

The effect of using Self-service Business intelligence tools in the organization

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Abstract: This article is emphasizing the meaning of self service. And what are the advantages of adapting self-services that impact the stockholder and the whole organization. Then it mentioned real application of self-service business intelligence which is educational industry and what is the impact of this method on it and how it facilitates the practices of this industry. The next section of this article demonstrates the tools used in self-services which are tableau, cap crystal, and charito. Then, article shows the drawbacks of utilizing the self-service. Eventually, a list of some situations that organization has not adapt the self-service.

1. Introduction

Self-service it is a unique method of data analytics which make the uses in the organization able to access, use, and manipulate the data even if user dose not has the full knowledge about the statistical analysis, data mining and business intelligence to make decision, business report and quires. In self-service, the user has the full dependency on himself without assistance from IT department. Although, there are still some organizations involve the IT department in the self-services. Self-service assists the whole organization in saving their IT department time and it saves money. Moreover, it enriches the user experience. In addition, it reduces the organization decision fatigue.

Saving IT department time: With self-service method, the IT department will focus more on the important job without wasting time on dealing with users. Users will be able to deal with authorized data and accomplish the work that he/she wants without helping from IT department. (Figure 1.1)

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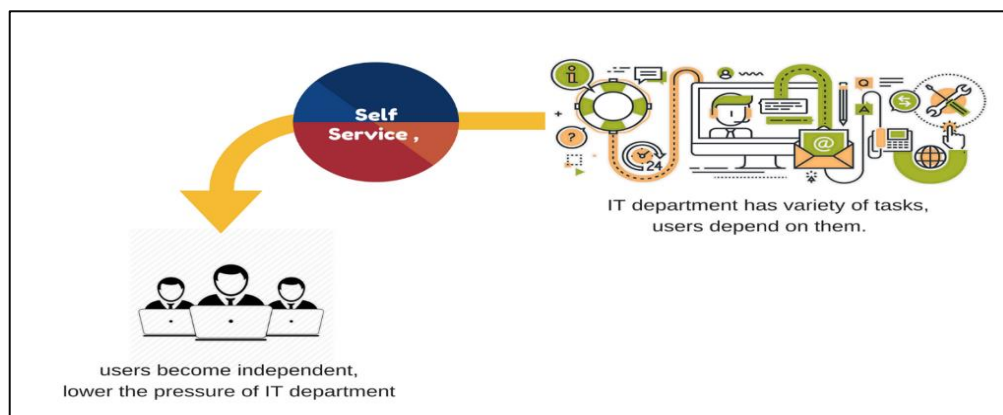


Figure 1.1 advantage of self-service.

Saving organization's money: The organization will save money through saving the cost of training. New employee or new system user can learn and access the data easily without making schedule for training and spending money. In addition, the organization uses a software that already installed in the system which means users familiar with it.

Enriches the user experience: Through using self-service tools users can depend on their own analysis and get more knowledge of the nature works of another department.

Reducing the organization decision fatigue: Since some decision can be made from user without assistance there will be less pressure in taking critical decision. Thus, the decision will be more likely to be accurate.

2. Application of Self-Service and Business Intelligence

Educational industry has a lot of pressure because of the huge amount of data involved, beginning with the administration ending with the destination (students). There are enormous operations exist in this industry which will make it difficult if it was manual because of

Users will find Tableau that ministry of educational tend to use electronic services to reduce the stress they face. Moreover, some of the challenges that electronic services face is the huge pressure when a lot of users enter same system at the same time, in addition the security could be a critical problem if it confronts hacking issues for both the user and the system itself.

One of the advantages of using electronic services is that the user could find easily what he is looking for in the fastest way rather than the traditional way, another advantage that the pressure will be minimized for the IT department.

Due to that IT departments generate the electronic services for solving the problems that they encountered before using it and by generating this system their work become more efficient and effective than before.

One of the real examples of using electronic services is PeopleSoft for Imam Abdulrahman bin Faisal University (IAU) and we will mention few of the services that the users "or in this specific example the students" that could do it by themselves without the help of the administration of the university: (1)

- 1/View student personal information and make any update needed
- 2/ Request official transcript of student academic records
- 3/Choose the wanted class and enroll for it
- 4/Access to student Finance account and see payment profile
- 5/See the percentage of the attendance in each semester

2. Self-Service Tools

Self-service business intelligence (BI) software empowers business users to examine company records and reveal patterns and insights. These tools help the user and lower the pressure on IT department. (2)

The most successful self-service business intelligence tools depend on the customer and the amount of satisfaction, which will be conducted based on the user review and below are the most favorable tools comparing to other tools:

- **Tableau Desktop**

easy to use and to integrate visual reports, additionally, it enables users to connect tableau with other programming language like R. Furthermore, it is available to use by everyone because of lower prices. (3)

- **SAP Crystal**

SAP is a small-business friendly because of its inexpensive cost, its flexibility and its ability to integrate with other applications such as Microsoft Office. Moreover, it is a widely use technology. (4)

- **Chartio**

Chartio's characteristics allow everybody to capture and combine data from anywhere and create visual reports and dashboards for practices through the entire company. (5)

4. Self-Service Business Intelligence Drawbacks

Self-service has so many practical usages that enhance the performance of organization it is still like every technology that have drawbacks.

Increase complexity level:

Since some organization deal with big data users will face difficulties in managing data and that will increase complexity level which could impact organization goals.

Unreliable output:

Users depend on their analysis of data with lack of experiences and that might lead to unreliable processed data which affect the decision making in negative way. (6)

5. When Organization Does Not Need To Adapt Self-Service Methods:

Data is precious source in any organization as reason it must handle data accurately and thoroughly, so firms should be cautious in adapting any technological method. In some situations, it is not favorable to use self-service methods like.

New existing firms especially if it is in introduction level.

Financial industry which deals with critical data.

Federal and governmental sectors. (7)

6. Conclusions

With self-service business intelligence users can generate their own query, report and make a decision without involving IT staff which make the business organization developed the user skills and the IT department will be freedom. As a result, the business can achieve their goals and deliver customer satisfaction.

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