



Mobile Analytics Raise the Stakes for BI Professionals

But with the right analytics platform, BI professionals can easily innovate and support legacy apps from the same system.

BETH STACKPOLE



Between never-ending demands for new innovations and the pressure for ongoing support of legacy systems, business intelligence (BI) professionals are constantly juggling a variety of data analytics agendas.

And there's another emerging requirement in the data analytics mix: The need for business leaders to get up-to-date information and insights on their phones.

According to a recent Dimensional Research/Domo online survey of 500 decision makers who rely on data, 96% of respondents believe providing better data on employees' phones would aid in decision making.

At the same time, three-quarters showed a preference for accessing up-to-date business information on their phones if there was a robust app that could maximize their efforts.

Furthermore, 93% of respondents confirmed they want to be able to stay up to date on business activity at all times while 87% have a desire to instantly share reports with their team via a phone.

A new generation of mobile-ready data analytics tools would have a ready-made audience, according to the survey: 84% of respondents travel with more than one device, 93% said their smartphone was always available to them, and 66% confirmed their phone was the go-to source for staying connected to the business when traveling.

Say Goodbye to Silos

Business users may be clamoring for mobile-ready dashboards, but BI professionals have a lot of work to do to improve the user experience for on-the-go analytics. According to the survey, common user complaints include:

- **56%** - difficulty viewing reports or spreadsheets on the narrow confines of a mobile screen
- **42%** - onerous security policies
- **8%** - lack of relevant apps to facilitate work and deliver timely data for more informed decision making

Instead of introducing yet another siloed platform to tackle mobile analytics, **BI professionals need a single platform** that can consolidate data from all available data sources, whether housed in the cloud, legacy systems, a data lake, or even an Excel spreadsheet.

They also need a mobile-first platform that doesn't require rebuilding dashboards and repetitive development work for an app to run well on user devices.

Here are three things BI professionals should consider to enable mobile analytics:

1 – An Open-Door Policy

With an open platform, BI professionals can tap live and historical data across myriad platforms, leveraging built-in drag-and-drop ETL (Extract, Transform and Load) capabilities to create a unified view. This can be leveraged to create highly accessible mobile visualizations and dashboards.

“Business people aren’t thinking about silos when they’re thinking about the business. You need the flexibility to weave everything together to get the right content. You don’t want to be penned into one data location to make that data come to life.”

Ben Schein | Vice President of Data Curiosity | Domo

2 – One and Done

Instead of constantly rebuilding existing content to work on every mobile device, a mobile-first platform supports a more adaptive “develop once, run anywhere” approach. The ability to create a dashboard without worrying about rebuilding or modifying it to run on other mobile screens or app platforms lets BI professionals focus on what’s important.

3 – Ease of Use

The most information-packed mobile dashboard means nothing if it’s too complicated for business users to dig in. BI professionals need solutions that deliver an analytics user experience that’s as accessible and intuitive as popular mobile apps like Spotify and Facebook.

Many BI specialists are trapped between ever-increasing user demands and software engineers struggling to keep all the balls in play. With an analytics platform like Domo, however, they can easily innovate and support legacy apps from the same system, ensuring better BI balance.

To learn more about how Domo enables BI leverage at cloud scale in record time, visit domo.com/roles/bi.