on data. From global enterprises to early-stage startups and small businesses, people everywhere use Tableau's analytics platform to see and understand their data.

Learn more at www.informatica.com

Learn more about [Tableau for the Enterprise](#)



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