

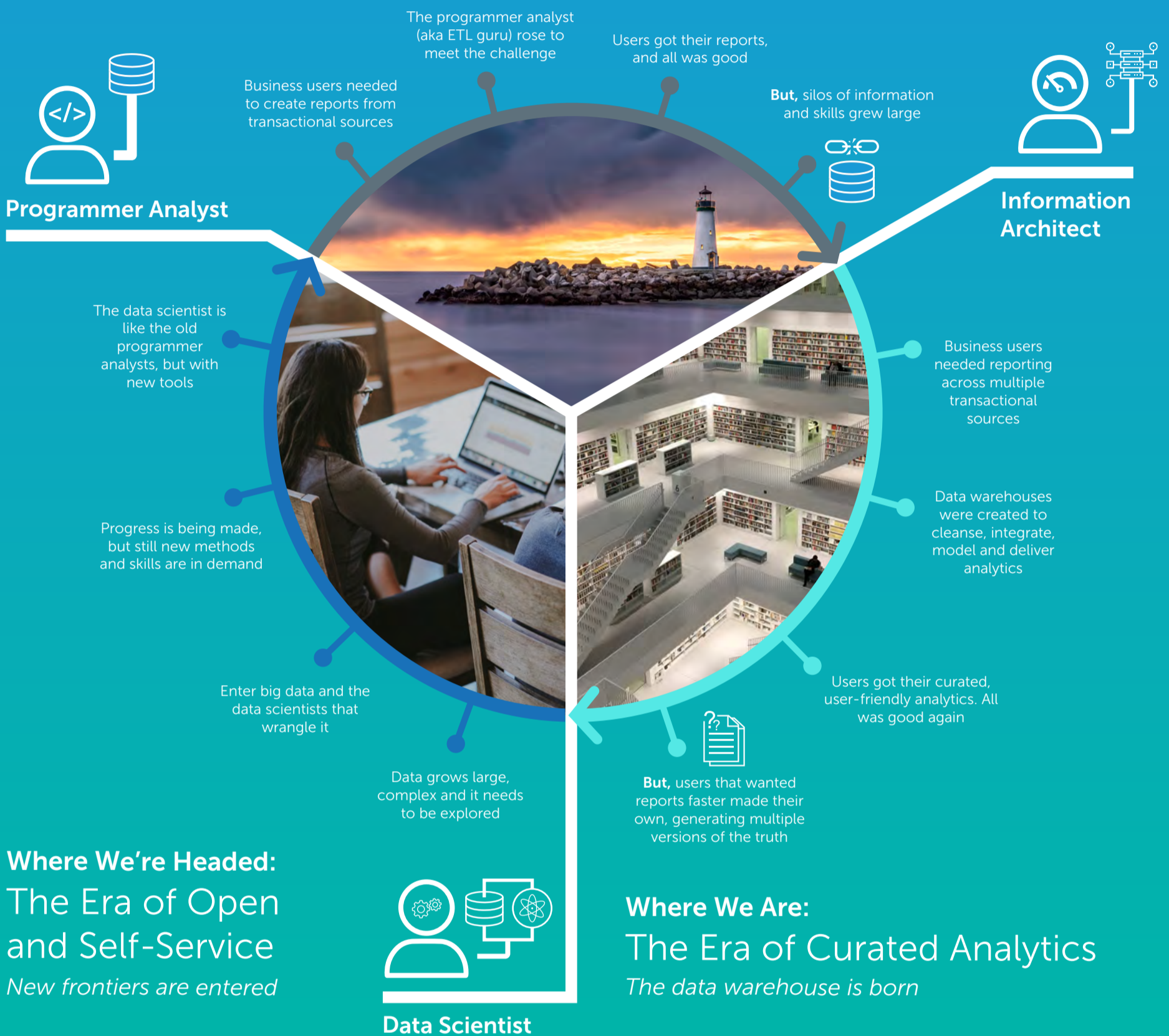
Analytics is Accelerating, but the Paradigm Remains the Same



In the age of big data and data science, innovation is moving fast. It may all feel new, but the industry has seen big changes before. Let's see how these past experiences can help us succeed with the next big thing.

Where We've Been: The Dawn of Analytics

In the beginning, there was transactional reporting



Putting it All Together to Enable Enterprise Analytics

Use these experiences to be more successful on all three fronts



The Past

Transactional reporting and system-to-system integration

- > Model and map to transactional sources and limit technical exposure to users
- > Make query the default access for transactional sources
- > Integrate between systems (with hub, stream or data backbone methods)



The Present

Curated content that is governed, secure and trusted

- > Support users that need to see dashboards and feel comfortable with curated analytics
- > Offload the data warehouse from transactional purposes and from some of the self-service



The Future

Ad-hoc and self-service sources

- > Support data scientists with large needs for data
- > Like programmer analysts, they'll learn the data sources, extract, model and create reports to reveal insights

Fine tune your analytics on all three fronts.

Lighthouse can help you make the most of your capabilities and explore new opportunities.

Learn more at www.lighthousecs.com