



Analysis and Visualization Self-Service Reports



The Challenge of Creating Reports:

Creating traditional reports about your business data is slow, rigid, time-consuming, and places a burden on the IT Department. In addition, those without specific technical backgrounds are not able to create custom reports that suit their specific business cases.



The AWS Solution:

Self-service reporting tools aim to be user-friendly, intuitive, and interactive. The ease-of-use of self-service reporting tools, along with putting the business data in the cloud, bridges the technical gap of traditional reporting and allows those with expertise on the business data to access and extend the data sets to suit their particular investigations.

Self-Service Reporting Can Transform Business Insights

The ability to capture business data in a rapid yet meaningful way has revolutionized the way we look at our businesses. In addition to the standard and highly-automated reports typically produced by IT Departments on a regular schedule, we can now look at ways that business users can use operational data, customer data, and demographic data to create their own custom reports.

Having the tools to read and act on the data is essential, but not just because there are business insights to be gained. Getting the data into the hands of business users who recognize the source of the activity that created the data can provide opportunities for those users to contribute to the understanding of it. Just as “many hands make light work,” many watchful eyes can spot both positive trends and issues to be investigated.

Companies who put business analytics tools into the hands of business users have a greater opportunity to uncover business opportunities they would not have otherwise found if the business analytics were left solely in the hands of business analysts and C-suite executives.

Self-Service Reporting

To understand the usefulness of “self-service” or “ad-hoc” reporting, we must contrast it with “standard reports” – those issued automatically and on a regular schedule by an IT Department in a predetermined format. Self-service reporting allows authorized users with varied technical acumen, not just stakeholders or IT personnel, to have direct access to business intelligence software to produce the reports they need at any time.

Most self-service reporting starts out as an ad-hoc experience: a series of experiments with the analytics tool to find the right combination of data sources, columns, and queries that present the data being sought. Self-service (ad-hoc) reports are viewed online rather than being printed because the report may only be of interest to the person who created the report. However, just as queries for data might be shared with co-workers, the settings for self-service reports might be shared across teams.



Figure 1: Self-Service Report Styles

Before You Implement Self-Service Reporting...

There are a number of considerations around implementing self-service reporting within your company, including:

In addition to providing the analytics tool, it's important to create or sponsor training for those ad-hoc users, so that the user benefits from it, and the resulting reports are accurate and useful.

The infrastructure and software tools necessary to make the data available.

The skill level of the users who are interested in using the analytics tool, and whether training is available.

The data you want to make available for self-service reports, and how accurate and clean the data is.

Using the Cloud for Self-Service Reporting

Hosting your business analytics data in the cloud provides so many advantages for business users. The data can be made accessible anywhere that users have Internet access, and the processing of the data for the reports can take place on the cloud-based servers rather than internally hosted servers, saving you time and money on infrastructure requirements.

AWS Marketplace has BI tools that offer solutions to the challenge of providing self-service reporting. Running your analytics on AWS gives you the ability to scale up as your data consumption and storage needs increase. With Free Trials and pay-as-you-go pricing, it's quick and easy to get started. Visit <https://aws.amazon.com/mp/selfservicebi> to learn more about Business Intelligence on AWS.

Get Started with Business Intelligence Software at AWS Marketplace



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