



IBM Midsize Insider Blog

Title: Data Discovery Is Changing Business Intelligence

Data discovery matters when it comes to business intelligence (BI) solutions. Turns out BI vendors are changing their software to make data easier to discover. It's all a result of the market demand and midsize firms have an opportunity to thrive as a result.

A Less Structured Approach

A recent article in Enterprise Apps Today defines data discovery as a less structured approach to data exploration and discovering hidden patterns in data. That's compared to traditional BI which involves monitoring and reporting. It's about users discovering data, both structured and unstructured, from all types of sources.

The article pointed out that many firms aren't integrating their BI with their CRM and ERP which doesn't lead to satisfactory results. The article quotes a Gartner analyst who says there's a disconnect between the capabilities of BI platforms and users' desire for quick ad-hoc queries. The article goes on to conclude that data discovery is paramount to include as BI vendors change and update their solution to satisfy the need for easy data analysis. In addition, the article quoted a Gartner report that revealed a majority of BI vendors will place more importance on data discovery vs. static reporting. Data discovery is set to be their primary focus within the next year.

Data Discovery and Big Data

The Enterprise Apps article also concluded that although data discovery tools have been available for some time the approach will go more mainstream and that means it will be available to more firms. That's great news for growing firms that could truly benefit from data discovery solutions. The truth is that data sources have gotten so big that statistical software just doesn't do the job anymore. Static reports aren't enough in today's fast paced mobile Internet of Things (IoT) driven business world. It's harder than ever to uncover business patterns and relationships hidden within data.

With the help of vendors, growing firms can implement solutions that fit their business needs and within price point. With little time, resources and knowledge such counsel is important to have from the get-go. IT professionals at midsize firms typically search for solutions that offer a rich and collaborative environment with customized analyses. The last thing they need is a solution that is limited and attempts to mix with legacy solutions.

It Truly Matters

Recent analysis of the market shows that data discover matters. Traditional BI vendors are introducing data discovery tools. That equals opportunity for midsize business to thrive. With the help of experienced big data vendors, IT professionals can find the solutions they need to analyze their deluge of data and make the best business decisions as a result.



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