11 BI TRENDS FOR 2018

Data De-silofication: The Secret to Success in the Analytics Economy
Many successful companies today have found their own ways of connecting data, people, and ideas. What sets them apart is how they are taking advantage of an unstoppable force — the increased fragmentation of data, computing, and usage.

Undergoing this insight-driven digital transformation — leveraging data as a strategic asset to better inform business decisions — is more popular than ever, and is therefore increasing the need for data literacy across an organization. But adjusting to this new reality can be challenging. With information chaos making headlines in 2017, the data landscape can be challenging to navigate, prompting an increased need for governance, security, and data quality.

**THE QUESTION IS:** How do we balance the move into an analytics economy while maintaining privacy? It’s about taking fragmented data, people, and ideas out of their silos and connecting them in agile, innovative, and governed ways — known as the “de-silofication” of data.

**“De-silofication”**

**What is it?**

De-silofication refers to the process of taking fragmented data, people, and ideas out of their silos and connecting them in agile, innovative, and governed ways. This approach allows for better-informed business decisions by leveraging data as a strategic asset, which is increasingly popular due to the increased fragmentation of data, computing, and usage.

With information chaos top headlines in recent years, the need for data literacy across organizations has grown. Adjusting to this new reality can be challenging, as the data landscape can be complex and demanding. The focus on governance, security, and data quality becomes crucial in this context.

By promoting a de-silofication approach, companies can utilize their data more effectively, guiding better business decisions in an analytics-driven economy.
We’ve identified **11 emerging trends** that will start to make this possible for organizations in 2018, helping them to transform their business.

Read on to find out what they are, and how you can help your business make this move.
How is it changing BI?

Data literacy, known as the ability to read, work with, analyze, and argue with data, is becoming more important in today’s analytics economy. In fact, Gartner\(^1\) predicts “by 2020 80% of organizations initiate deliberate competency development in the field of data literacy, acknowledging their extreme deficiency.” To begin making this change, leading software companies will begin offering these types of programs in 2018, and good user organizations will take a structured approach to increasing data literacy.

\(^{1}\)Source: Gartner: Information as a Second Language: Enabling Data Literacy for Digital Society; February 2017

HOW CAN I GET STARTED?

Find out how data literate you are, plus how to increase your skills.
According to a Qlik survey,² nearly 50% of workers are struggling to differentiate between data truths and manipulations. While less than 20% of workers identify as being data literate, those who do claim to be perform well at work (76% vs. 49% of non-literates). But 65% said they would be willing to invest more time and energy into improving their data skillset if given the chance.

²Source: Qlik’s Data Literacy Survey, September 2017
Hybrid multi-cloud will emerge to connect the dots.

How is it changing BI?

The rapid increase of cloud services will exceed even the amount that IT leaders think they have. But in 2018, some data will need to be moved out of the cloud for regulatory, security, cost, and performance purposes. This, in addition to more computing at “the edge,” will lead to fragmented data and application domains.

This means analytical architectures that can handle multi-cloud, multi-platform, and hybrid environments will become the new norm.

How CAN I GET STARTED?

Learn some of the key questions to ask a cloud analytics vendor.
Currently, Netskope\(^1\) estimates that the **average enterprise** runs approximately **1,000 different cloud services.**

\(^1\)Source: Netskope; [Netskope Cloud Report](https://www.netskope.com/resources/cloud-report), September 2017
Data gets edgy.

How is it changing BI?

There is a growing number of use cases, especially around IoT, offline mobile, and immersive analytics, where it’s more beneficial for organizations to run workloads locally instead of through public data centers.

As a result, 2018 will see a dramatic increase of workloads run directly on a variety of devices — as sometimes this approach is better suited for latency, bandwidth, autonomy, and privacy.

HOW CAN I GET STARTED?

Understand the value of IoT, and why bringing data associations together is important.
By 2022, as a result of digital business projects 75% of enterprise-generated data will be created and processed outside the traditional centralized data center or cloud — an increase from less—than 10% generated today.²

By 2019, at least 40% of IoT-created data will be stored, processed, analyzed, and acted upon close to, or at the edge of, the network.¹

¹IDC: FutureScape: Worldwide Internet of Things (IoT) 2017 Predictions
²Gartner: Data Driving Value: Managing and Exploiting Data at the Edge, Ted Friedman, September 2017
TREND 4

Big Data, data discovery, and data science will converge.

How is it changing BI?

Typically, these three areas are separate because their users have different tools and skill sets. And while this should still be the case sometimes (e.g., data scientists and engineers should be the ones working with algorithms and data models), now there are a lot more ways to share their work with a broader audience.

Promising progress in machine intelligence, big data indexing, and engine-to-engine integration is opening new opportunities for users to fully explore many big, complex, and varied data sets.

HOW CAN I GET STARTED?

Learn about On Demand App Generation, which is just one of several ways to manage your Big Data sets.

WATCH VIDEO »
How is it changing BI?

For a person to be truly data literate it’s important for them not only to be able to analyze data, but also have the ability to read, work with, and argue with it. As a result, in recent years it’s become easier to go beyond self-service analysis into self-service data preparation in a more visually compelling way. In 2017, we’ve seen the same self-service trend emerging around data catalogs. But they’ve still largely been for experts, applied on top of data lakes.

In 2018, new ways of cataloging data will be more deeply integrated with the data preparation and analysis experience. This will help bring it to a broader audience that is able to easily combine governed corporate data, data lakes, and external data as a service.

Data catalogs will become the next frontier for self-service.

TREND 5

HOW CAN I GET STARTED?

Find out why organizations are moving to a self-service model:
Need for interoperability and new business models puts focus on APIs.

How is it changing BI?

As data, computing, and usage become more distributed, so do the technology environments of corporations. Companies are no longer looking for end-to-end solutions and single stacks as it doesn't look like their architectures. Rather, they look for parts that can easily be stitched together, as it’s more important that different software systems talk to each other.

This means that analytics platforms in this new environment need to be open and interoperable, with extensibility, embeddability, and modern APIs. This interoperability will shift analytics from one destination to become more embedded in workflows, blurring the line between BI applications as we know them today to data-driven apps that fuel the analytics economy.

HOW CAN I GET STARTED?

Learn how the Qlik® Analytics Platform can help you see the importance of open APIs.
TREND 7

Blockchain hype will drive experimental applications beyond cryptocurrencies.

How is it changing BI?

New techniques are emerging for processing, managing, and integrating distributed data, making the location of data an increasingly smaller factor in information strategies. This means ideas can be inspired by blockchain and peer-to-peer technologies. While this is still in the beginning stages, 2018 will see innovation move beyond cryptocurrencies to experimental applications for analytics and data management.

Initially, connectivity to the blockchain ledger will have benefits. But ultimately, the value might lie in the ability to verify lineage and authenticity of data using blockchain technology.

HOW CAN I GET STARTED?

Help your developers become more experimental with their apps by giving them the tools they need.

VISIT QLIK BRANCH »
Analytics become conversational.

How is it changing BI?

The use of analytics has traditionally been focused on drag-and-drop style dashboard list boxes and/or visualization. While there continues to be value in that, there are now more approaches available for “conversational analytics,” simplifying the analysis, findings, and storytelling so that users more easily get to that one crucial data point.

This can include natural language query, processing, and generation augmented by search and voice. This technology, helped by virtual assistants and chatbots through API integration, provide a new means of interaction.
TREND 9

Reporting redefined. This time highly contextualized.

How is it changing BI?

We realize that everyone might not be able to explore their data in detail every time, meaning we will see users with varying levels of skillsets. This means that in 2018, reporting will start to become redefined through providing both analysts and participants with highly contextualized information — inverting analytics as we know it today.

Rather than having to go to a destination to perform an analysis, it will come to users embedded right into their work space, getting the right information to the right people, at the right time, in the right place, and in the right context. And in that process, many more people will be empowered with data and analytics than ever before.

HOW CAN I GET STARTED?

Learn how using a search-based user interface increases productivity and efficiency.

DOWNLOAD REPORT »
Analytics become immersive.

How is it changing BI?

Given that the price of virtual reality devices remains a bit too steep for mainstream adoption, we are still several years away from augmented reality. The breakthroughs likely will happen in enterprise use cases, with analytics playing a role. But immersive experiences can also take on other formats where users become engaged from a sensorial and social standpoint.

Through better user interfaces, large-scale displays in digital situation rooms, better storytelling with data, and collaborative features, more people will be drawn to using analytics.

HOW CAN I GET STARTED?

Go beyond visualizations. Discover the secrets of storytelling:
Augmented intelligence system changes users into participants and facilitators.

How is it changing BI?

Because Augmented Intelligence will be an essential component of all the trends featured, it is the 11th trend for 2018.

In its current state, the most effective use of Artificial Intelligence (AI) is applying it to a diverse but specific set of problems. But in 2018 and beyond, blending AI with technologies such as intelligent agents, bots, and automated activities, along with traditional analytical tools such as data sets, visualization, dashboards, and reports will make data more useful. That alone, however, isn’t enough. Instead, a system where machine intelligence and humans participate in a broader ecosystem, and the exchange and learnings that happen between them, is known as augmented intelligence.
GOVERNANCE, SECURITY, AND DATA QUALITY are becoming more crucial initiatives in an increasingly challenging environment. But to thrive in the analytics economy, organizations need novel ways of doing that while also addressing progressively distributed environments. Leveraging a truly open platform with an ecosystem harnessing the latest emerging trends, technologies, and methods will bring together data, people, and ideas. This will lead to more data literate users, innovation, and augmented intelligence — helping to successfully integrate data into our lives.
READY TO GET STARTED?
Qlik® can help. Take the first step to succeeding in the analytics economy by breaking down the silos that exist between your data, people, and ideas with Qlik’s innovative, associative technology. Our platform enables you to bring together all your data, letting you freely explore it in any direction, with no data left behind and no path uncovered. Discover your key to success with the Associative Difference™.

DISCOVER WHAT YOUR DATA CAN DO »