



Report Management in the New Normal

A Guide for COOs

Overview

The COVID-19 pandemic has changed how people work. In the US alone, almost half of Americans are now working from home due to the pandemic. This transition, however, has far-reaching ripples.

To thrive in the new normal, you need to rethink how you govern and manage not just your remote workers but also the multiple technologies they use. You need to ensure that you can cater to their new-normal needs and expectations so they can operate efficiently amid the pandemic.

New-Normal Report Management Challenges

Teleworking can be a whole new ballgame for some employees and can make their everyday tasks such as reports creation, preparation, and consumption more complicated than ever.

Here are the new-normal demands and challenges of report consumers that you need to address to ensure your workforce can remain motivated and productive even in this new work environment:

Virtual report clutter

As business users are now working from different locations, enterprise data and documents are scattered all over the virtual work ecosystem. This “virtual clutter” makes it even harder to determine who owns what data or report, particularly when business users are using different BI and analytics tools.

Report clutter kills productivity and efficiency. It defeats the primary purpose of reports – which is to provide decision-makers with clear, accurate, and well-presented information at the right time.

Report clutter delays knowledge-to-decision processes by burying the needed information. Report clutter makes it even more difficult and time-consuming to pull and harmonize files and documents from siloed reporting tools. As a result, report preparation takes days (or even months for long reports) to complete.

Report clutter can also result in data duplication, inconsistencies, and inaccuracies that can confuse report consumers. Individual document owners (e.g., business units, business users, and IT) – and even the separate BI tools they use – can have their own version of the truth.

How virtual report clutter kills productivity and efficiency



Buries the needed information.



Delays knowledge-to-decision processes.



Slows down report preparation.



Creates inconsistencies and inaccuracies.

¹ <https://news.stanford.edu/2020/06/29/snapshot-new-working-home-economy/>

New-normal demands

The new-normal demands of both remote and office-based employees can also be a challenge. It can be particularly more complicated when dealing with a younger workforce. Millennials and Gen Z employees can switch between tasks every 19 seconds and “have high expectations and a low tolerance for failure [and] inconvenience.”

Poorly integrated BI and analytics tools can be discouraging for ahead-of-the-curve employees. They want a report management tool that allows them to swiftly switch from one analytics environment to another and bring data from these environments into a single catalog.

With the new-normal work setup, even traditional or behind-the-curve business users now require a truly digital experience. They want a report management tool that can satisfy their need for speed, mobility, and flexibility.



Remote business users need a reporting management tool that is easy-to-navigate and lets them work on-the-go. The new-normal work environment itself can be inconvenient for business users, so as much as possible, they want a report management tool that is easy-to-use and requires minimal help from tech people.

Digital users also want personalized experiences. They want a report management solution that they can custom-fit based on their role in the organization, personalities, preferences, and lifestyles.

New-Normal Approach to Report Management

To meet the new-normal report management demands of your workforce, implement an effective strategy that allows for seamless report integration, report management on-the-go, convenience and flexibility at the edge, and personalization.



Bring your enterprise reporting in one place.

You can do so by providing your organization with a single layer for accessing all analytics assets.

Report consumers often spend valuable time shifting from one analytics environment to the next, trying to find the insights they need. Eliminate this challenge by bringing all analytics assets together in one catalog.



Simplify reports creation and consumption.

Preparers often need to build multiple reports to answer similar questions. Arm them with a reports management tool that allows for quick reports consolidation and side-by-side comparisons. By using an intelligent reports management tool, preparers and decision-makers can see results (as well as the lineage) side-by-side, so they know they have the right answer.



Create a Netflix-like consumer experience.

Enable a unique, personalized environment with report recommendations based on titles, rankings, favorites, and affinity analysis.

Make report consumers more productive by giving them fast access to crucial analytics assets through a single interface. Provide them with a community platform for collaboration and interaction around information and analytics. Lastly, enable the right users to see the most relevant reports by crossing the last mile in reporting and analytics.

Take Control of Your Reports using ZenOptics

ZenOptics is an intelligent analytics catalog that quickly and seamlessly integrates with your existing BI investments. It provides a single pane of glass into all your analytics assets, lending itself to multiple use cases that benefit every organization that wants to drive efficiency and accurate decision-making.



New-normal ready

The ZenOptics analytics catalog simplifies the lives of reporting and analytics consumers by providing a unified view of valuable business insights available in multiple BI and analytics solutions. This leads to increased adoption of reports and a more data-driven culture.



Improves efficiency and productivity

ZenOptics makes report consumers more productive by providing a single sign-on to all BI and analytics platforms and a single hub where they can easily collaborate with their colleagues. It enables side-by-side reporting for easy comparison of results and offers greater visibility into who is using what reports, ensuring appropriate authorization.



Easy to use and customize

The ZenOptics analytics catalog personalizes the experience of finding information in BI and analytics, putting relevant information directly in front of decision-makers. With personalized recommendations, ZenOptics makes information consumers extremely efficient. ZenOptics also allows for personalization of favorites, workflows, and customized groups.

Conclusion

How your company's business intelligence and analytics solutions are orchestrated affects your organization's new-normal work experience, efficiency, and productivity.

Optimize reports management by investing in an intelligent analytics catalog that provides report consumers with a truly digital experience so they can effectively create and utilize reports and successfully cater to new-normal business demands.

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