

Insight Rocket

DATA DEMOCRATIZATION:

TABLEAU  BEYOND

WEBINAR // TUE MARCH 24, 2015

Agenda

- + Introduction of Insight Rocket
- + Why data democratization?
- + Today's alternatives & challenges
- + Introducing interactive storytelling
- + Insight Hub demo
- + Closing thoughts

Insight Rocket

Founded in 2010 to bring the power of data warehousing and BI to marketing analytics

- + Seamless blending of best-in-class technologies
- + Deep experience in marketing and digital analytics'
- + Innovators in the art of interactive storytelling

Proven Success

We are proud to serve some of our leading global brands from a wide range of industries including:

MetLife

Agilvy


COMCAST

 Daiichi-Sankyo

Coca-Cola

 gsk
GlaxoSmithKline


Whirlpool
CORPORATION

AON

 **THOMASNET®**

DATA DEMOCRATIZATION

DATA DEMOCRATIZATION

Allowing everyone in the organization to directly benefit from any data that could lead to improved effectiveness, without the need for intermediaries.

Why is Data Democratization important?

WHY IS DEMOCRATIZATION IMPORTANT?

61% of marketers don't use marketing analytics to influence their organization's behavior or actions.

Demand Metric Research Corp.

WHY IS DEMOCRATIZATION IMPORTANT?

By 2018, the United States alone could face a shortage of 140,000 to 190,000 people with deep analytical skills and a shortage of 1.5 million managers and analysts who have the ability to understand...data.

McKinsey & Co.

EVEN IF WE HAD ENOUGH ANALYSTS...

Intermediaries can inhibit speed and creativity decreasing data-driven decision making.

Where are we today?

- » Most decision-makers need help from analysts when important questions arise
- » Most analysts need help from coders/IT to access, analyze, and visualize new types of data

Citizens in our Data Democracy

Each persona has distinct needs and strengths.

- + Coders / IT
- + Data Scientists
- + Analysts
- + Knowledge Workers
- + Information Consumers

Data Resources

Each RESOURCE has its strengths and limitations.

- + Raw Data
- + Data Warehouses
- + Spreadsheets
- + Reports (push/pull)
- + Dashboards
- + Specialized Analytics Platforms (Google Analytics)
- + Data Visualization Software
- + Analyst-created Presentations

Can we simply give appropriate access and call it democratization?

Raw data

Data Warehouses

Spreadsheets

Reports (push / pull)

Dashboards

Specialized platforms

Data visualization software

Analyst-created presentations

Coders / IT

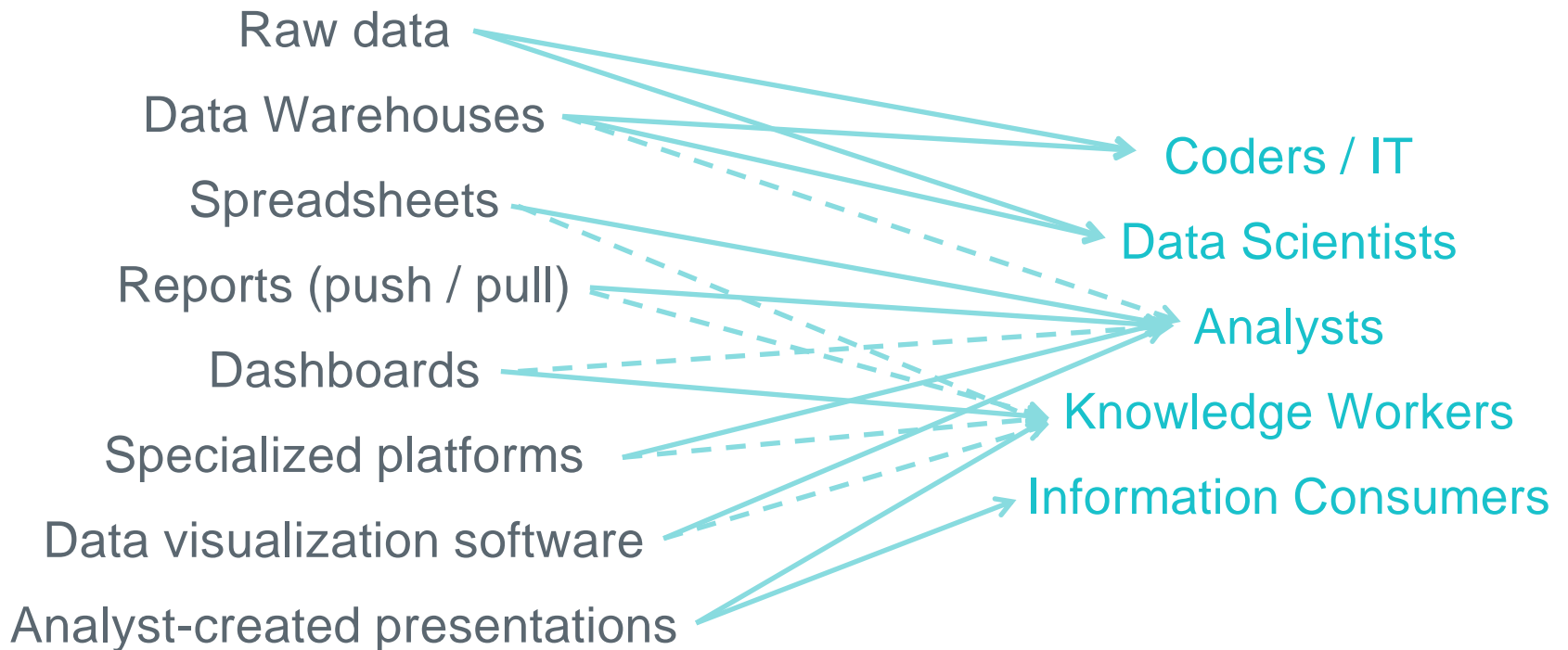
Data Scientists

Analysts

Knowledge Workers

Information Consumers

Can we simply give appropriate access and call it democratization?



The Problem

Many data citizens cannot independently, safely and efficiently find out what they need to know.

TOO FEW OPTIONS offer a good mix of:

- + Flexibility
- + Simplicity
- + Depth
- + Safety

The Risks

Simply widening access to data can result in:

- » Wasted time and effort
- » Frustration
- » Clogged system resources
- » Dissemination of false interpretations

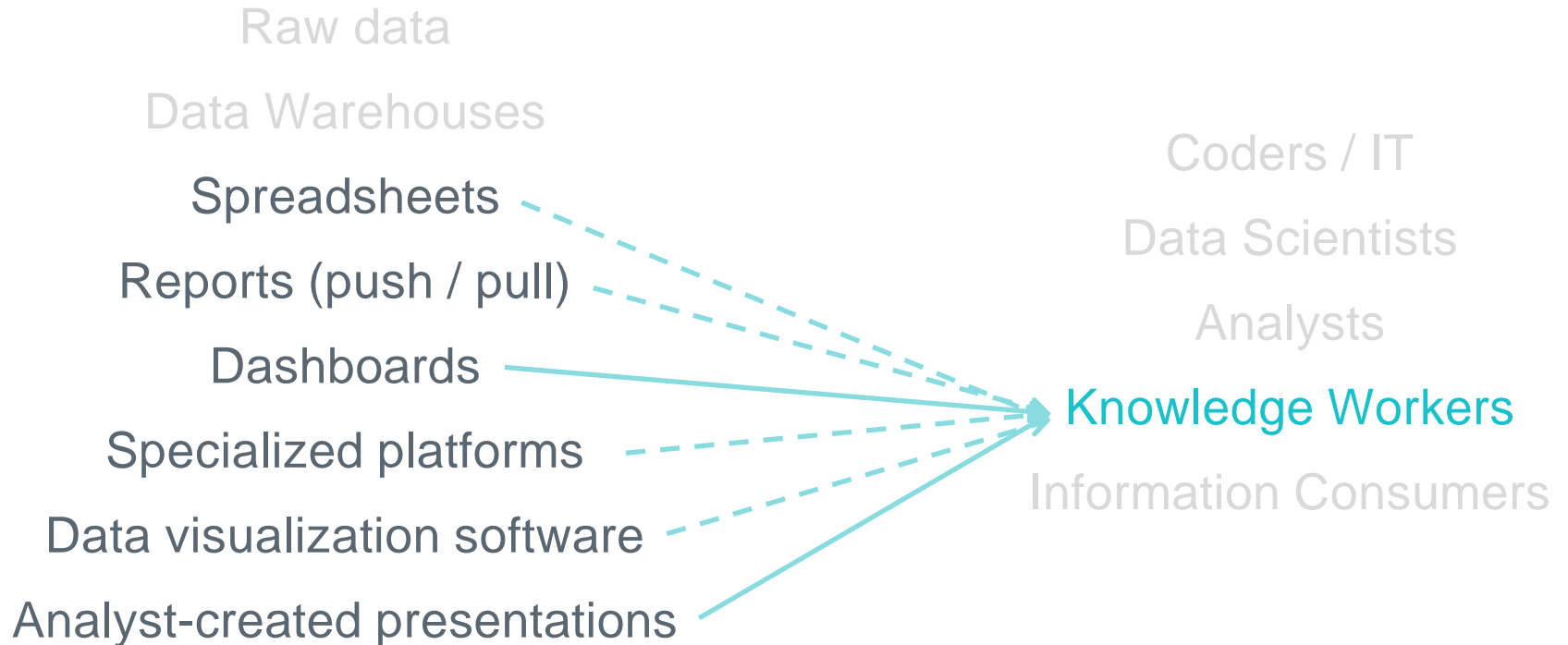
Knowledge Workers Resources

Who are they today
in your organization?

We need to:

- + Help them become more effective and efficient
- + Convert more passive Information Consumers into Knowledge Workers

Knowledge Workers Resources



Spreadsheets

Indispensable, but not the way forward

- + Ubiquitous
- + Flexible
- + Minimal interactivity
- + Weak data visualization
- + Error-prone
- + Poor data governance
- + Difficult to share
- + Not scalable

Reports

More of a starting than an end point

- + Widely available
- + Often detailed
- + Siloed / narrow
- + Often overly verbose
- + Poor or no visuals
- + If scheduled, create noise
- + Lack interpretation

Dashboards

Vary widely in effectiveness & ROI

- + Visual
- + Interactive
- + Broad
- + Expensive to create
- + Not agile
- + Often lack depth
- + Minimal interpretation
- + Often questionable ROI

Specialized Platforms (e.g. GA)

More suited to analysts
than knowledge workers

- + Powerful
- + Tightly integrated
- + Limited breadth of data
- + Limited flexibility
- + Complex beyond basics
- + Lack of interpretation

Data Visualization: Tableau Software

A breakthrough for analysts,
less so knowledge workers

- + Powerful
- + Flexible
- + New skill to learn
- + Availability / expense
- + Dependence on structure of available data
- + Limited interpretation

Analyst Presentations

Indispensable, but not
data democratization

- + Context
- + Interpretation
- + Expense
- + Limited frequency
- + Lack of interactivity

Interactive Storytelling

A new way forward:

- + Engage Interest
- + Convey Meaning of Data
- + High-Impact Dialogue
- + Motivate Action
- + Maintain Interactivity



STORYTELLING INSPIRATION

STORIES ARE JUST
DATA WITH A SOUL.

DR. BRENE BROWN, UNIVERSITY OF HOUSTON

INSIGHT ROCKET IN ACTION

DEMO



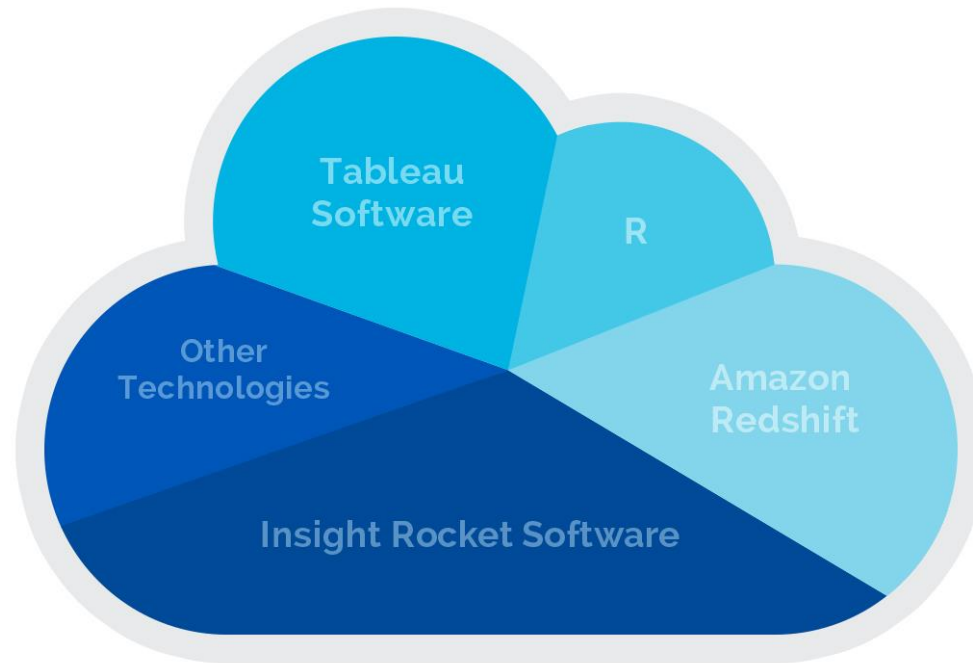
Our Solution

A business intelligence and marketing analytics platform that empowers teams with a simplified, accelerated and effective method for:

- + Data Integration
- + Data Management
- + Intelligent Alerting
- + Predictive Analysis
- + Data Visualizations
- + Data Democratization
- + Analytics Storytelling
- + Communication/Feedback
- + And More



Best-of-breed technologies



INSIGHTHUB

INSIGHT ROCKET EMPOWERS

Insight Hub helps transform analysts into storytellers, thereby realizing the potential of your data.

Closing Thoughts

Data democratization requires commitment

- + Understand your organization's data personas
- + Identify appropriate resources by persona
- + Design from the ground up for democratization
- + Measure your data democratization progress

THANK YOU

We appreciate you joining our webinar of *Data Democratization: Tableau & Beyond*, today.

Please feel free to share your questions and comments with us. If you would like more information or you are interested in seeing a more comprehensive demo of Insight Hub (data integration, intelligent alerting and more), please contact David Millrod at (609) 897-0142 or dmillrod@insightrocket.com.