

# Connect the Dots

## HOW TO OBTAIN REPORT VISIBILITY AT THE METADATA LEVEL

### 'Many' is Not Always Mighty

Decision-making should be quick, but it should also be factual and effective. You need a sufficient amount of information that is easy to access and analyze anytime and anywhere to make lightning-fast and data-driven decisions.

Quantity may not be a problem when it comes to information. With the growing market for self service with low-code or no-code analytics, you can generate reports and execute analytics on your own. Typically, an organization uses **more than a hundred business applications** and **four to seven different business intelligence (BI) and analytics platforms**. Having so much data in so many different source systems complicates decision-making.

To make decisions quickly, accurately, and efficiently, you should be able to access the right information right when you need it. Additionally, beyond providing access to information, organizations must establish effective BI and analytics governance.

### Current Problem Landscape



**4-7**

**Different BI and Analytics Platforms**



**129**

**Business Applications**



**3%**

**Bad Operational Decisions Could Wipe Out Up to 3% of EBITDA**

If your company's strategy fails to provide governance at the "analytics level" – or manage how users access, create, share, modify, and analyze information and reports" – it can result in inefficiencies, inaccuracies, and poor decision making. According to McKinsey, enterprises may squander an equivalent to \$250 million in wages annually on ineffective decision making.<sup>2</sup> **Bad operational decisions can also wipe out up to three percent of EBITDA.**

### A Needle in a Haystack

Searching for the right report that contains the right information is often like trying to find a needle in a haystack. This is particularly true when reports sit in external silos and when the context and visibility of report contents are hard to assess.



#### **Silos slow down search and discovery.**

If you do not have access rights to the report that you need, you will not be able to utilize it right away. You need to first request access rights – which, when not granted immediately, can delay the entire insights-to-execution process.



#### **Silos give you incomplete views of business information.<sup>3</sup>**

You need to break report and information silos so you can seamlessly pull reports together from all sources. By liberating data, you will be able to get a complete view of your business and make informed and context-based decisions.

But even if silos do not exist, obtaining the right report can still be difficult. Even if you have access rights to all reports, it can still be hard to pinpoint the document that you must use to make the right decision and to understand the context and data within the report. This is why visibility at the metadata level is so important.

# Metadata is as Crucial as the Report Itself

Gartner defines metadata as the “information that describes various facets of an information asset” like business reports. Metadata provides a brief description or summary of individual reports, allowing you to find the right information source and understand the relevance of that information.



## Metadata Enhances Discovery

Metadata optimizes and accelerates enterprise search by providing visibility regarding report details. When this metadata is associated with the reporting system in an easy-to-view manner, it can be used to lead you to the exact information that you are looking for.

Metadata also helps ensure you get relevant information by giving you context and a synopsis of what the document is all about. It allows you to determine the origin of the report and see how it has transformed over time. It helps you determine if the report you surfaced is updated, correct, and applicable.



## Metadata Improves Report Usability

Without metadata, it can be hard to understand and unlock the value of each report. Reports that do not have metadata can be overlooked, unused, and abandoned. Reports without metadata are also likely to be duplicated because nothing tells you that they have already been created before. Duplicate reports are not only a waste of time to create, but multiple versions can introduce reporting inaccuracies and decision making uncertainties.



## Metadata Ensures Transparency and Accountability

Metadata allows you to see and manage report usage by showing how individual users develop reports. It shows which reports are infrequently used or may be used in inappropriate situations. It enables you to identify and fill the gaps in the governance process to improve accuracy and promote correct self-service use.

**Metadata simplifies and refines report consumption. But you can only take full advantage of it if you use an intelligent analytics catalog that helps overcome the silo problem and allows for enterprise-wide metadata-level report details.**

# Amplify the Power of Reports with Metadata Using An Intelligent Analytics Catalog

ZenOptics is an intelligent analytics catalog that helps solve a real pain point affecting businesses that use multiple BI and analytics tools. It provides a single point of access for greater report visibility, control, and governance. ZenOptics enables a Google-like search experience that uses metadata for faster discovery, analytics, decision-making, and execution. It improves confidence in decision-making by providing governance at the report level.



## Bring Reports Together

ZenOptics enables end-to-end data and reports visibility by unifying and organizing all reports from all BI and analytics sources in one place. It provides a well-defined list of terms and definitions to ensure all users are on the same page.



## Enable a Google-like Search Experience

ZenOptics optimizes the searchability of reports using holistic enterprise search capabilities and AI-driven recommendations. It takes advantage of metadata to ensure you discover and use the right reports for faster analysis. It helps you focus more on insights generation and decision-making than on finding reports.



## Improve Confidence in Decision-making

ZenOptics lets you confidently and quickly formulate a decision, knowing that you based it on the right information.



## ZenOptics Decision Confidence Platform: Single Pane of Interaction

**Accelerate**

- Collaboration
- Communication
- Favorites
- Usage Statistics
- Search
- Workflow Automation

**Assure**

- Certified Reports
- Process Workflows
- Recommendations
- Standardized BI Glossary

**Access**

- Catalog of Information Assets
- Automated Metadata
- Inherited Security & Authorizations

### Content-aware Smart Connectors



### Enterprise Applications, BI Tools, and Data Sources

ZenOptics offers a single unified interface and context-aware connectors to provide access to multiple enterprise applications, BI tools, and data sources – with their associated metadata. It provides frictionless access to cross-platform information assets with inherited security and authorizations. And it empowers you to organize and govern assets to flow through prescribed paths for usability, enabling consistent and efficient decision-making processes.



## CONCLUSION

Even if you have many BI and analytics tools that generate a great amount of information and insights, the decision making process will still be slow, skewed, and ineffective if you cannot quickly find the right report that you need.

To increase confidence in decision-making, you need to enable a governed, self-service analytics environment using a powerful and intelligent analytics catalog that allows every user to obtain visibility at the metadata level.

To learn more, [visit zenoptics.com](https://zenoptics.com)

## About ZenOptics

ZenOptics' mission is to help customers maximize the value and increase the effectiveness of their existing analytic investments, by aggregating all their analytic assets into a single, collaborative easily managed web application.

Our web application is designed to provide increased ROI through user productivity enhancements and by reducing the total cost of analytics infrastructure. This is done by increasing and enhancing the use of all information by consumers, by providing management with tools to optimize their investments, and by providing both management and users the ability to establish a self-governing reporting enterprise.

ZenOptics uniquely offers knowledge worker efficiency, promotes self-service report governance and an automated path to optimizing analytic infrastructure investments.

<sup>1</sup> <https://towardsdatascience.com/towards-no-code-analytics-making-everyone-a-data-scientist-f7693bd0abfd>  
<sup>2</sup> <https://www.mckinsey.com/business-functions/organization/our-insights/three-keys-to-faster-better-decisions>  
<sup>3</sup> <https://blog.hubspot.com/service/data-silos>