IBM Analytics Self-service Assessment Workshop

Uncover opportunities to improve your self-service capabilities

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Highlights:

- A 1 day on-site assessment of your analytics self-service capabilities

- Findings, recommendations, and go-forward plan to improve self-service capabilities

- Examines four critical capability factors – Easy, Fast, Smart, Trusted

- Utilizes a simple, cloud-based self-service assessment questionnaire

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The world of analytics, including business intelligence (BI), predictive analytics, and performance management, is evolving rapidly. Data is transforming industries and professions, while mobile devices and social media are fostering a rising generation of business users for whom simple and immediate access to information is a fact of life.

Effective self-service for analytics has never been more vital to address these currents of change, allowing users to create the analytics they need themselves, rather than asking others to do it for them. There are four key factors that are important to make a self-service capability effective, driving analytics adoption and mastery. These are:

- The analytics working environment is EASY to understand, use and navigate
- The analytics user experience is FAST and agile
- The analytics foundation is SMART, with built-in intelligence
- The analytics content is TRUSTED

More information about analytics self-service and the four capability factors can be found in the Four factors that drive effective self-service analytics white paper.

Overview

The IBM Analytics Self-Service Assessment workshop examines and assesses these four factors in the context of your own unique use of analytics. Facilitated by an IBM workshop leader, together with both business users and IT participants, the workshop uncovers your underlying challenges and identifies opportunities for improvement.

The purpose of the workshop is to:

- Understand and explore current analytics self-service challenges in your organization
- Examine what factors impact effective self-service in your environment
- Conduct a high-level assessment of your current self-service capabilities
- Provide findings, tailored recommendations, and a go-forward plan to improve your self-service capabilities

Audience

Because the workshop is focused on the need for self-service in the business, the effectiveness rests on the participation of selected users and managers, usually from a specific area or function, who are already using analytics software to some degree. This may include both casual users and "power users" such as analysts and information workers. They are looking for more or better self-service capabilities but are unclear on how to achieve that.

In addition to business participation, representation from IT and/or analytics-related Center-of-Excellence (CoE) management is equally valuable. Workshop discussions also focus on their desire to see more user adoption of analytics as well as their role to address foundational improvements for self-service, such as data integration, modeling and security.

Interest in the workshop is often driven by one or more "champions", either from the business or IT (or both), who are evangelizing the value of self-service analytics across the organization. These champions will not only be valuable participants but they will also help drive the next steps beyond the workshop itself.

Agenda

The workshop is structured as a 1 day on-site event with time allotted beforehand for suitable preparation and time after the workshop to review findings and recommendations as well as a plan to move forward.

Workshop preparation

Prior to the on-site workshop activities, the IBM workshop leader will conduct brief background sessions, by phone conference with the champions or key managers, to help identify possible workshop participants and their potential interest to improve self-service. This helps to ensure that the workshop will deliver tangible value for the attendees. Final workshop logistics will also be confirmed.

On-site workshop activities

The on-site workshop is conducted with group discussions, in both morning and afternoon sessions, using the self-service assessment questionnaire to identify areas of priority among the four capability factors. A short self-service "art-of-the-possible" demonstration is an additional option if users are not familiar with the range of self-service capabilities that might be available to them. Also, by dedicating the morning session to business users, the demand on their valuable time is minimized.

The structure of the workshop is shown in the table below:

Morning - business users & CoE / IT management
Understand and explore self-service challenges
Take the assessment questionnaire (cloud-based tool)
Examine and discuss capability factor findings
Demonstration of self-service "art-of-the-possible" (optional)
Prioritize user capability factors for improvement

Afternoon - CoE/IT management (users are optional)
Review current technology foundation for self-service
Further discuss findings, from foundation perspective
Prioritize foundational capability factors for improvement

Table 1: Workshop structure for morning and afternoon sessions.
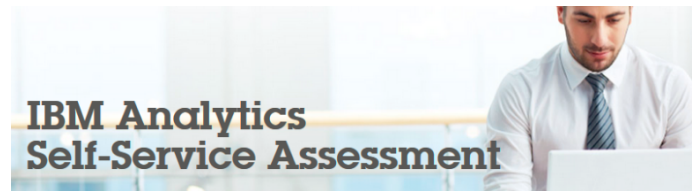
Questionnaire and Approach

The value of the assessment workshop is enhanced with a simple self-service assessment questionnaire which poses questions in each of the 4 self-service capability factors – Easy, Fast, Smart & Trusted – along with a few brief profile questions.

Each participant in the workshop will take the cloud-based questionnaire *(usually about 15 minutes)* and receive "self-service capability index" (SCI) scores and a report on their level of maturity in each factor. These scores are also aggregated for the workshop group and form the foundation of facilitated discussions to identify key challenges and prioritized areas for improvement.

Figure 1: Self Assessment Tool.

Source: "IBM Self-Service Assessment Website," IBM Corporation.

Final "Go Forward Plan" presentation

After the on-site activities have been completed, the workshop leader will devote additional time to prepare a final Findings and Recommendations document identifying the prioritized areas for improvement along with a Go-forward Plan of suggested next steps.

A final telephone conference call with the champion, participants, and stakeholders includes provision and review of these deliverables.

Engage today

The IBM Analytics Self-service Assessment Workshop is ideally suited to organizations that have gained a departmental foothold with analytics but are looking for a clearly defined path forward to improve their analytics capabilities and practices. Along with this workshop, IBM also offers on-going self-service advisory services, best practice review services, education offerings and other workshops on related topics.

About IBM Analytics services

The IBM Analytics services team provides expert services and education focused on the vast Analytics product portfolio. Our depth of experience and extensive proven practices help customers maximize their software investment, mitigate risks, raise the quality of their implementations and build valuable skills. We have provided training, guidance, advice, reviews, assessments, and assistance to thousands of clients around the world helping to ensure their analytics implementations are optimized to take full advantage of our product capabilities.

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