

ZenOptics

Orchestrating End-User Collaboration in the Digital Age

ZenOptics Enables Next-Generation Collaboration Through an Intelligent Analytics Catalog

Introduction

In the current digital age, more companies are investing heavily in business intelligence (BI) to help them discover market trends for better business decision making. What's interesting is the shift BI strategies are taking from generating revenues to reducing costs and improving operational efficiencies across enterprises.

Retail/wholesale enterprises dominate all other industries in their adoption of sales planning and in-memory analytics, according to the Business Intelligence Market Study from Dresner Advisory Associates. Meanwhile, manufacturing dominates all other departments in prioritizing the importance of BI in 2020.



32%

of R&D teams regularly use four or more BI tools to do their work in 2020



38%

Growth of BI's importance in manufacturing in 2019

Source:

Dresner Advisory Associates' Business Intelligence Market Study 2020 Edition

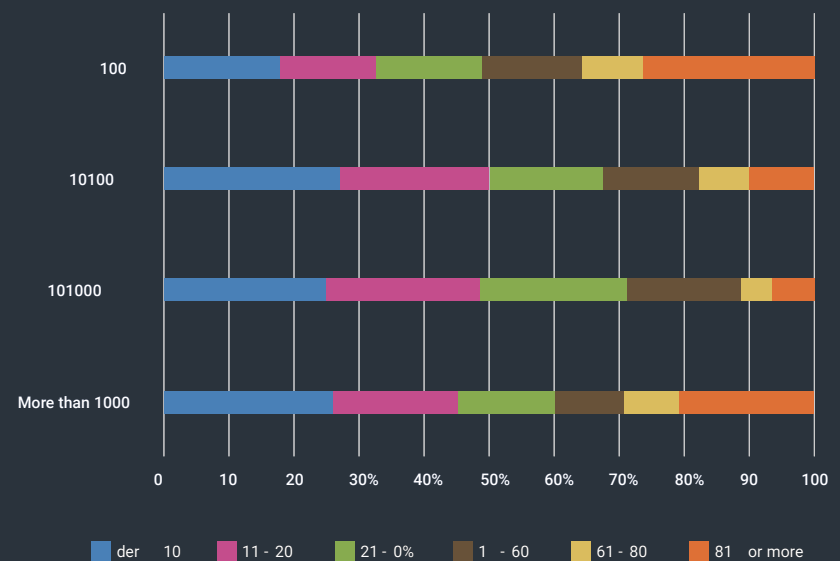
This whitepaper describes the current challenges facing BI analysts and proposes a solution that analytics leaders can consider to maximize their BI investments. ZenOptics discusses how business leaders can optimize analytics assets while building a true digital experience that produces great results.

The Power of Analytics Tools

From a technology that was only accessible to Fortune 500 companies, BI is now considered as an indispensable part of every company, business, and organization's strategy.

The same Business Intelligence Market study reveals that more small organizations are accelerating BI adoption and use compared to their mid-size and larger enterprise counterparts.

Penetration of Business Intelligence Today by Organization Size



Source: Dresner Advisory Associates' Business Intelligence Market Study 2020 Edition

Across industries, leaders in operations, finance, the C-Suite, and sales are the top drivers of BI adoption, according to Forbes.

Benefits Delivered by the BI Approach



Analysts are now encumbered with using multiple reporting environments to complete their day-to-day tasks. The availability of powerful analytics tools is great but the evolving landscape of BI has not been without its pain and failure, as business leaders often struggle to optimize their analytic assets. Notably, some are not succeeding with their BI programs.

What Sets Up Users for Failure



Too many data sources and tools



Lack of interoperability between BI and data management tools



Complex programming and hard to use BI tools



Users not supported at each step of the way by IT

Making Business Intelligence More Intelligent

Analytic leaders must position self-service analysts so they can succeed. One significant industry trend is the use of analytics platforms, sometimes known as BI platforms, which provide a toolset for businesses to absorb, organize, discover, and analyze data to reveal actionable insights that can help improve business decision-making.

ZenOptics offers a solution that aggregates all analytics assets into a single, collaborative, and easily managed application.

The ZenOptics Intelligent [Analytics Catalog](#) is built on an easy to use platform that provides simple access to end users.

ZenOptics is tailored to:



Knowledge Workers

who use multiple analytics platforms daily



Information Stewards

who govern analytics and data assets



Management

who oversees the TCO of Analytics and Reporting systems

Delivering top technologies and initiatives strategic to BI



End-User "Self-Service"

ZenOptics simplifies BI governance by end-users to get the information they need, when they need it.



Data Integration

ZenOptics provides a unified platform to aggregate all existing BI and data analytics investments in one application for easy access to end-users.



Reporting

ZenOptics leverages machine learning (ML) to recommend or suggest reports based on the consumption patterns of other users.



Dashboards

ZenOptics enables end-users to easily interact with all of the reports from various vendors in one dashboard.

Analytics platforms must support data blending and data modeling, giving the end-user the ability to combine data across different databases and other data sources and allowing the end-user to develop robust data models of this data.” – G2 Crowd

Enabling Next-Generation Collaboration

ZenOptics' unified BI reporting and analytics hub features a single, collaborative application. Adopters need to enable end-users to understand how the system benefits them. This ensures users trust the data, and leaders are successful in building a digital experience that produces great results.

With ZenOptic's analytics catalog, end-users can:



Connect necessary data sources

Empower end-users with a platform that can consume data from any source via file upload, database querying, and application connectors.



Promote self-service governance

ZenOptics' Intelligent [Analytics Catalog](#) enables end-users to promote governance on their own and have one source of truth across the enterprise.



Configure and use a single application

ZenOptics' self-service BI consumption platform features a simple and elegant tool within a single application, requiring a single sign-on to access all analytics assets and all analytics asset metadata.

Recommendations:

The BI landscape is continuously changing, and BI leaders need to re-evaluate their strategies to maximize BI investments. Consider asking your organization these questions:

1. How many data sources exist in your company?
2. How are people collaborating?
3. Are your current BI investments driving improved team communication?
4. Do your users complain about the current BI reporting system?
5. Do you have the ability to guide and direct end-users toward efficient and effective activities?

Advanced analytics platforms matter. Whether it's for productivity or revenue projections, using an intelligent analytics platform can provide incredible insight into your business.

Learn more about how ZenOptics can work with your business to orchestrate end-user collaboration through our Intelligent [Analytics Catalog](#). **Contact us today!**

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.

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