

## How to get self-service BI right

Data governance should absolutely be at the heart of your BI project. However, data governance isn't just having the right data and allowing everyone to have visibility over it. The most important part, that many businesses forget, is ensuring that only the right people have full visibility and manipulation powers over the data. Otherwise, self-service BI can lead to you polluting your own data.

Doug Laney, research VP at Gartner stated that "Most deployments are ultimately unsuccessful when end users are given access to manipulate their own data — sometimes from unreliable sources."

This common fault can be circumvented with correct data governance. For example, any business that has a fully managed data warehouse, resolves this as the data warehouse will have adhered to what Gartner terms "smart data preparation." Smart, properly governed data is the first step to unlocking true BI. Here's what to remember...

### What should be considered

A few important criteria need to be considered before you launch your BI project:



Who has the right to access?



Who has the right to take action?



Who has responsibility and accountability?



Who has authority to execute on the data?

The business impact of inadequate data governance can be as drastic as data breaches, loss of revenue, and reputational damage. The single most prevalent point of attack is personal credentials, which underpin this need for responsibility tracking through governance - with policies dictating how users can enter data and who has user rights. Make sure the right people have access and visibility, and no one else.

## 74% of employees report feeling overwhelmed or unhappy when working with data.

(Accenture, 2020)

Governance is all about empowering the right users, by removing complexity, and providing direct access to their relevant areas. However, it isn't all about the technology involved. Here are a few pointers about the softer issues that should influence your choices:



#### The goal posts may move

Consider agility and flexibility in your system of data governance, as well as a sound methodology. You need to strike a balance between accurate recording and the ever-changing needs of the business as they change over time.



#### Tech limitations don't matter

Ensure data access rights are made for business reasons and not governed by technology limitations. A steer here is to look for good self-service analytics dashboards from your vendors. You should consider the people first, and then build the tech around them.



#### Fight teams and internal groups

Think collaboration when in design-mode, across all departments. To achieve a great result, you will need buy-in and cooperation. This will help you determine which groups of people need access to what.

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