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BI & Search

Will the Googlizing of BI finally take BI mainstream?

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BI & Search

Will the Googlizing of BI Finally Take BI Mainstream?

There is nothing quite like Google to create buzz and excitement in the BI space. Leading BI vendors are clamoring to support Google OneBox for Enterprise and some claim that the integration of search and BI will take BI mainstream. Done right, I agree that the integration of search with BI will have a profound impact on the BI market, as much so as the iPod has revolutionized the music industry. However, the integration of search with BI is just one of several recent innovations that will take BI mainstream (read the BIScorecard blog for a discussion of other innovations).

Google first released OneBox for Enterprise in April 2006, enabling BI vendors and other enterprise software vendors to have their content searched in much the same way Google searches Internet Web sites. BI vendors were quick to announce support for it, but currently, the benefits of integrating BI with enterprise search seem largely lost on most business users. This has as much to do with the infancy of the technology as well as market education.

This report discusses the importance of search and BI, the criteria to consider, how best to prepare your company for its arrival, and capabilities from leading BI vendors.