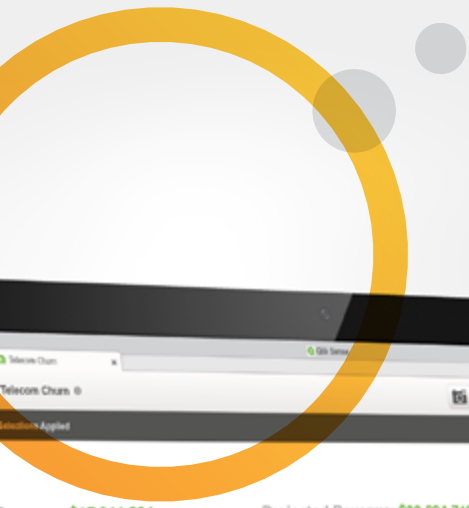





Trends

to Look for in BI





The field of business intelligence is always changing. But even with technology moving at a fast pace and data users' demands morphing, some factors of the industry have remained the same.



For instance, broader use of predictive analytics remains an aspirational goal for most companies. Suboptimal data quality continues to be problematic.

The requirement for information governance is high, but maturity is lower than it needs to be.

A person is looking through a coin-operated binocular viewer in a city park. The viewer is a large, silver, circular device with two lenses and a coin slot. The person's hand is visible on the side of the viewer. The background is a blurred city skyline with tall buildings and a park area with a lamppost. There are decorative circular elements in the foreground: a yellow one on the left and a green one at the bottom.

But it's important to look ahead for the industry.

What's in store? Read on to find out our view of what the industry's current critical trends are and how users are becoming information activists.

A man with short dark hair and a beard, wearing a striped t-shirt, is sitting at a desk and working on a laptop. He is looking intently at the screen. The background is a bright, modern office with large windows and blurred city buildings. There are some decorative green circles and lines in the upper left corner of the image.

Data consumers are transforming into information activists.

Rather than just consuming information, users are now **engaging in data prep and profiling.**

By creating visual apps, users are expressing their views and learning about themselves through being actively engaged with the growing volumes of data.



This trend is seen in the rise in **data-driven journalism in the mass media**, altering how people are using public data to understand how society works, such as the use of infographics in online articles.




**Governed data discovery
becomes essential.**

**Self-service BI is the
new normal.** With more
data out there, users want to
become more self-sufficient
in creating their own analyses
rather than relying on others —
but this means they need to work
in a managed data space.

As such, governed data discovery is becoming a top priority. Within a framework of governance, **users will focus their energy on getting insights from their analyses.** They're able to ask "why?" multiple times using the data, rather than worry whether the data is correct.



A photograph of a person's hands holding a smartphone, with a laptop keyboard visible in the background. The image is partially obscured by a white diagonal overlay on the left side, which contains text and graphics.

Big data is less of a big deal.

The industry will get past the big data hype as more organizations start to apply data analytics to data sources that used to fall outside of the BI space. **Data usage is evolving into a richer and more complex landscape from various sources**, enabling the use of practical, variant data use cases.



Data from external sources gives better context.

Enabling users to see a broad range of factors contributing to their business is becoming more important than ever. With the ability to combine both internal and external data sources, users now have access to more context around their data, which **ultimately leads to more insights and better decisions.**

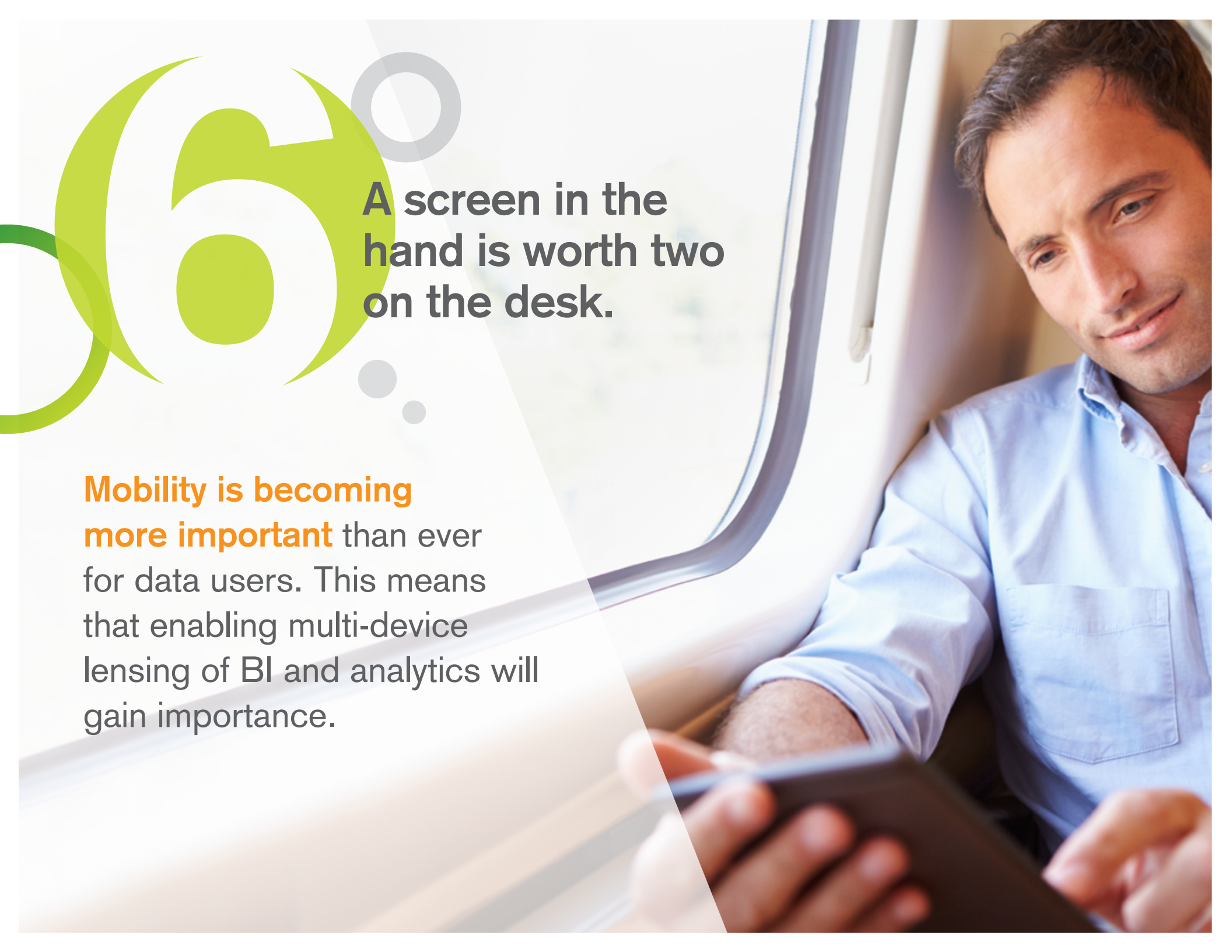


More data storytelling equals more engagement.

Storytelling personalizes a work task and can make it more memorable, impactful, and relevant for those that hear it. **People will use interactive storytelling to deliver information in a more compelling way** that prompts them to take action in the moment, when the insight emerges.

When making a proposal to a group, 86% of respondents almost always or often take time to “lay out what has happened previously,” and 80% almost always or often take time to “project forward or to predict possible outcomes.”



A man with dark hair, wearing a light blue button-down shirt, is sitting by a window. He is looking down at a tablet device he is holding in his hands. The background is a bright, out-of-focus view through the window. The overall scene is well-lit and professional.

**A screen in the
hand is worth two
on the desk.**

**Mobility is becoming
more important** than ever
for data users. This means
that enabling multi-device
accessing of BI and analytics will
gain importance.



Having unlimited access to their data can help users ask “why?”

any time, and find the answer quickly. BI and visualization solutions that don't support users moving from device to device, often and at speed, will not deliver the kinds of experience that people want.



85% of respondents from the U.S. and 77% of respondents from the rest of the world complete their objectives by **using multiple devices simultaneously.**



What all of these trends line up to is **users becoming more involved with their data than ever before**. Now, organizations want to examine analytics in a way that allows them to ask “why?” questions. With the right tools, users can explore root causes, interrelations, trends, and shifts in the data.



Users will depend on their data for more insights. Learn more about how Qlik® can help organizations adapt to the coming changes, and help them see the whole story that lives within their data. Visit the [qlik.com products page](http://qlik.com/products) for a free product download.





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