



Business Intelligence Platforms

GUIDE

Data Visualization tools



Power BI



tableau



IBM Cognos Analytics

This guide is our way to help you decide which Business Intelligence solution best suits you.

Let's begin

The Crocus Business Intelligence Team receives a lot of questions from friends, colleagues and clients about what is the best visualization platform. The truth is no platform is the perfect choice for everyone; so in this guide we gather some highlights for you to choose the tool that is best for you.

Business Intelligence (BI) means using data to make better business decisions. It involves collecting, storing, analyzing and visualizing information. It can help your organization understand what is happening, why it is happening and what to do about it.

Data Visualization turns numbers and data into visual representations like charts, graphs, maps and dashboards to make information easier and quicker to understand. It can help you make sense of your data and ultimately make meaningful, data-driven decisions.

This guide is for those who...

- are technical professionals or decision makers.
- are undecided about which data visualization platform to choose
- want to understand which tool best fits your organization's conditions, goals and needs
- are curious to know the main features and benefits of these tools in order to get the most out of them

Meet the platforms >>

These are three of the most popular BI tools in the market. They offer powerful features and ease of use and each has unique strengths that help organizations better use their data.



Power BI

is a Microsoft business analytics tool for visualizing, analyzing and sharing data.



+ a b l e a u

is a tool, owned by Salesforce, made for creating, sharing and analyzing highly interactive and customizable data visualizations.



IBM Cognos Analytics

is an IBM business intelligence tool for managing, exploring, analyzing and sharing data.

Each solution stands out according to the features or functions they offer. Next is what, in our experience, distinguishes each one.



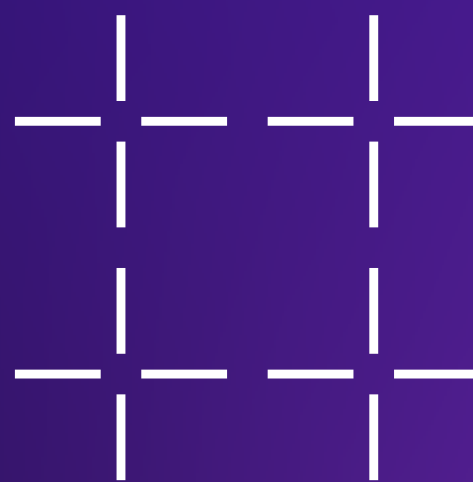
Power BI

Easy Integration



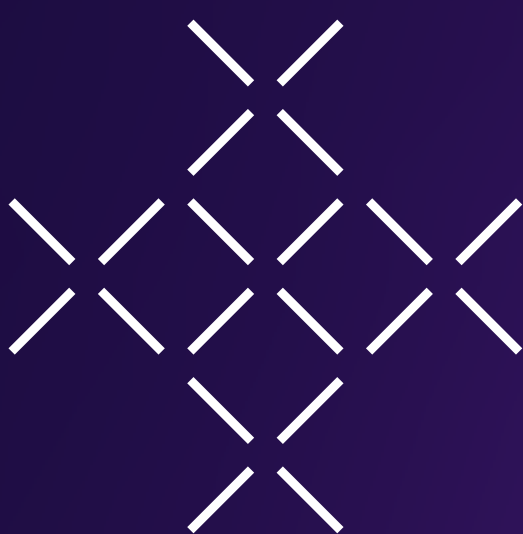
Create visuals integrating information from other Microsoft Products (such as Excel, SQL Server and Microsoft Azure) with minimal effort.

Collaboration and sharing



Set up collaborative workspaces for sharing reports and dashboards securely within your organization and beyond.

Security



Use other Microsoft apps to create access rules and security levels to ensure that no one has access to data they should not see.

Student use benefits



Microsoft Campus Agreements grant students access to Power BI, empowering them to develop data literacy skills on an industry-standard platform.

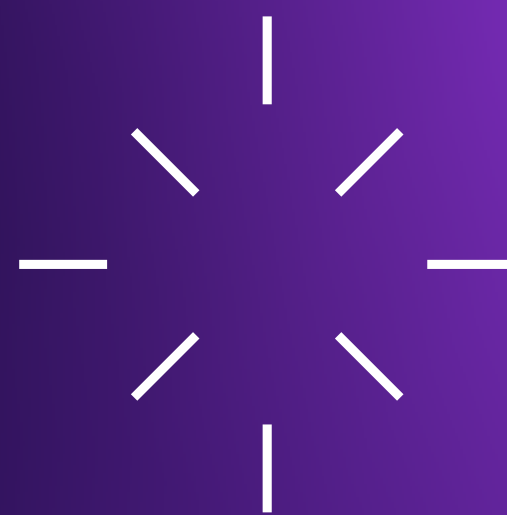


Integrations



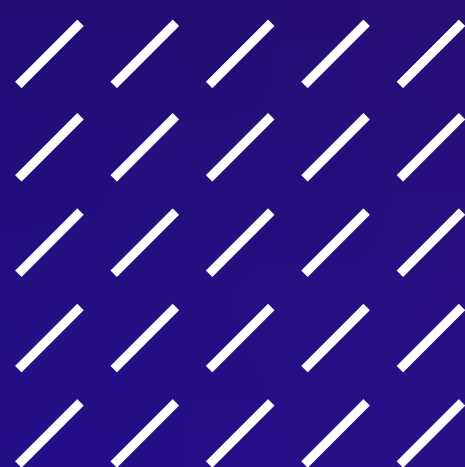
Tableau has many connectors available for simple integration of your data sources anywhere from on-prem to cloud solutions.

Advanced customization



Allows developers to build creative and highly customizable visualizations that really bring your data to life.

Programming integration

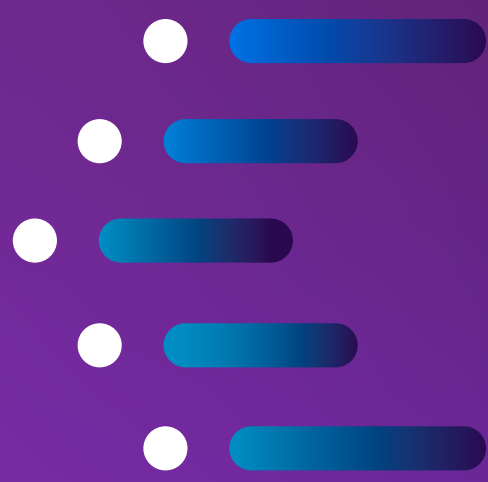


It can be easily connected with programming languages like R, Python, Java and C++ to build even more powerful visualizations.

Community support

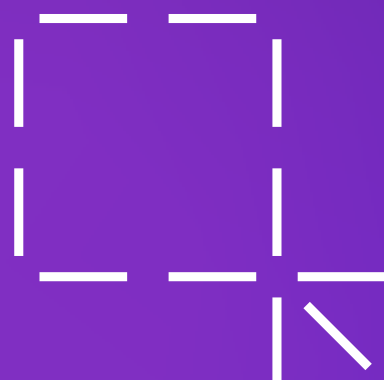


Tableau's online community is extremely robust and active, so support and inspiration are never hard to find.



IBM Cognos Analytics

Easy dashboard creation



Build interactive visualizations for simple dashboards by choosing from a wide variety of drag-and-drop options to configure data inputs.

Ad-hoc reporting



Take your data analysis a step further by creating custom reports that allow users to navigate from overview to detailed report pages by clicking on certain areas of the dashboards.

Report publishing



Share reports via various channels, including publishing to PDF, scheduling email deliveries and exporting raw data.

Advanced access control and security



Support both report, row and field-level access based on a role-based security model.

How to choose the one that best suits your needs

In our experience, there are five factors related to the most common areas addressed during data modernization projects. We used them to create a framework to help you choose the visualization platform that best suits your organization's characteristics (size, budget, amount of data, number of users, etc.)

These criteria are crucial for decision-making:

- 1 **Easy to use and learn:** How intuitive is it to learn and use? Does it have a strong community to help you learn?
- 2 **Visualization options and customizations:** The diversity of charts and graphs that are built natively into the program and how much can you edit and change the visuals to fit your needs?

- 3

Collaboration and sharing: How easy is it to share dashboards and allow for collaboration in creating or using dashboards?
- 4

Data integration: How easy is it to connect to various data sources and handle large datasets?
- 5

Cost and licensing: Does it have large upfront costs or complicated licensing structures? Is there a robust free option?

	 Power BI	 + a b e a u	 IBM Cognos Analytics
Easy to use and learn	COMPETITIVE	COMPETITIVE	COMPETITIVE
Visualization options and customizations	COMPETITIVE	LEADING	DEVELOPING
Collaboration and sharing	COMPETITIVE	COMPETITIVE	COMPETITIVE
Data integration	LEADING	LEADING	COMPETITIVE
Cost and licensing	DEVELOPING	COMPETITIVE	COMPETITIVE

We know that, in recent years, the use of BI platforms is gaining popularity since they represent a very useful strategic tool for organizations and businesses.

The value of these tools lies in the ability to process and visualize large amounts of data. This is key for making informed decisions, solving problems, understanding users, preventing risks, etc.

These solutions are designed for anyone to use. However, individuals with specialized expertise will be able to maximize their potential.

Here are some of the most common BI use cases depending on the skill level needed for your solution.

1 Dashboard vision or initial stages you can do by yourself:

- To upload a database and create a visualization to begin identifying the most important insights, trends and patterns of your data environment.
- To leverage sharing your visualizations with others for continuous improvement, which will make your dashboard easier to understand.

2 Cases in which an expert's perspective upgrades the outcome:

- **To ensure high quality, clean and optimized visualizations for the available data.** Only an expert knows how to take the data available to create accurate and realistic visuals according to your organization's goals.
- **To transform and load complex data types.** An expert easily and efficiently prepares data from multiple sources to build more complex visualization types and interactions in a timely manner within your budget.
- **To prioritize and implement the needs of multiple stakeholders** and create a more simplistic and easy-to-understand set of visualizations that meet your stakeholders' needs.
- **To avoid common pitfalls in design and practical application** that may lead to your dashboard not being used or sustained long-term. Experts drive efficiency and effectiveness in your workflow, processes and results.



Business Intelligence Platforms

Specialized BI services that we offer at Crocus

At Crocus, we specialize in empowering organizations with data-driven decision-making through our wide Business Intelligence services.

> Custom dashboard creation

Transforming your data into compelling, interactive and sustainable dashboards.

> Expert data-driven analytics

Developing complex calculations to uncover deeper business insights.

> Training and knowledge transfer

Empowering your team with skills to maintain and expand your BI solution.

> Combining complex data systems and data modeling

Structuring your data for optimal performance and insights.

> BI tool administration

Setting up and managing workspaces, gateways and security roles.

We hope this guide helped you understand the basics about each of these platforms.

If you need more guidance or expert support at any phase of your dashboard journey, we will gladly do so!

At Crocus, we have a team of Business Intelligence experts ready to assist you with your data visualization needs.

You can find us at hello@crocusllc.com



Business Intelligence Platforms

GUIDE

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