Governed Data Discovery: Combining Analytics Agility and Data Access with Central Control

As technology users across the organization become savvier and are expected to make data-driven decisions in their daily jobs by using fact-based metrics, traditional business intelligence and analytics are being turned upside down. Increasingly sophisticated analytic power is being placed directly at the fingertips of business users as tools become more powerful and easier to use, allowing analysts to build sophisticated metrics without relying on IT.

Business users can download software, train themselves, build dashboards, and make decisions on their own, all in the pursuit to get data and get it fast. As users become savvier, consumers are now becoming analysts, analysts are becoming data scientists, and data scientists are becoming designers.

The paradigm has quickly shifted in such a way that IT must collaborate more with business users to allow them to quickly access data. They rightfully own a piece of the analytics pie and are driving decision-making power that IT previously owned.

IT must also work with the business side to understand their needs and priorities, and the metrics they want—so users don't access ungoverned, unmanaged external sources from websites or Excel spreadsheets in place of corporate data. The goal is to provide fast access to tools and vast amounts of data to cater to users, but in a way that is still architected, modeled, and governed to provide a single version of the truth. Without governance, it is impossible to guarantee the source of quality of data.

According to Gartner, "the rise of data discovery, access to multi-structured data, data preparation tools, and smart capabilities will further democratize access to analytics and stress the need for governance."[1]

1 Gartner News Room Press Release, January 27, 2015: Gartner Says Power Shift in Business Intelligence and Analytics Will Fuel Disruption; www.gartner.com/newsroom/id/2970917

A Balanced, Collaborative Approach

Combining governance, architecting, and modeling can be challenging and a time consuming process, which is why a balanced approach is important. A balanced approach allows users to access data no matter where it is, but with IT collaboration and oversight. IT must identify and prioritize applications business users require; identify where data they need resides and then determine how to bring it in, architect it, and ensure it adheres to all corporate policies, and then re-certify the data; and, identify and address missing metrics in model data, which is one reason users turn to external sources.

The need to balance user-driven data discovery and analytics with a centrally managed process has given rise to the concept of governed data discovery. Governed data discovery can be described as the idea where business users create data mashups themselves to collaborate with other business users, but with central management to ensure data integrity and performance.

For an analytics solution to benefit both the business and IT user, governed data discovery should combine agility for a broad business user base with governance and ease of use with IT-driven enterprise performance, management, and security features.

Many organizations use separate, disconnected tools for data discovery and enterprise reporting—frequently from different vendors—with limited enterprise scale or toolset integration. Because users have such a need for data from often disparate sources, their access to these many sources can't be blocked. As organizations embrace this data-driven/data-access culture in an environment of exponentially growing data volumes and big data technologies, it becomes ever more necessary to have a process in place to maintain a system of record and certified data through analytical solutions that offer governed data discovery to maintain a single version of the truth.

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Dynamic Data Duo: MicroStrategy and Teradata

Since 1995, Teradata® and MicroStrategy® have collaborated to combine unique technologies, experience, and expertise to create best-of-breed, enterprise analytic and BI solutions that have allowed more than 350 joint customers globally to readjust their business strategies around existing and emerging technology trends. Teradata and MicroStrategy help organizations gain a better understanding of customers, increase visibility in target markets, reap a higher return on investment, and lower the total cost of ownership (TCO) of analytics and data warehousing infrastructure.

MicroStrategy Secure Enterprise, the latest release, is a scalable, enterprise analytics solution with strong Teradata connectivity. It combines traditional business intelligence functionality with data discovery, mobile analytics, and powerful enterprise security in a single, high-performance platform.

Governed data discovery with enterprise sources, such as Teradata, make it easy for business users to discover, analyze, and distribute valid analytics throughout an organization. With MicroStrategy, Teradata customers can deploy self-service analytics to the entire organization, giving business users the ability to promote data mashups or dashboards to a centralized environment. Business users also have the ability to swap out localized data with trusted and modeled Teradata enterprise data to ensure consistent KPIs across the deployment. From there, business users can easily share their findings in a personalized manner using powerful dashboard and report delivery options available with MicroStrategy.

In addition to governed data discovery, MicroStrategy users benefit from sub-second response rates while accessing relational data with optimized and native Teradata connectors. MicroStrategy also leverages the processing power of the Teradata Database to the fullest extent by intelligently pushing data joins and complex calculations to the database when possible. By doing so, users gain the speed and flexibility of data discovery—which is critical when running dashboards that contain millions or billions of rows of data—without sacrificing the scalability, security, and trust of a governed enterprise analytics environment that delivers a single version of the truth.

About Teradata

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For More Information

To find out more about how Teradata and MicroStrategy can help you build new and better competitive strategies through governed data discovery to take advantage of changing trends, contact your local Teradata representative or visit **Teradata.com**.

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