

Enabling Insights generation with CRED Framework powered by Flash.ai

**Accelerating BI transformation to
empower business users and rationalizing
insights consumption**



Foreword

Investments in BI tools was a big wave shortly following the “data is the new oil” fad a few years ago. Today investment in these tools stands at massive \$190 Bn - though with abysmal adoption rate lingering at 30% in majority of the enterprises.

There is a clear opportunity to finally seek RoI from these investments and potentially modernize to more powerful analytics tools.

Simple but powerful tools deployed without putting the business and user at the center of design will result in a spaghetti of tools, reports, KPIs with little or no insights. Brillio’s design thinking led approach puts user at the center with sole purpose of delivering easy to consume insights. We augment it with data intensive analysis of report consumption to seek opportunities to rationalize report proliferation to a portfolio which is easy for users to navigate, discover insights and eventually maintain.

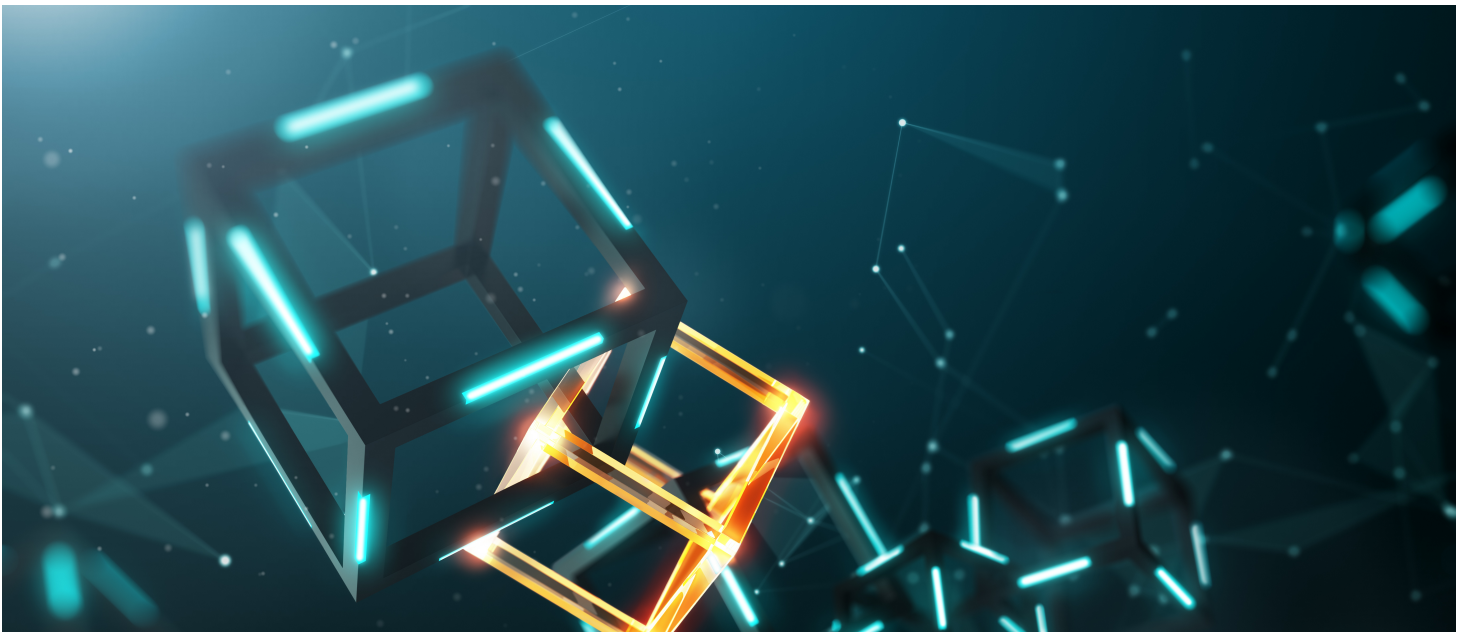
WHAT LED TO UNDERLEVERAGED INVESTMENTS IN BI

Automation led rather than insights led approach

Adoption of BI tools was approached by many enterprises as an IT automation initiative rather than an analytics initiative. Every ad-hoc demand for report was automated to create a new dashboard with intense efforts to onboard new data to legacy data warehouses and cumbersome process to model them in traditional data structures. Key objectives like KPI standardization across functions, intuitive way to visualize KPIs etc became an afterthought. One of our customers had a base of 1500+ reports with less than 30% of them being regularly used when we started on a transformation journey with them. Despite this huge base of reports business continued to spend analyst bandwidth over and above this effort to truly reach at insights level required for them to manage and run their business. This led to duplication of effort across business functions and IT, redundant tools and eventual lack of trust in disjointed KPIs and differing versions of state of business.

Use of self-service tools like excels or old static BI tools

Lack of training of both analysts as well as users, result in powerful self-service analytics tools being under-leveraged. With proper due diligence, one needs need to automate only 20% of the reports which results in 80% of the demand. Simple but powerful features in these self-service analytics tools allow analysts with basic data literacy to generate strong insights and compelling storyboards for ad-hoc requirements. Poor change management without addressing training needs overlook this ability of self-service tools to once again land in a state of report proliferation.



Lack of governance

The above reasons resulted in business attempting to build analytics they require, in many silos without a centralized owner. Very similar reports with different KPI definitions, different refresh frequencies are created by diverse set of owners and used in monthly business updates. Some of our large enterprise customers pre-transformation experienced severe decision paralysis in executive meetings due to these differing versions of truth.

Lack of effort to simplify big data

Large number of dashboards, charts, KPIs, filters can be as overwhelming as enabling. This differs from persona to persona. If we put the various user personas at the center, there are very diverse approaches to visualization and storyboarding that can be adopted. Design-Led approach can be adopted to rationalize KPIs for different business functions to address the gaps like revenue leakage etc.

Increasing data literacy – increasing demand for data

There is hunger for near real time access to KPIs across enterprise functions – from market facing to operational to corporate functions. As business seeks more enablement to deal with market variations, it is important to resolve this conundrum at the earliest. This means standardizing sources of data, change management to standardize KPIs, selecting the right BI tools, consolidating and rationalizing to a simplified analytics portfolio.

Ease of insights discovery

Once you have a rationalized and maintainable set of dashboards, it becomes much easier for business to navigate dashboards and discover insights which matter to them. Many of the new age self-service analytics tools allows relevant dashboards to be published onto primary application of choice used by business delivering a single pane for business management. Tools like PowerBI can be easily integrated with collaboration capabilities of Power Platform to make them not just analytics tools but evolve into tools where insights can be immediately acted upon. Challengers in self-service analytics capabilities offer natural language led ability to mine insights too. These various choices can be configured based on the user persona and their desired interaction with data.

Need for speed to market

Increased demand for data also means organization requires infrastructure to cater to that demand with agility. Age old BI tools can be quite cumbersome to roll out new analytical requirements. The transition to self-service analytics tools is a necessity to operate at the speed of business. Robust Integration with various data sources has been made easy with APIs and tools. With simplification of analytics landscape and the choice of right tools, time to market for analytics can be significantly dropped

At the forefront of democratizing AI / ML

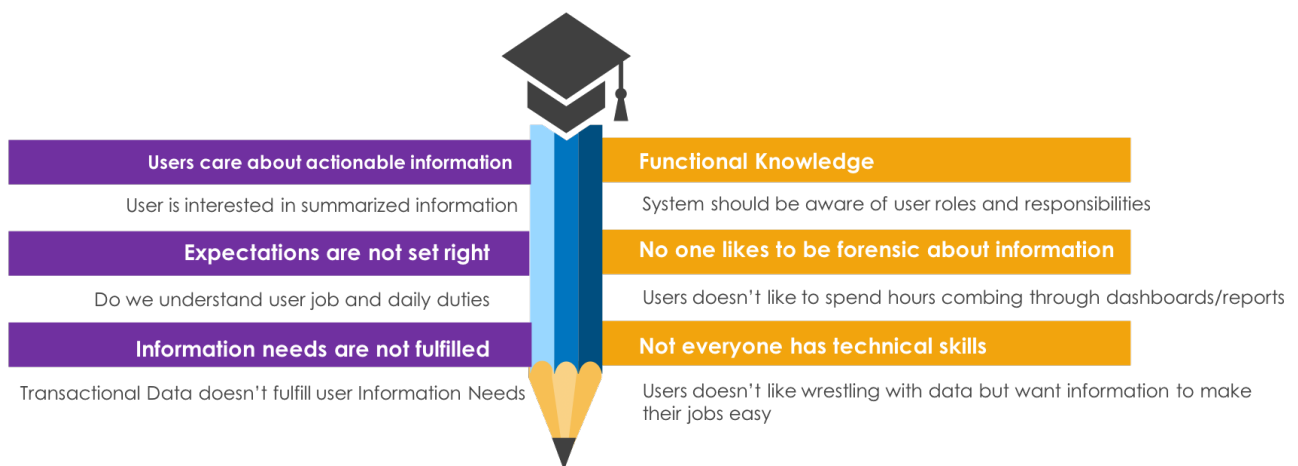
Some of the self-service analytics tools are well integrated with powerful AI / ML libraries ,reducing dependency on scarce skills like data scientists to deliver high impact foresight to business. To leverage the most valuable tool-sets offered by modern self-service analytics tools ,it is imperative to first simplify.

THE BRILLIO WAY – CRED Framework

Transformation of your decision support system is a journey which requires

- A cultural shift in approach to analytics
- Systematic foundational processes to ensure sustainable transformation as well as right choice of tools.
- Organizational alignment and hence business sponsorship

The Brillio way to execute this transformation is heavily inspired by design thinking principles and we put the decision maker at the center of this transformation. The transformation we seek to drive is highly context aware, action-oriented insights with low technology friction.



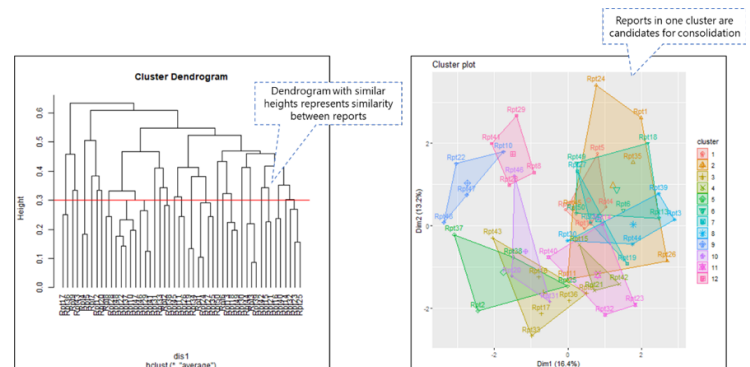
Deep appreciation for decisions customers need to make / need to support typically aid designing analytics solutions which are easy to discover and consume as well as to set up processes to govern and maintain them. Clear alignment with user objectives helps in managing change upfront and garner business sponsorship.

While choice of tools is only a means to an end, there is an opportunity to capitalize on existing BI investments while transforming to modern self-service BI tools as well. Applying basic Machine Learning to the vast usage logs of your existing base of reports can be a rich source of insights on what reports to Consolidate, Retain, Eliminate and Develop.

Brillio takes a two pronged approach to defining new analytics user experiences:

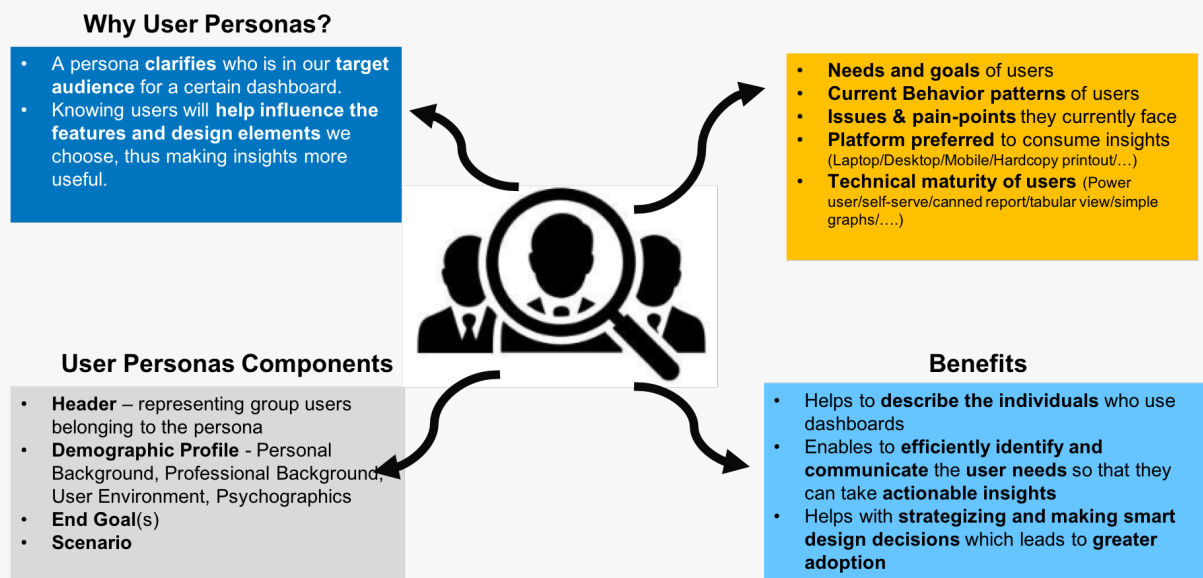
CRED framework to rationalize existing report portfolio with a quantitative approach

The framework provides robust analysis of report consumption data to understand necessity, utility and frequency of usage of your reporting portfolio. The basic metrics are great indicators of reports which can be retired with low impact as well as ones with opportunity to Enhance. Our ML models further determine similarity of reports to also identify potential to consolidate them.



Brillio Discovery workshop for Persona Mapping to overlay the quantitative findings from users

We leverage these sessions to understand the user better and design solutions for their needs.



The findings from these sessions are leveraged for two primary objectives:

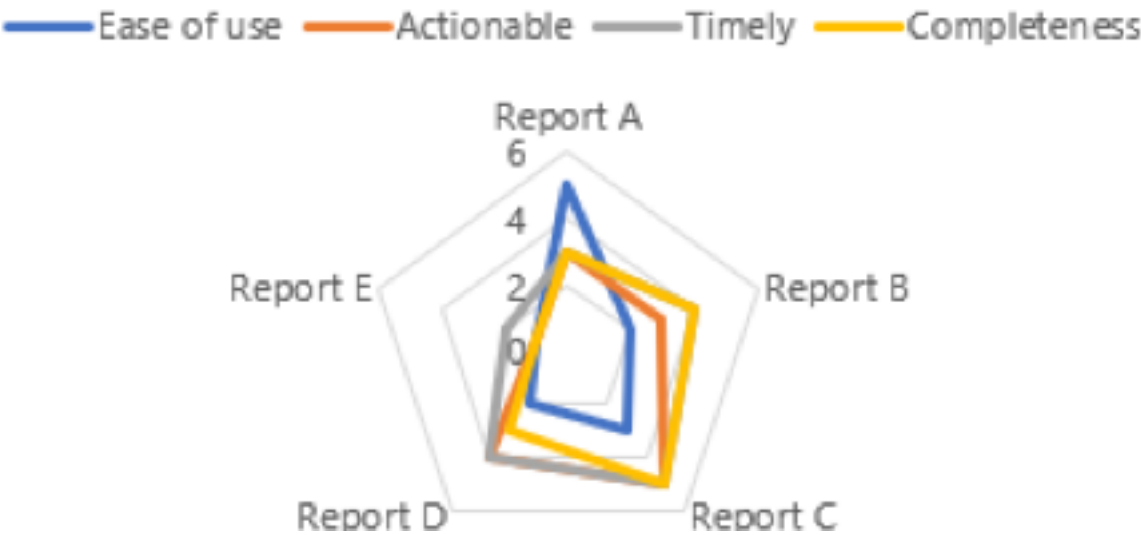
Identify new analytics use cases and prioritize them along dimensions of Speed to Value and User Experience improvement

Ratify quantitative findings from CRED analysis with qualitative insights to benchmark current portfolio of reports and finalize recommendations for enhancements

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Report Maturity Assessment






Enhancement Recommendation

	Ease of use	Actionable	Timely	Completeness	Cum Score	Recommendation	KPI	ETL	UX
Report A	5	3	3	3	14	Enhance	Add	Enhance	Retain
Report B	2	3	4	4	13	Enhance	Retain	Retain	Enhance
Report C	3	5	5	5	18	Retain	Retain	Retain	Retain
Report D	2	4	4	3	13	Enhance	Add	Retain	Enhance
Report E	1	1	2	1	5	Enhance	Add	Enhance	Enhance

BUILDING A SUSTAINABLE MODE

The framework elaborated above is a great start to the transformation. Key pillars to ensuring sustainability of this model as followed by every Brillio Analytics CoE would be three pronged:

-  **Continuous change management**
As new processes, data sources, insights requirements emerge, it is important to ensure all key stakeholders understand the KPIs and the method behind it. This not only avoids duplication of efforts across silos but also builds trust and equips users to consume insights in a manner it is supposed to be
-  **Teaching users how to fish vs fishing for them**
Continuously roll out features for self-serve data and insights discovery. This frees up time from mundane automation or report building to highly valuable insight generation activities
-  **Shift focus to leading indicators and predictive analytics**
Enrich insights from BI to onboard more users and evangelists with value added capabilities. This typically improves endorsements and eliminates BI siloes

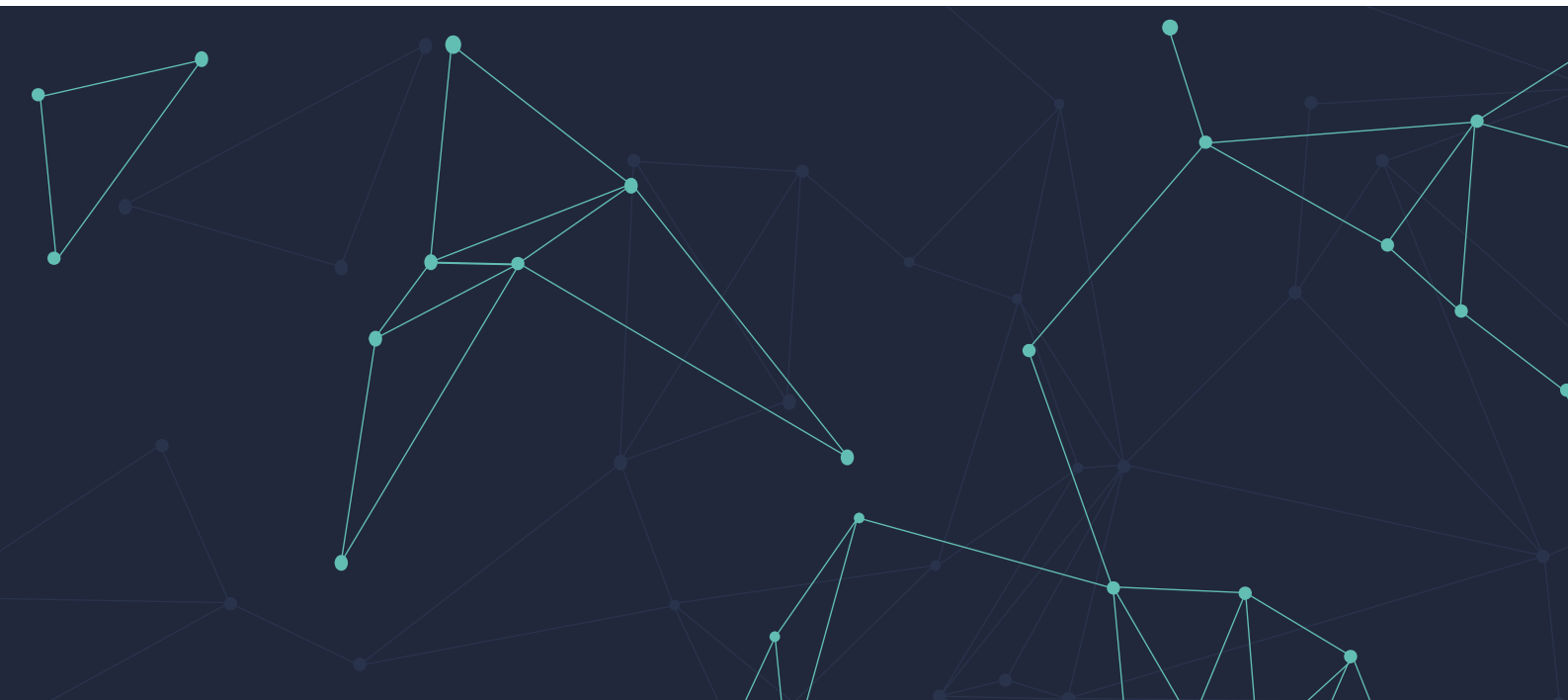
Author



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Seasoned Analytics Consultant at Brillio with deep experience in delivering impact by crafting strategy with the power of Design Thinking, Decision Science and Automation. Worked with organizations to drive large scale Business transformation, IT modernization and setup CoE team.

Expert in blending BI with AI to monetize data for empowering customers take quick decision across functions like Corporate Strategy, Supply Chain, Sales, Finance, HR and Operations in various sectors such as Hi-tech, Energy & Utility, Retail, Public.



About Brillio

At Brillio, our customers are at the heart of everything we do. We were founded on the philosophy that to be great at something, you need to be unreasonably focused. That's why we are relentless about delivering the technology-enabled solutions our customers need to thrive in today's digital economy. Simply put, we help our customers accelerate what matters to their business by leveraging our expertise in agile engineering to bring human-centric products to market at warp speed. Born in the digital age, we embrace the four superpowers of technology, enabling our customers to not only improve their current performance but to rethink their business in entirely new ways. Headquartered in Silicon Valley, Brillio has exceptional employees worldwide and is trusted by hundreds of Fortune 2000 organizations across the globe.

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