

Governed Self-Service and Big Data

Keywords...

Big Data Hadoop Data
Discovery
Governance Self-
Service
Agile Enterprise
BI Visualizatio
n

IT vs Business

IT



Governance
Performance
Security
Integrity

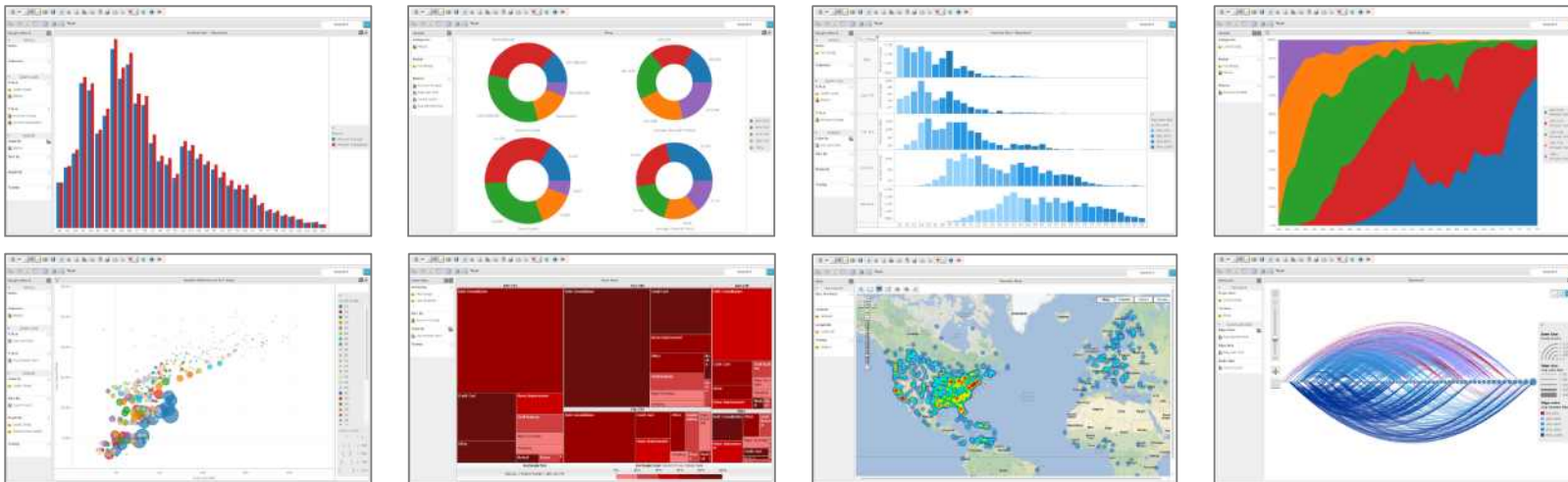
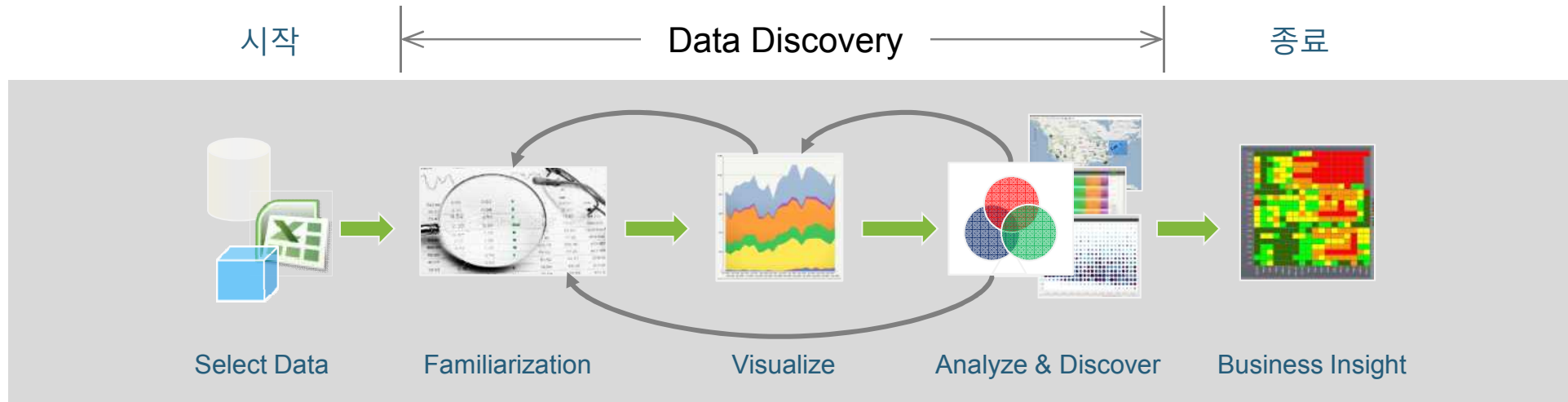


Business



Agility
Self-Service
Ease-of-use
Visual

Self-Service Analytics



Data Blending

빅데이터 생태계에 있는 모든 데이터 소스를 마치 하나의 Database인 것 처럼 활용

- MapReduce Databases 1

- Columnar Databases

- Data Warehouse Appliances 2

- Relational Databases

- Multidimensional Databases 3

- SaaS-Based App Data

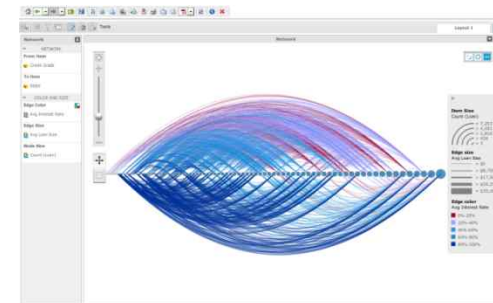
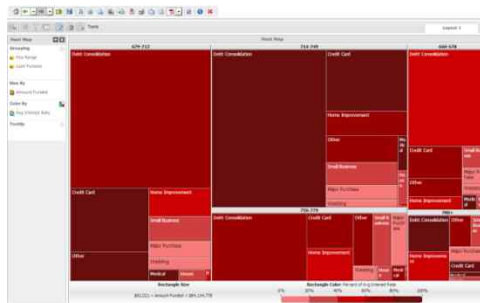
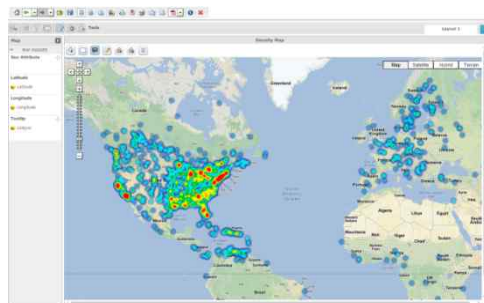
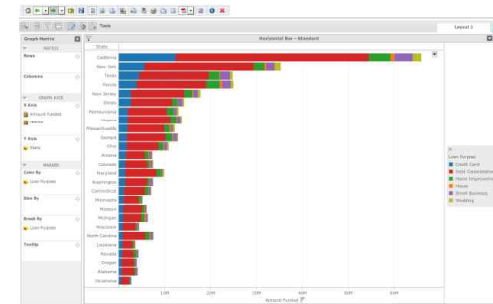
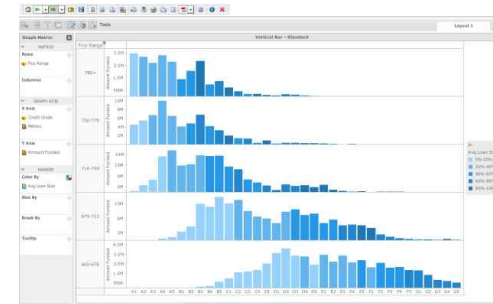
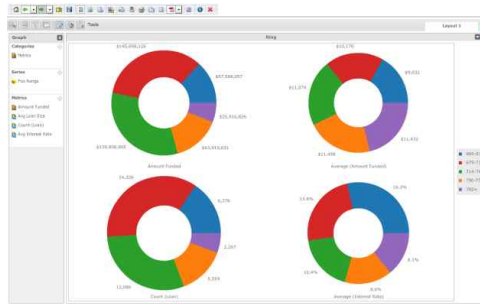
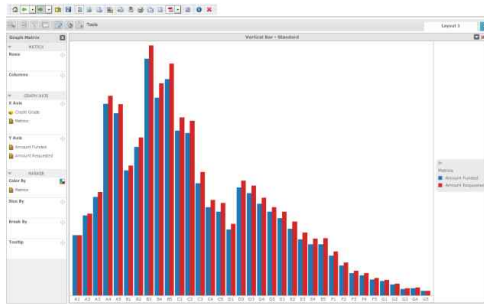
- User / Departmental Data

MicroStrategy
Multisource Engine

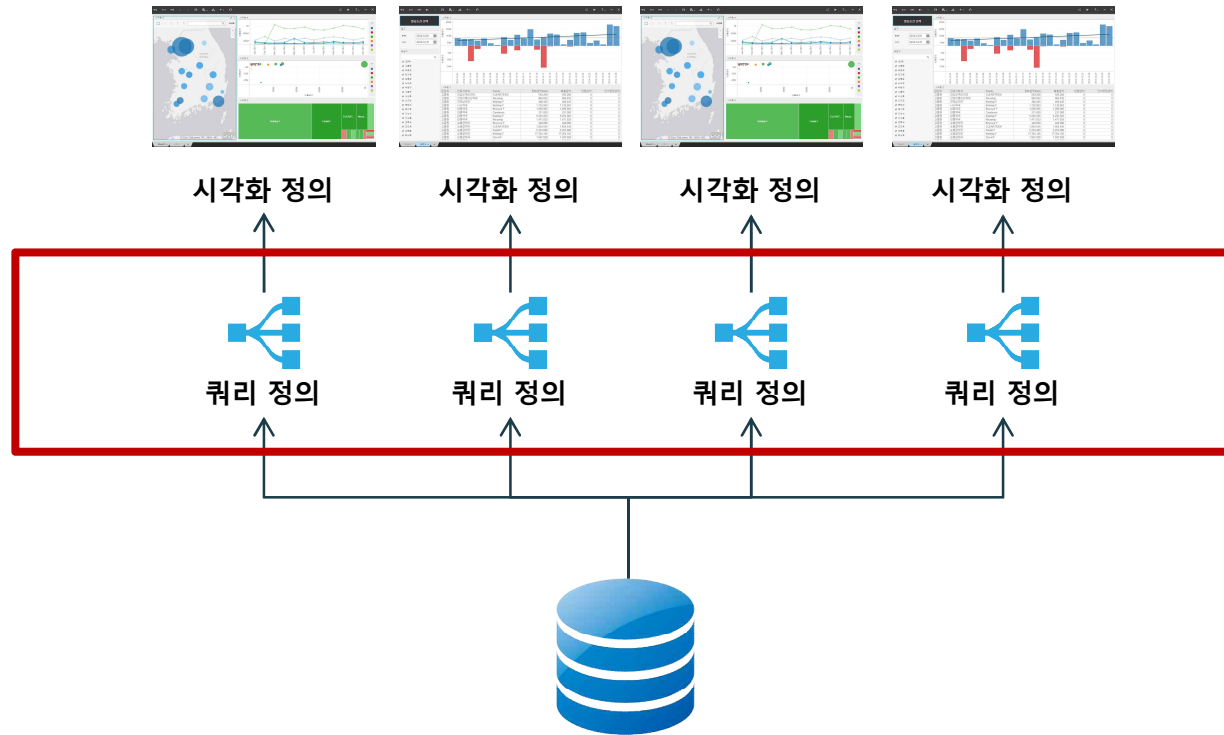
Join data on-the-fly.
No need to move it to a staging database first.



Self-Service Visualization



Problem??



수천명의 사용자, 수만개의 보고서가 있다면?

Data Model을 기반으로 한 Self-Service



Promote to Enterprise

Self-Service Dashboard를 Production Dashboard로 가공하여 게시

1 **Insight 생성!** Self-Service
대시보드를 이용하여 빠르게 콘텐츠를
프로토타입

2 정형 대시보드 전환을 위하여 Visual
Insight 항목을 Export

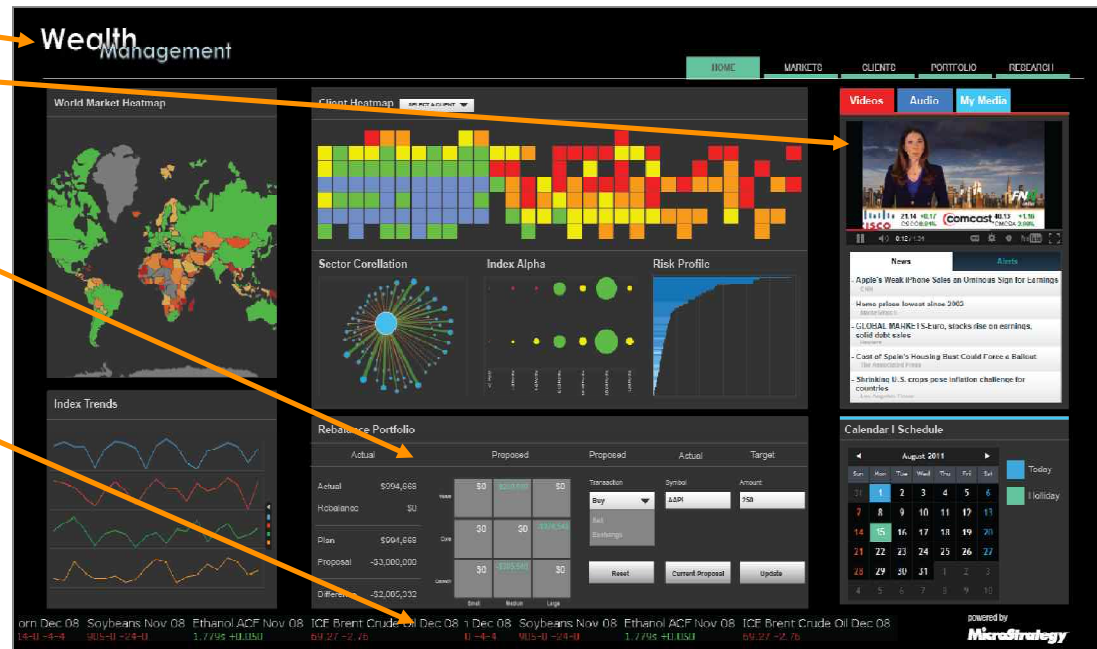
3 정형화를 위한 추가 기능 구성:

- Custom branding
- Multimedia content
- Transactions
- Decision workflow
- Prescriptive analytics
- Real-time data

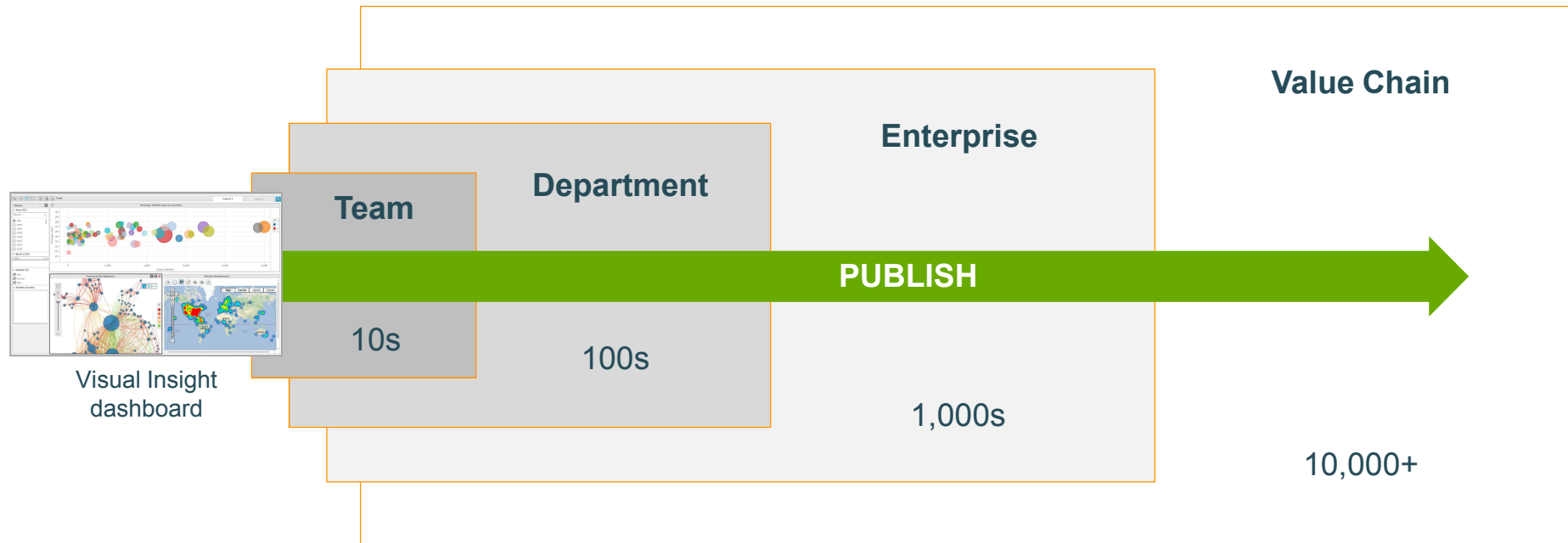
4 수천명의 전사 사용자들에게 배포
Insight 자산화!



**FAST, LOW-IMPEDANCE
PUBLISHING**



Sharing Insights



Proven Server Scalability

Built-in clustering, failover, and comprehensive administrative tools for performance optimization

Automatic Content Personalization

Users only see the data they're entitled to see, and only access functionality they are authorized to use

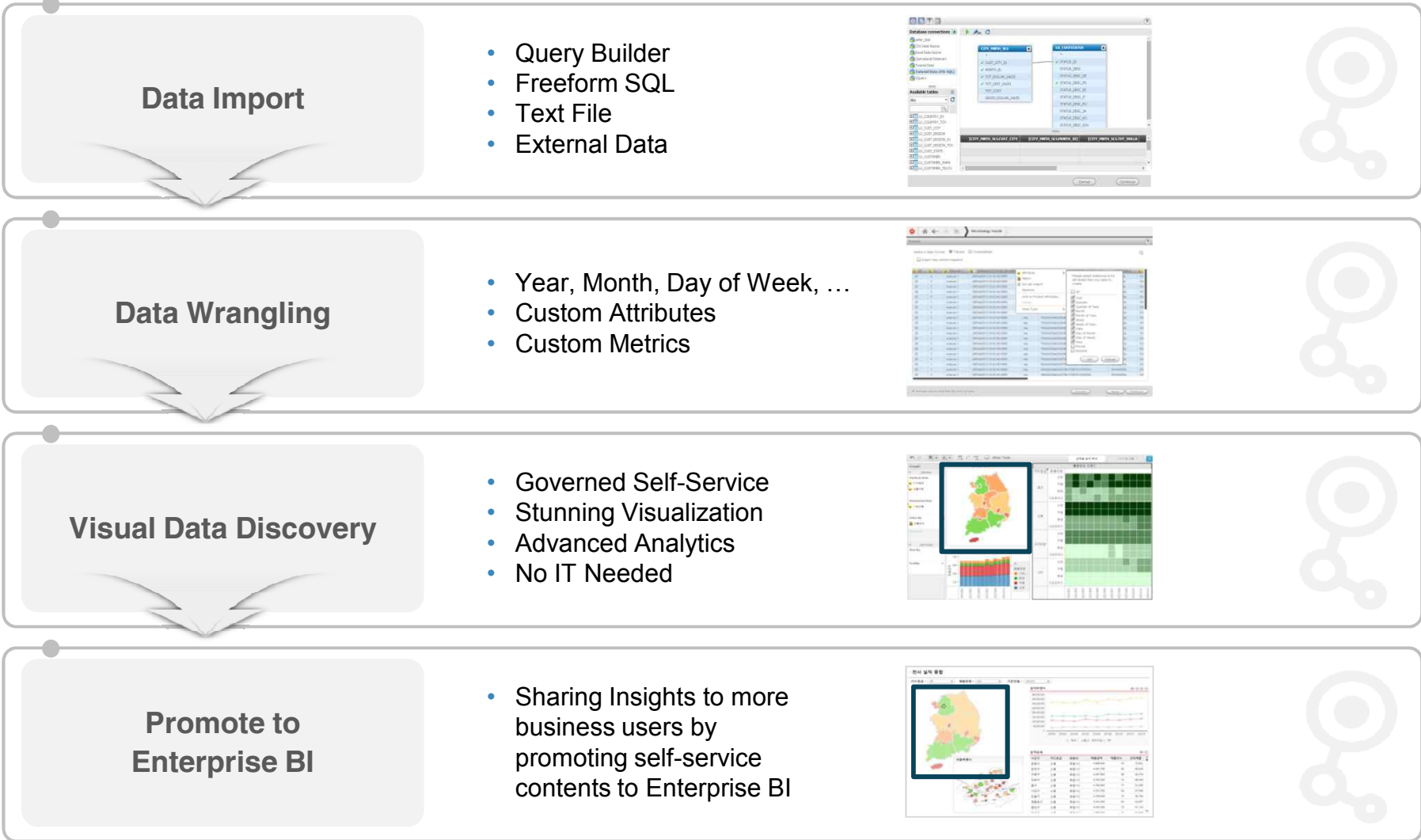
In-Memory Performance

Tested sub-second response times on web and mobile, even at highest user volume and concurrency

Advanced Monitoring Tools

Admin tools to monitor, report and alert on system utilization

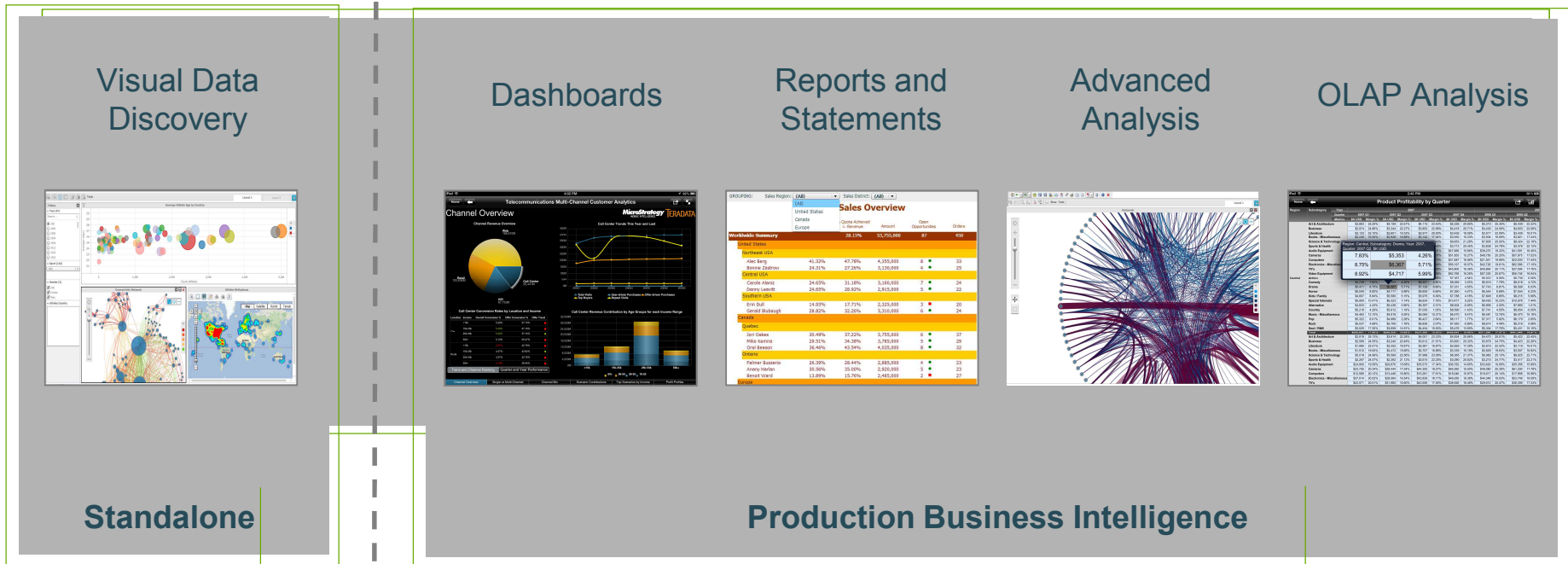
Self-Service Workflow



Self-Service 분석과 전사 BI의 긴밀한 통합

MicroStrategy에서는 비즈니스 민첩성과 가버넌스가 동시에 존재

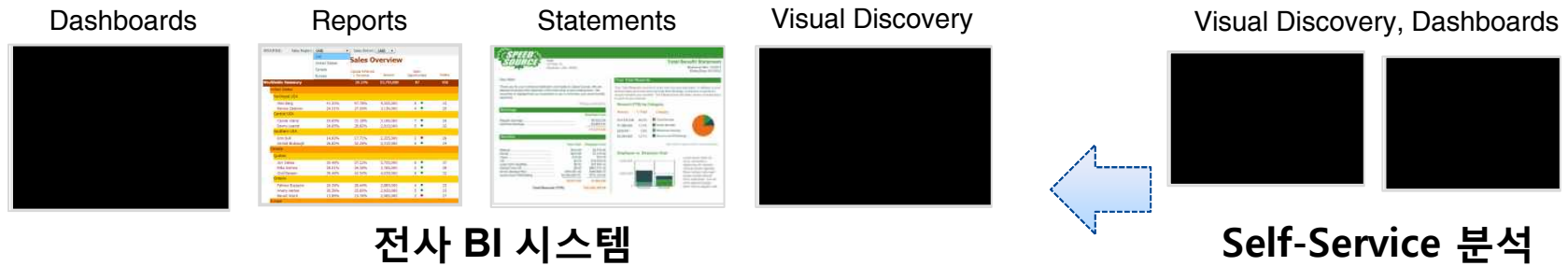
← Move Seamlessly between Styles →



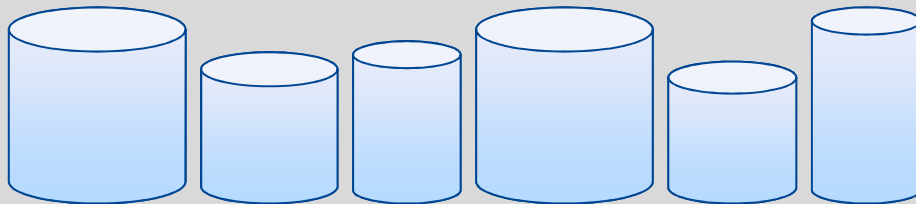
Only MicroStrategy Delivers Agility and Governance

- Common metadata for trusted single version of the truth
- Flexibility for business to quickly work with new data

Synergy



전사 IT 시스템 업그레이드 주기
어느정도 최근 버전 유지



조직 내 존재하는 다양한 데이터 (BI 모델)

비즈니스 전환 주기
최신 버전 유지

Same People, Same Licenses
Same or Different Hardware
Same or Different Versions

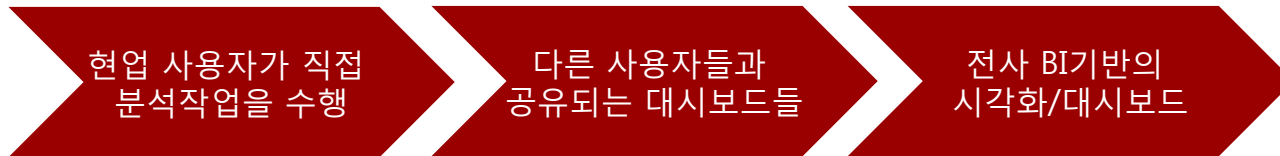


Data Import, Database, BI모델

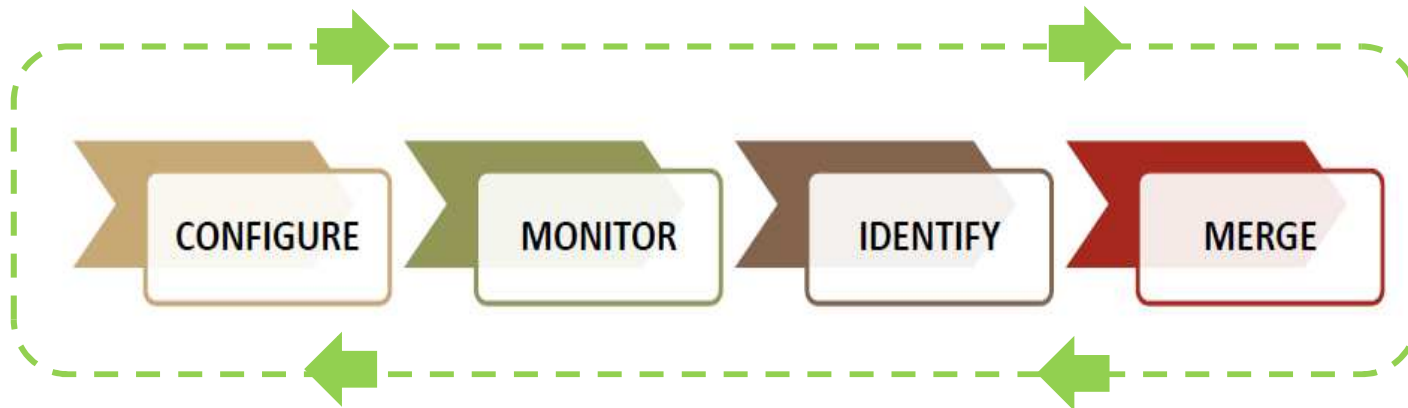
Governed Self-Service



기다림 없이
빠른 분석 수행

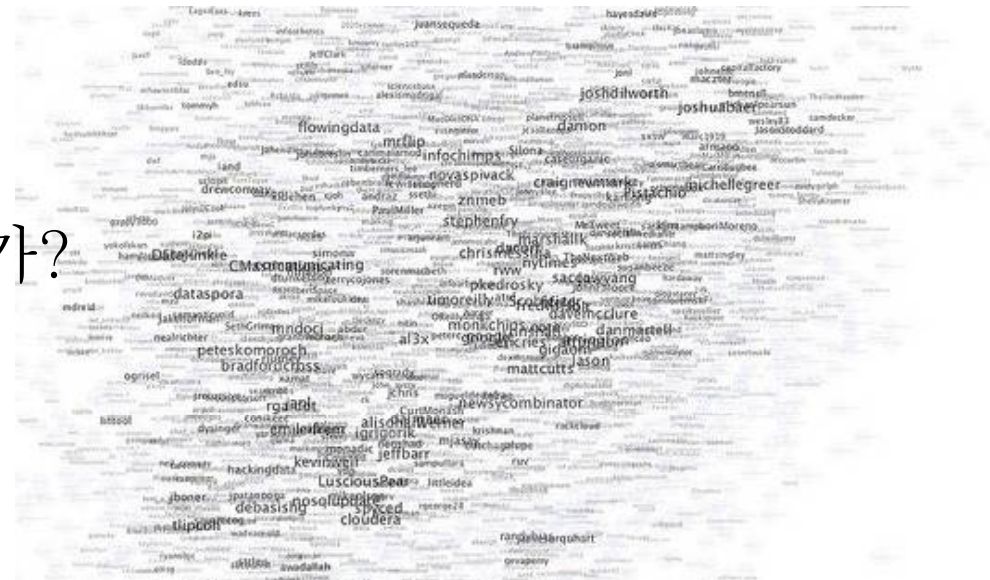


IT는 데이터
거버넌스 관리와
BI환경을 확장시킴



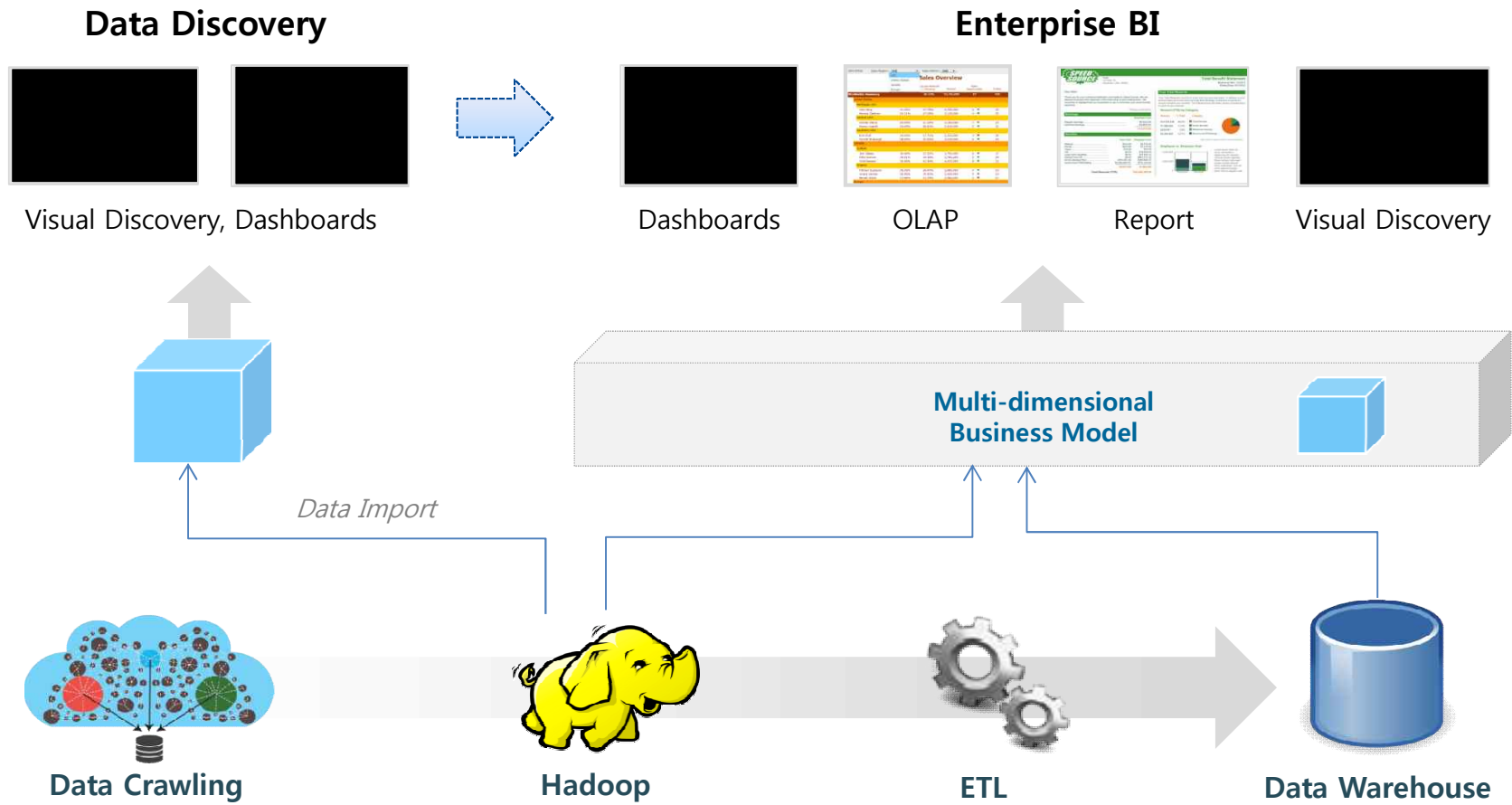
Big Data Mystery & Data Discovery

- 어떤 인사이트가 있는가?
- 무엇을 어떻게 봐야 하는가?
- 어떤 분석 어플리케이션?



Business Analytics가 아닌 **Data Discovery**가 필요

The Big Picture



MicroStrategy PRIME Architecture

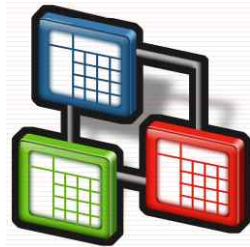
- MicroStrategy PRIME is the next generation of MicroStrategy's in-memory technology
- Embeds an in-memory, column-oriented, distributed, analytic data store with a tightly coupled, state of the art visualization and interaction engine, to enable speed of thought performance for thousands of users across very large and complex datasets

Parallel



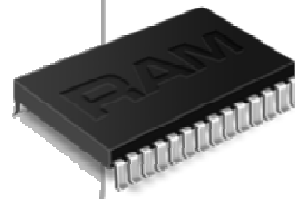
Data is partitioned and processed in parallel

Relational



Load data for an entire application, with Entity-Relation Model Semantics, into memory

In-memory



Data stored in-memory for fast query response time

Analytics Engine



Focus on read-mostly analytics; not an ACID Compliant general purpose DB

MicroStrategy Analytic Platform

MicroStrategy Analytics Platform

Self-Service Analytics

쉽고 빠른 데이터 탐색
(Data Discovery)



- 직관적인 데이터 탐색
- 빠른 대시보드 개발
- IT의 도움없이

Enterprise Business Intelligence

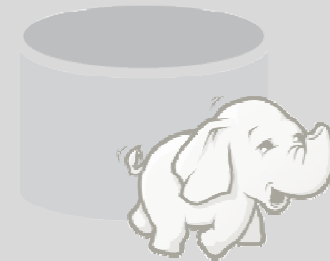
성과 향상을 위한 믿을 수 있는
분석 정보 생성 및 배포



- 다수의 사용자 집단에 대한 다양한 배포 옵션
- 시스템화된 믿을 수 있는 정보
- 쉽고 비용 효율적인 관리 기능

Big Data Analytics

빅데이터를 인사이트로
전환하는 능력



- 다양한 데이터 소스의 데이터를 접근, 취합
- 고급분석 및 예측분석
- 빠른 분석 속도

High Performance

Low TCO

Market Landscape

MicroStrategy는 Self-Service와 Enterprise BI 측면을 모두 원활히 지원하는 유일한 도구

BIScorecard		Product Capabilities (Q4 2014)													
		Self-Service BI						Information Delivery	Production Reporting	OLAP Viewer	OLAP Platform	Office Integration	Administration	Architecture	Public Cloud BI
		Ease of Use	Business Query	Visual Discovery	Dashboards	Interactive Reports	Mobile BI								
BI Platforms	SAP BusinessObjects	⦿	●	⦿	⦿	⦿	●	●	●	⦿	●	⦿	●	●	⦿
	IBM Cognos	⦿	●	⦿	●	●	●	●	●	●	●	●	●	●	○
	Oracle BI EE	⦿	●	⦿	●	⦿	⦿	●	⦿	●	●	●	⦿	●	⦿
	MicroStrategy	⦿	●	●	●	●	●	●	●	●	●	●	●	●	●
Specialty	Qlik	●	-	⦿	●	-	⦿	⦿	-	-	-	-	●	●	○
	Tableau	●	●	●	●	-	⦿	⦿	-	●	-	-	●	●	●

Legend: ● Excellent ● Good ⦿ Limited ○ Less than 45%
 Weight of detailed criterion affects summary market scores. Customers are advised to apply their own importance weighting.
 Specialty vendors are scored only in those segments in which they compete. S=Scripted Demo P=Preliminary Score.

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Thank You

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