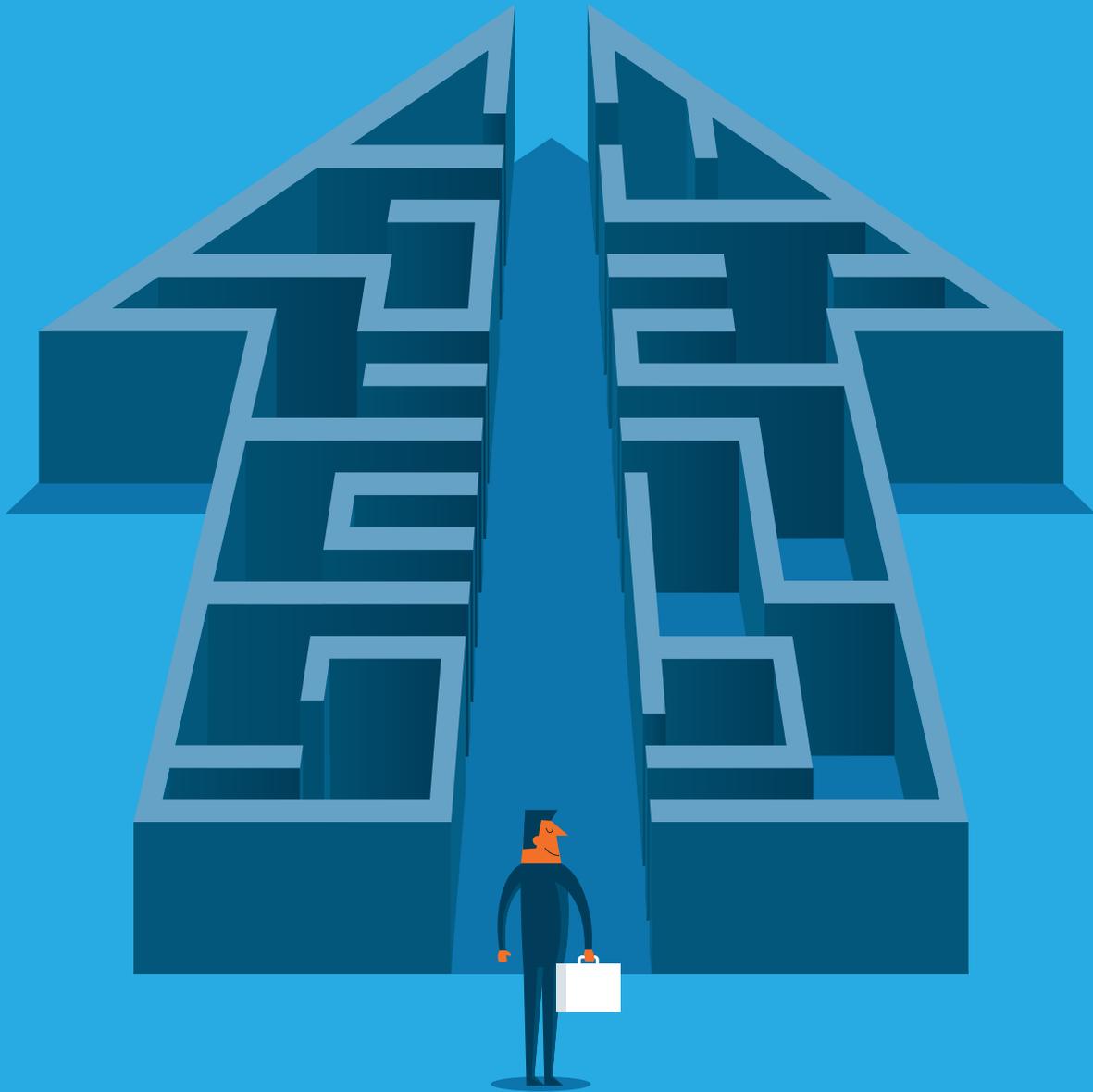




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## **Analytics: The Next Generation with Power BI and Jet Enterprise**



# A History of Data: It Starts With Software

**Across the world, in every industry, software is causing disruption on a massive scale.**

With that software, business decision makers are gaining access to an unprecedented level of data: in fact, IBM estimates that 2.5 billion gigabytes of data are being generated every day—with exponential increases to come. In the end, it's organizations that are capable of taking that data, parsing it, contextualizing it and using it to drive smart business decisions that will help them not only to survive, but also thrive.

Of course, software has been doing this for a long time, but in the past, where this data lived and how it could be used was largely overlooked.

In the 1980s and '90s, software mainly focused on maintaining systems of record in business operations: supply chain management, enterprise resource planning, etc. Even then, these systems were capable of generating information that one could look at to run a business better, but that opportunity most often went unnoticed.

By the mid 90's, the mainstreaming of the Internet allowed software to directly connect to customers. There was no longer a need to have shoppers physically come to a store, but they could still buy what they needed. This was a revelation at the time, but only 10 years later nearly everyone is walking around with an Internet-enabled computer in their pocket. Now you can check your mail, scan coupons and buy shampoo for \$3 cheaper on Amazon while you're standing in aisle 4 at Target.

In the next decade, thanks to the "Internet of Things," software will be ambient in every device. Thermostats. Cars. Refrigerators. All of these systems will generate even more data.

Mark Andreessen, the founder of Netscape, venture capital firm Andreessen-Horowitz, and early-stage investor in Facebook, Groupon, Skype, Twitter, Zynga, Foursquare and LinkedIn, famously said "software is eating the world."<sup>1</sup> It can be safe to infer that Andreessen said this because the undeniable key to business success and survival is in serving your customers. To serve your customers, you need to understand your customers. To understand your customers, you need data. This is where the circle of analytics begins – software, like your Microsoft ERP, is the greatest driving force in bringing businesses closer to customers because it's collecting all the data.

Now the key is putting it to work.

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<sup>1</sup>PASS 2015 Foundation Session: Microsoft Business Intelligence, Published Jan 8, 2016  
Why Software Is Eating The World



### Navigating the Analytics Landscape: Corporate vs. Self-Service

With this growing demand for business information required to get closer to customers and to realize business opportunities, two very distinct forms of analytics have emerged: Corporate and Self-Service.

#### Corporate Analytics:

Driven by the concept of governed data, corporate analytics realizes two extremely important benefits: users don't need to know the underlying data structure in order to get the information, and everyone is working from "one version of the truth." Corporate analytics, often referred to as "Business Intelligence (BI)," traditionally rely on a data warehouse and set of cubes that organizes and structures relevant data quickly and simply delivers the measures that have been universally agreed to define the business.

Pros:	Cons:
Facilitates confident decision making and efficient communication about what is happening in your business.	Requires some planning on the part of the managers to determine what is important to the organization.
Represents an accurate and robust platform that is typically maintained by professionals.	Some standard business definitions may need changes, and this typically requires a level of technical expertise to update. If the solution is complex, this can take a while and create an IT bottleneck.
Eliminates any need to understand the underlying data structure for users to get to the information they need and even build custom reports and dashboards on the fly.	Industry average for implementation is 17 months – far too long.
Changes can be documented, version controlled and are appropriate to regulatory compliance.	Solutions typically are expensive, and require dedicated resources and time to deliver and maintain.

Overall, corporate analytics is highly structured, easy-to-use for the data consumer, good for important decisions and accessible—even for non-technical users. But the key to overcoming the pitfalls lies in choosing a solution that mitigates the risks, is built for your environment, and streamlines the technical requirements for updates and maintenance.

### Self-Service Analytics:

Because data siloed by an IT department can cause unnecessary logjams in business decision making, self-service analytics put the end-user in control of harnessing the data that matters to them. Self-service analytics platforms, such as Microsoft's Power BI, give users the ability to generate relevant reports and visuals without knowing how to navigate data warehouses.

Whereas corporate analytics revolves around a centralized repository for governed data, self-service analytics is focused on granting business-wide access, enabling individual users to collect and visualize the data that is valuable to them through a clean, intuitive interface.

Pros:	Cons:
Allows the individual user to decide what is important to them.	Modelling the data is often inefficient because it is defined within the reports and dashboards themselves. Users can arrive at different numbers based on individual data modeling discrepancies, and management of each data model can grow cumbersome, especially on ERP upgrades.
Gets information from a wide variety of sources including on premise and cloud.	Adding new data sources and mashing them up with existing data can be very time consuming.
Empowers users to avoid meetings to generate and update data models or artifacts.	Difficult to manage when there are changes to the source system. Not a very good record of who is connecting and how. Can create significant technical debt over time.
Empowers users to freely explore concepts, ideas and patterns, and discover new and interesting things.	Security is quite limited. No real support for data quality. Little support for alerting/correcting failures.
Has a wide and growing variety of visuals.	Is not documented and not well suited for regulatory reporting like financial reports.

With self-service analytics like Power BI, the data models are created by users (with assistance by software), and the output is highly flexible and visually ideal. However, the rules surrounding the analysis are democratized, and individuals in the organization are working off varying versions of the "facts."





### Why Choose?

If the end goal is to get the correct data to decision makers to identify business opportunities, maximize success, profit, and grow – which analytics model is better?

**Corporate Analytics** provides robust structures and definitions suitable for making and enforcing mission-critical decisions while **Self-Service** analytics, like Power BI, empowers users to freely explore concepts, ideas, and patterns and discover new and sometimes interesting things.

What if you didn't have to decide? What if there was a third model that combined the best of each of these options? What if there was a third model that eliminated nearly all the cons from both?

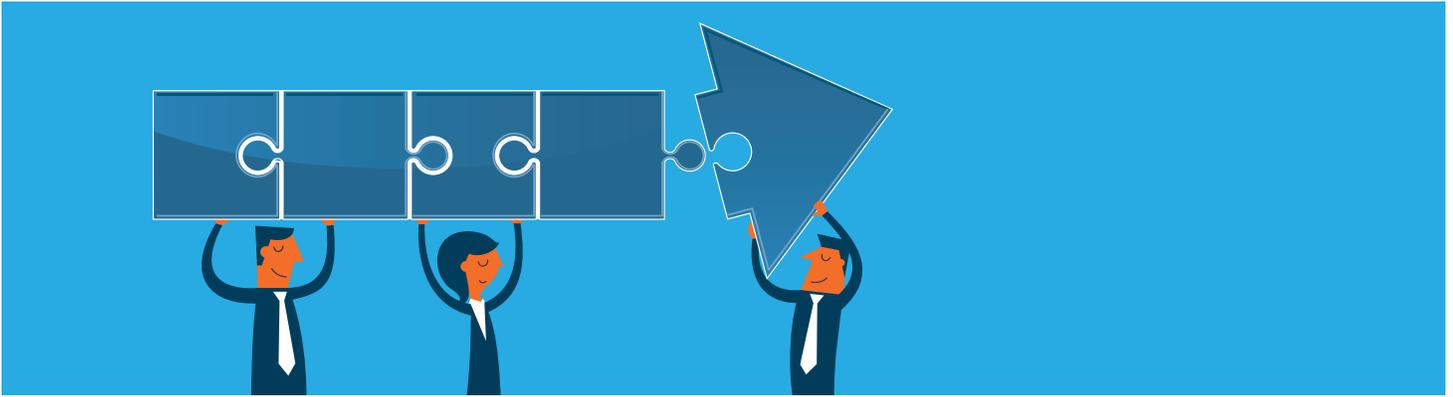
**End-User Analytics** empowers users to freely explore concepts, ideas and patterns and discover new and interesting things through self-service – within the confines and safety of governed, organized data that delivers one version of the truth. With end-user analytics, non-technical users can quickly and easily access the information that is important to them through robust structures and definitions that support the facts without having to understand the underlying data model.

**Surprise: this solution exists.**

It's available today for organizations using Microsoft ERPs. Jet Enterprise from Jet Reports is a corporate analytics and reporting platform delivering fast, flexible dashboards and financial reports in Excel, on the web and in Microsoft's Power BI self-service, visual-rich interface. This combination eliminates any need to understand the underlying data structure to get the data users need, and provides accurate, governed data that everyone in the business can rely on for one version of the truth. **Best of all, Jet Enterprise completely eliminates the long implementation time, technical strain, and high costs associated with other corporate analytics options.**

Because Jet Enterprise is a data warehousing solution that extends the Microsoft framework, what's delivered is a ready-to-use solution – built specifically for Microsoft ERP – where companies can instantly see their business information and quickly add their own KPI's to emphasize their strategic advantage. The result is rapid time-to-value, a low total cost of ownership and the ability to leverage the data across more users to align the business.





Integrating **Jet Enterprise** with **Power BI** empowers your organization to:

- ▶ **Find data fast**, without having to know the complicated data model of the source systems.
- ▶ **Make data-driven decisions** with reliable, governed information in a visual-rich environment.
- ▶ **Implement in hours, not months** with pre-built cubes and a data warehouse built for Microsoft ERP. The robust pre-built report and dashboard library gets you up and running and gaining value right away.
- ▶ **Easily manage multiple data sources** and companies to create a single, seamless set of data that is optimized for the user experience within Power BI.
- ▶ **Reduce the risk of failed investments** by eliminating the IT bottleneck. Make data management changes and customizations 5X faster than traditional data warehousing methods in an easy drag-and-drop interface on the back-end.

To see how fast, flexible, and easy it is to drive value out of Power BI and maximize your business success across the organization through end-user driven analytics, [contact Jet Reports today for a custom demonstration.](#)

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**Learn more about Power BI and the next generation of analytics from Jet Reports at [www.jetreports.com](http://www.jetreports.com).**

Jet Reports delivers unparalleled access to data through fast and flexible reporting and business analytics solutions that are cost effective, provide rapid time-to-value and are built specifically for the needs of Microsoft ERP users.

**Over 10,000 companies rely on Jet Reports every day for their financial reporting.**



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