



**USER ADOPTION NEW-NORMAL – A DIGITAL
DECODING THROUGH “GOVERNANCE” LENS**

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- A seasoned Data analytics professional, having more than 20 years of industry experience.
- A hardcore/tech savvy specialist - held variety of technical and business roles across delivery, presales and consulting - spanning verticals like Telecom, hi-tech, Semi-conductor, Insurance, Banking and MFG.
- Currently heads IPs/Solutions/Platforms, in his endeavor to build “thought provoking” differentiators for tech Mahindra
- A prolific writer of technical blogs-white papers (in data/analytics space), on emerging technology trends and “business theme drifts”
- He holds MS degree in Software Engineering, from Fairfield University-USA

CONTEXT

The institution of data & analytics is blessed with a supreme mission to draw intelligence hidden in data to drive business decisions. The faculties of intelligence as it spans across descriptive, diagnostic, predictive, prescriptive and cognitive pursuits on data - manifests into various mediums of consumption – ranging from reports, dashboards, event based alerts, and other forms of audio/visual revelations. This is where the notion of adopting them to benefit business decisions comes into the focus.

Welcome to the zone of USER ADOPTION!!

This theme and issues around it have been a major concern for customers, inspite of large money spent on IT to build robust technology apparatus to solve compelling & complex business problems. While the subject of USER ADOPTION is an intricate puzzle to crack, this blog attempts to decode it through the prism of data, its engineering principles – complemented by cognitive proficiencies to drive a robust strategy framework.

INDUSTRY CHALLENGES

User adoption typically depends on following constituents (to name a few)

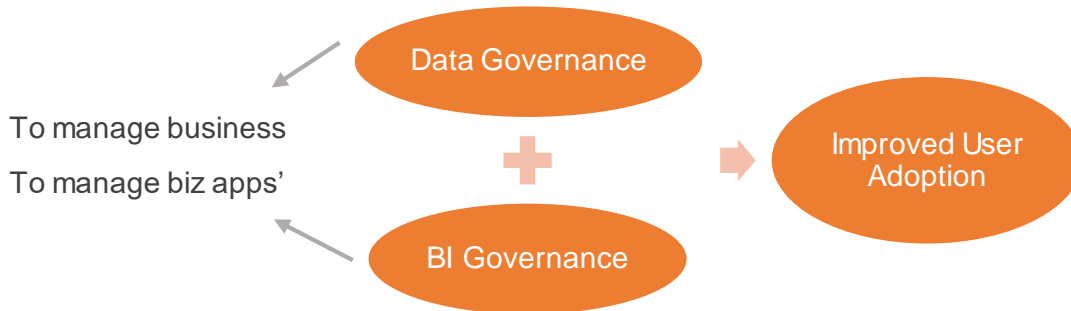
Common Challenges

- Choice of technology
- Familiarity with the usage of technology
- Training imparted
- Level of documentation
- Quality & Trust on data
- Degree of alignment of reporting assets to business requirement

The list grows... Among the listed items above, lack of trust on data and its cascading impact on the downstream consumption build a varying adoption footprints within an organization. As much as data and its hygiene take the center stage, the applications (i.e. Data ingestion, storage and visualization) that administer data also need to be operating in same frequency for an agile and smart enterprise. Infectious data and/or mismanaged applications landscape can do the damage – either in an isolated or in a combined form. Such eco systems often engulfed by unwanted reconciliatory/excel-driven undertakings, thus costing time/effort/money.

SOLUTION

We are essentially looking at following gamut of governance principles as one of the key ingredients or remedies to solve the issue to some extent, if not eradicate completely



An optimal approach to address this shortcoming would be to have a holistic strategy to keep an eye on inventory of applications – to make sure aged and duplicate assets are periodically monitored and rationalized. This ought to be done carefully, with manual interventions (as needed), so decisions are well informed ones. As the industry increasingly affiliating to “democratization of Insights”, there will be recurrence of “information delivery” assets given birth at every business user’s desk – necessitating harmony be established across business fraternity, so everyone looks at data and insights in the same perspectives etc. Thus, bringing rationalization measures at the information delivery layer will bring significant cost reduction to the tune of 30-40%, in a transformation journey.

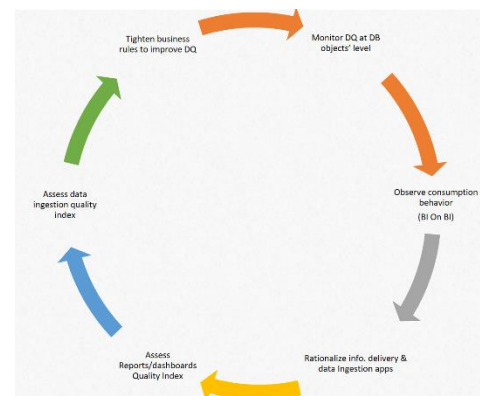
Every “Cloud migration” exercise (assisted by an effective BI governance) will look for cataloging inventory of upstream & downstream applications to eliminate and optimize aged/duplicate/unused assets. This proposition is a significant cost reducing instrument to customers.

The next step would be to build a mechanism to tighten “DQ score” monitoring capability (for objects at DB layer) as an extension of “BI on BI” apparatus. Once this capability is established, it is very easy to establish a score-card for every report/dashboard and for every data ingestion workflow front. A metric driven assessment on ingestion, DB and reporting quality will lay a perfect foundation for a “close loop feedback” engine helping the cause. This is where cognitive capabilities can come in to lift adoption to next orbit, by bringing AI and learning techniques to provide a set of recommendatory services, thus connecting upstream and downstream systems. It starts with incorporating learning techniques to assess quality of in-stream data in landing zone and proactively alert respective source systems and downstream consumers, such that raw data entering into system can be minimized to a greater extent.

THE NEW-NORMAL

Bubbling DQ score into ingestion and reporting territories is key for an effective application of AI/Cognitive techniques and therefore to see the entire landscape through the prism of DQ/Governance philosophies.

Following representation of BI On BI, should summarize the above new-normal in a nutshell



CONCLUSION

Interestingly when we connect the dots, it is not a difficult proposition to track pockets of malnourished “USER ADOPTION pockets” in an organization. Bringing intensity and focus to DATA + BI led governance will do wonders to enterprises through one or many of the following avenues, thus bringing OPEX down by 20-30% annually.

