

# Report Clutter

## Why Unused Reports Lead to Inconsistent Decision Making

**Decisions makers** can experience "noise" when making **business decisions**—strongly influenced by factors such as mood, time of meal, the weather, and, of course, the availability of data.

Researchers at [Harvard Business Review](#) have confirmed that professionals often contradict their own prior judgments when given the same data on different occasions due to noise. Noise has been demonstrated to be insidious: "It causes even successful companies to lose substantial amounts of money without realizing it."

## Inconsistent

**\$9.7M** of financial impact to organizations every year due to bad business decisions

**\$3.1T** of annual financial losses among businesses in the United States

**73%** of company data goes unused for analytics

### Unused Reports = Hidden Data

#### LOST TIME

Siloed data makes it harder for decision makers to access what they need to know when they need it. The more time they spend looking for information, the less time they have to make sense of the data.

#### Incomplete information.

A business leader working with incomplete information will make less than stellar choices.

#### Inaccurate understanding.

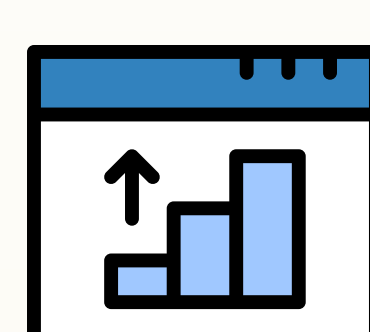
They get a completely inaccurate assessment of the situation and may make potentially business-crippling mistakes.

## Decision Making

**25%+** savings in license cost

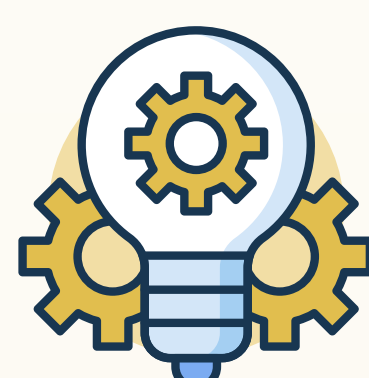
**35%+** savings in maintenance cost

**5H+** savings in user hours



### Reports are valuable

and essential tools for any enterprise of any size and industry.



### Provide critical analysis

of how the business is tracking in all areas of the organization:

- Overall health of the business
- Areas for improvement
- Opportunities for growth.

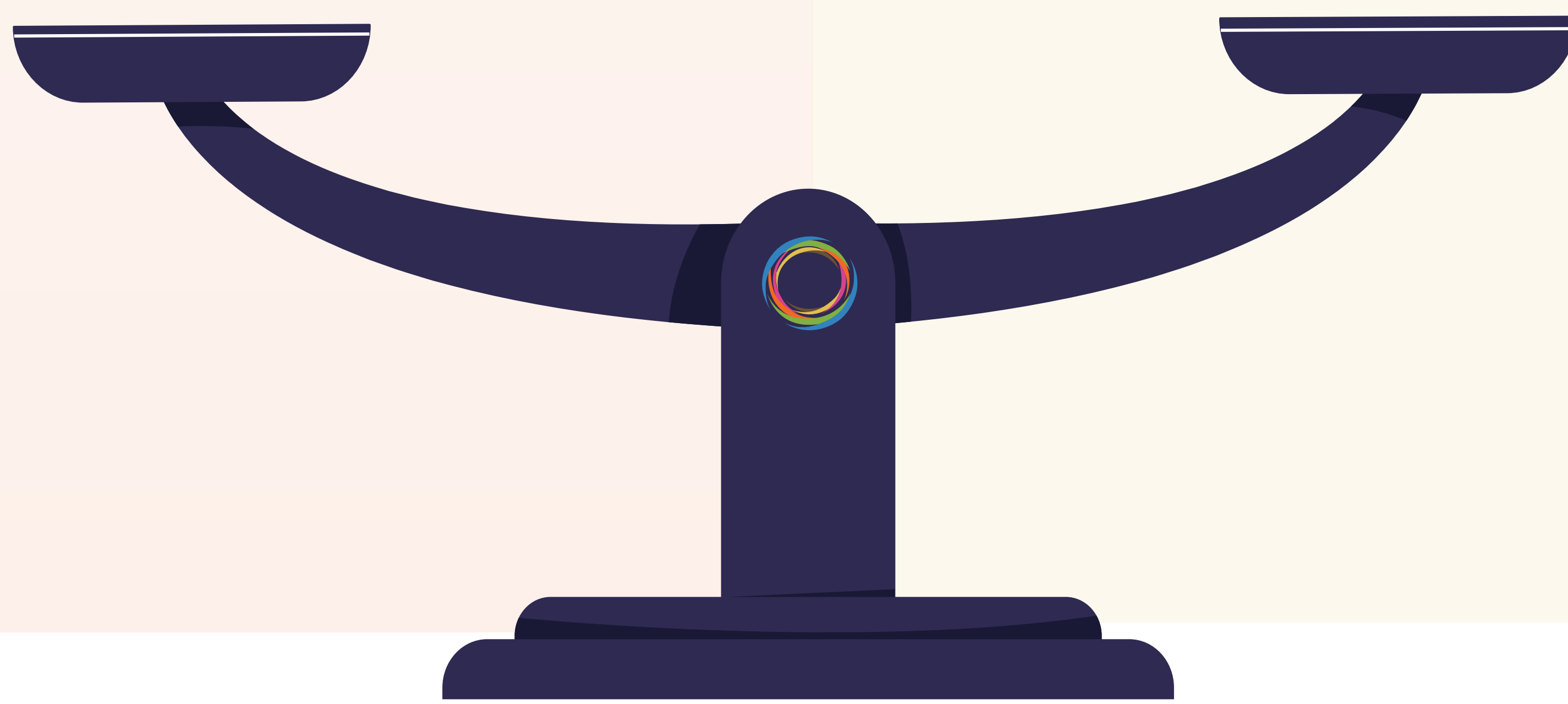


### Help Knowledge Workers, Information Stewards, and Management

Enable direct access to all analytics assets, such as reports, dashboards, spreadsheets, and applications.



### Increase efficiency, improve report governance, and optimize analytics investments.



## Improve Decision Making with ZenOptics Analytics

The ZenOptics Analytics catalog enables productivity, collaboration, manageability, and governance. Using a single interface, ZenOptics provides direct access to all analytics assets, including reports, dashboards, spreadsheets, applications, and data. It gives better insight into the status of a business and on what steps to take next to succeed. It is designed to give your business and its decision makers the competitive edge.



Basic Portal to simplify data reporting.



Familiar Consumer Functionality to enhance productivity.



Intelligent Management Capabilities to maximize ROI



Critical Governance to increase accuracy and confidence in decision making.