

Using Metric Insights to Slash Business Intelligence Costs

Most organizations manage their BI tool user licenses inefficiently. It is common for more than 50% of licenses to be held by users who are not actively using the respective BI tool. Metric Insights enables organizations to dramatically reduce the cost of BI tool licenses through an intelligent provisioning and deprovisioning process, without sacrificing users' access to their BI content. With Metric Insights, large organizations can significantly reduce overall spend on BI, while also providing the superior user experience of a world-class BI portal.

METRIC INSIGHTS

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The problems with license provisioning

Your organization is likely more efficient in managing parking spots than BI licenses. Your parking lot may have a few spots reserved for guests or executives, but the majority of spots are available on an as-needed basis by anyone in your organization. Consider an alternative scenario where every employee in the company received a dedicated parking spot. The result would be an impractically massive parking lot with spaces dedicated even for work from home employees, carpoolers, and employees who bike to work. No one would design such a wasteful parking scheme, yet this is exactly how BI user licensing is being managed today. Your organization is reserving and paying for licenses for employees who simply have no need for them.



Why does this problem arise?

To understand why organizations end up with so many unused BI tool licenses, it is critical to understand the process behind license provisioning and deprovisioning. At scale, license management is always an automated process. Companies with thousands of employees grant licenses to groups of users through integration with LDAP/Active Directory. Anyone who is a member of a set of LDAP groups will automatically be provisioned a license. This is a result of the natural assumption that anyone working for a given business unit should have access to the analytics available to that unit. The problem is

that BI tools do not distinguish between granting access *to explore* content, versus providing a license to simply view that content. Using our parking lot analogy, BI tool vendors don't give you the ability to give each user access to the lot and then assign licenses on-demand to those who need it for analysis. Instead, you are forced to give each user their own license/dedicated parking spot, resulting in a wasteful and inefficient system.

Reducing licensing for inactive users

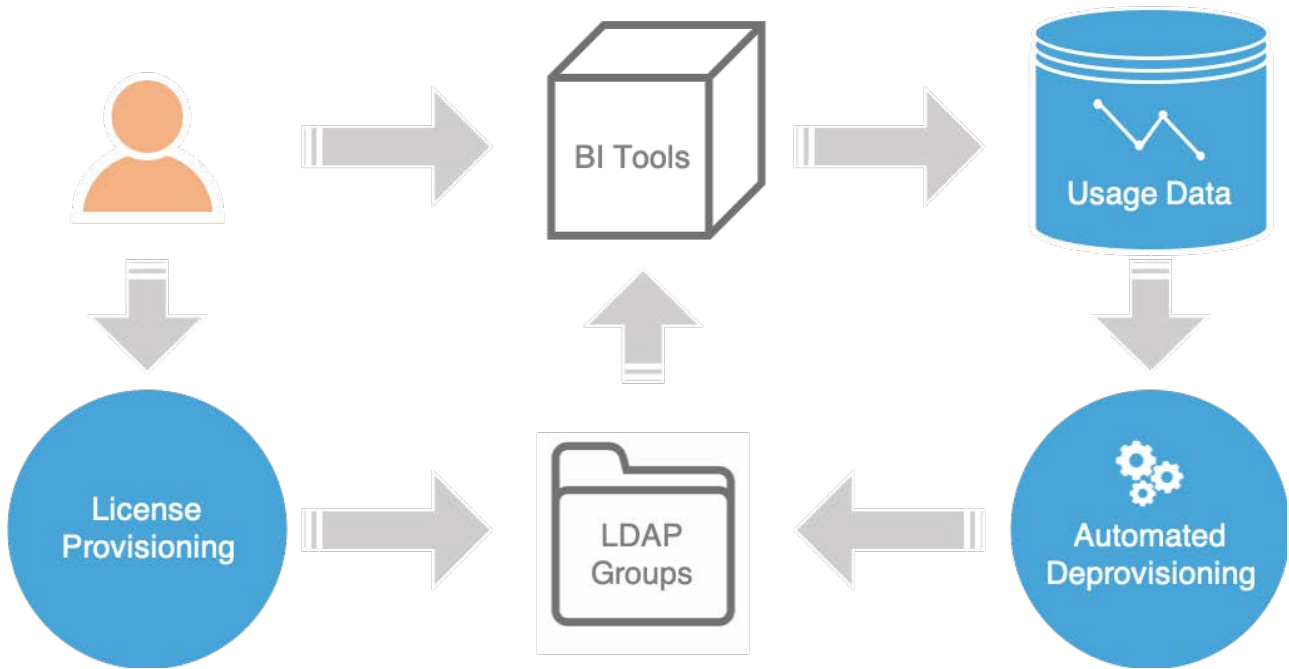
The Metric Insights BI Portal provides a single pane of glass through which all your users can find and consume analytics. In addition to providing users the ability to organize their dashboards and reports, Metric Insights' deep integration with your existing BI tools enables highly efficient BI license management through the following capabilities:

Usage Analysis for Deprovisioning

Unlike most BI tools that only allow licensed users to search for and locate a dashboard, the Metric Insights Portal can be configured to show content in a discoverable manner, irrespective of whether the user has a license to the underlying BI tool. This means you can deprovision a license from an inactive user while still allowing that user to search and locate all content relevant to their business unit within the portal. A license can then be allocated to any user who has been deprovisioned if the inactive user suddenly finds the need to use a dashboard.

Automated License Provisioning

Metric Insights can integrate with your LDAP/AD system to re-provision a BI tool



license to an inactive user on-demand. This re-provisioning can occur either automatically or it can be subject to review and approval by your BI team. On-demand license re-provisioning provides your BI team the peace of mind in knowing that every user in the organization who wants to use the BI tool can do so without wasting precious budget on licenses for inactive users.

The right capabilities for each user

An efficient parking lot has different sized spots for different drivers. Wider spots are created for large vehicles while narrower spots are crafted for motorcycles. Similarly, BI platforms usually have different license types with dramatically different pricing for different capability offerings. For example, the cost for an administrator license is often three times that of a simple consumer license.

Downgrading to the correct license type

Optimizing licensing spend requires that you ensure the right license type has been allocated to each user so that you are not parking your motorcycles in extra-wide parking

spots. Metric Insights can analyze historical usage data for your BI users and identify users who are underutilizing their license and who should be downgraded to the appropriate license type.



Migrating reporting to Metric Insights

Metric Insights usage analytics can identify business users who use a BI tool infrequently, as well as the content these users consume. Often, these users' needs can be better satisfied by limiting their capabilities within a BI tool and simply having Metric Insights deliver a snapshot of the dashboard via email. More commonly, the lightweight analysis

requirements for these users can be supported effectively using native Metric Insights reporting capabilities. Metric Insights provides summarized KPIs that automatically alert users to critical changes, drills through reports to the necessary details and exceptions, and allows users to take action quickly. In both cases, licensing utilization is optimized by only allocating licenses to those users who truly require the full capabilities of the BI tool.

Spend less to get more

The Metric Insights BI Portal provides organization, enrichment, and distribution for all existing BI assets. Adding this critical capability to your BI technology stack is a transformative impact on how your user community consumes analytics. Using the BI tool license management capabilities in Metric Insights optimizes license usage and dramatically reduces the cost of ownership of your BI platform. In large organizations, the realized savings from efficient BI tool license management will more than offset the cost of Metric Insights making it possible for you to deliver a richer, more user friendly experience to the business, while reducing your overall spend on Business Intelligence.



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