



**ElegantJ BI**  
Simply Smarter!

# White Paper

Mobile Business Intelligence:  
A Unique 'Design Once, Use Anywhere' Approach

ELEGANTJ BI

# Mobile Business Intelligence: A Unique 'Design Once, Use Anywhere' Approach

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## Whitepaper

### **Abstract**

No matter how small or large, every organization has a mobile workforce, and every organization must make quick, confident decisions. If the enterprise wishes to make the best use of its IT and business resources, it must select a BI tool that can operate in a mobile work environment without the need for extensive customization or a myriad of dashboard versions and upgrades. A 'Design Once, Use Anywhere' approach to Business Intelligence ensures low TCO and rapid ROI, and it will support the needs of the organization now, and in the future and democratize mobile BI within organization.

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## Introduction

Every business manager, executive and enterprise employee must review, analyze, and present data and use data to plan and predict results. So, it is no surprise that the market for Business Intelligence solutions has grown exponentially. In today's rapidly changing, mobile business environment, the need for high-performance, mobile, Business Intelligence tools is greater than ever and, that need, will only grow.

But, the enterprise must carefully consider its options before choosing a so-called mobile, self-serve BI tool. If the organization truly wishes to implement self-serve, mobile BI, it must consider the tradeoffs and benefits of each of the tools. Restrictive desktop BI tools or cumbersome mobile BI solutions that impede performance, user experience, access and scalability can cost the enterprise time and money to implement and may fall short of budget and schedule expectations.

## Mobile BI Tools Are Crucial to Business Success

To satisfy enterprise requirements for current and future needs and self-serve, business user access, a mobile BI tool must provide appropriate access to every user, no matter the device, screen size or resolution. For many businesses, the prospect of planning today for the needs of tomorrow may seem daunting. But, it is a necessary task if the business is to invest in a BI tool that can, and will, provide the flexibility required to accommodate all manner of mobile devices and needs and address and satisfy all of the following factors:

- ✓ Disparate business user skills and devices
- ✓ Integration with numerous enterprise data sources
- ✓ Flexible, mobile features and tools that ensure scalable, high-performance on any device, screen size, and resolution
- ✓ Compliance with data governance policies
- ✓ Tools that encourage user adoption and support self-serve BI initiatives

Mobile Business Intelligence tools are crucial to the success of every organization. Without these tools, the enterprise and its users will find it difficult, if not impossible, to make swift, confident decisions with complete, up-to-date information.

Every organization struggles to satisfy resource requirements in IT and in the professional ranks of its staff. With an appropriate, affordable BI tool, the organization can avoid hiring expensive IT and data scientist resources and encourage collaboration and user empowerment.

Low Total Cost of Ownership (TCO) and rapid Return on Investment (ROI) are critical factors in the success of any software solution implementation and in the financial integrity of the enterprise. So, it is imperative that the enterprise choose a mobile business intelligence tool that will meet business requirements, without the need to design unique interfaces for each type of device and to spend time and money customizing and maintaining each version.

## Meeting the Challenges of a Mobile BI initiative

When an organization considers a Business Intelligence solution, it must also consider network, infrastructure, device, hardware and software integration needs. It may be difficult to anticipate any and all future requirements in this regard, so the wise enterprise will choose a solution that is scalable and flexible enough to support a future it can only envision.

In addition to its own requirements, the organization must also consider the specifications and capabilities of the various BI tools it will consider. There are many factors to consider and we cannot list them all here but, there are some common challenges and factors to consider. When the business considers a BI tool for its mobile, analytical needs, it should carefully consider the following factors:

- ✓ Designing and structuring individual dashboards for each mobile device
  - For each device or screen size:
    - Conceive layout and design for dashboard supporting a particular device / screen size
    - Use smart extensive customization in dashboard themes
    - Change the layout of the dashboards
    - Change the size and properties of various objects like charts, tables and filters
    - Load different data sets into the various dashboards
    - Test and tweak based on User Experience
- ✓ Redesigning dashboards to ensure a seamless user experience across all mobile devices
- ✓ Testing dashboards across all devices to ensure dependable performance and access
- ✓ Developing dashboards using native API for each mobile OS
- ✓ Providing ongoing support and maintenance resources for the BI solution and all integration points, and network, device, hardware, and infrastructure requirements

All above activities require skilled resources, and will cost the enterprise time and money. So, it is important for the enterprise to carefully consider, not only the implementation and training cost and timeline, but also the resources required to support the solution in the future.

Without proper consideration and planning, the enterprise is likely to suffer delays, cost over-runs and, possibly, project failure.

## The Right Approach to Mobile BI Makes All the Difference

While the factors and obstacles to achieve mobile, self-serve BI may seem daunting, the average enterprise (small or large) can implement a BI tool that will satisfy current and future needs, encourage user adoption, provide sophisticated tools to improve decisions and analytical capabilities, and ensure scalability and support for future user and enterprise needs.

To achieve true, mobile, self-serve BI tools, the organization must select a tool that employs a 'Design Once, Use Anywhere' approach to mobile BI. These BI tools save the organization time and cost, and offer a lower TCO when compared with other mobile options available in the market.

Simply put, a 'Design Once, Use Anywhere' approach to business intelligence does exactly what it says it does. It assures that the design and function of the BI tool can accommodate any device, screen size or resolution and perform well without sacrificing access, performance or dependability.

This approach ensures suitability for all mobile devices, tablets and desktops, and it is more affordable, more flexible and much faster to implement, and will ensure swift user adoption and business user satisfaction. Users have seamless access to their dashboards, reports, KPIs and other BI objects on all types of mobile devices and screen sizes, *without requiring developers to develop for a specific device or screen size.*

Developers execute one design, and the same dashboard is rendered intelligently, based on the target device and the screen size, so the user experience and performance is seamless.

The 'Design Once, Use Anywhere' design approach to BI has numerous benefits, and allows the enterprise to:

- ✓ Design a dashboard once
- ✓ Trust the intelligent UI design engine to automatically render dashboards on target device
- ✓ Provide the ultimate user experience to business users on every device
- ✓ Save time, expense and effort
- ✓ Avoid the need for native application-specific skills, development and extensive CSS skills
- ✓ Deploy one dashboard to all business users without any customization or restructuring

Today, it seems that every organization has a self-serve BI initiative. No matter the size of the organization, or the industry in which they do business, every enterprise must:

- ✓ Satisfy the mobility needs of its users with tools that accommodate desktops, tablets and all mobile devices
- ✓ Protect and ensure the stability of its infrastructure, network and data security
- ✓ Optimize resources, and limit costs
- ✓ Support fact-based decision-making with sophisticated, easy-to-use BI tools

A 'Design Once, Use Anywhere' approach to mobile business intelligence solutions can satisfy all of these concerns and more, without breaking the bank, and can provide tools that are easy and inexpensive to implement, integrate and maintain and will grow with the business and support user needs.

## Conclusion

Simply put, BI tools and mobility are not mutually exclusive! If your organization wants to implement true mobile BI tools, with a great user interface, in an affordable, simple-to-implement environment, it must consider the benefits of the 'design once, use anywhere' approach to business intelligence.

It is not cost-effective or timely to select a restrictive BI solution that requires design, development and customization to comply with a plethora of desktops, laptops, tablets and mobile devices. These solutions are ineffective, expensive, and time-consuming to customize and implement, and they do not support true self-serve BI or mobility.

No matter how small or large, every organization has a mobile workforce, and every organization must make quick, confident decisions. If the enterprise wishes to make the best use of its IT and business resources, it must select a BI tool that can operate in a mobile work environment with an out-of-the-box Mobile BI approach, without the need for extensive customization or a myriad of dashboard versions and upgrades.

## About ElegantJ BI

The ElegantJ BI business intelligence solution is a cutting-edge mobile, high-performance tool that enables every organization, no matter how small or large, to re-imagine, and explore self-serve business intelligence to achieve business user empowerment. With ElegantJ BI Deep Dive Analytics, users can go beyond restrictive 'Static Packaged Dashboards' and satisfy self-serve initiatives with confidence, scalability and support for future growth. The ElegantJ BI offers innovative, 'Design Once, Use Anywhere' intelligent UI powered by superior Managed Memory Computing, with a 100% browser-based interface, and allows every enterprise to roll out Mobile BI, and achieve BI democratization with unbeatable ROI and TCO.

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