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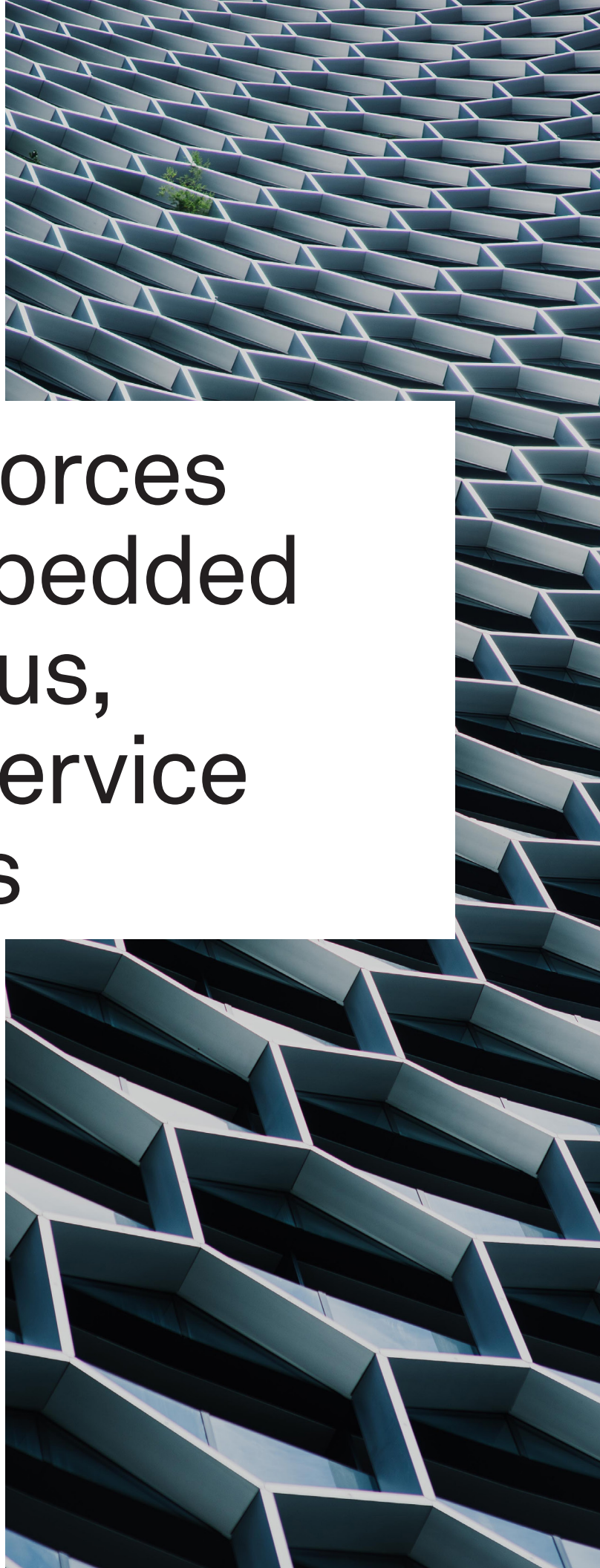
# Sisense reinforces AI-driven embedded analytics focus, unveils self-service subscriptions

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**by Krishna Roy**

The vendor is infusing AI into its Analytics Platform as a Service to facilitate the creation and deployment of embedded analysis. Furthermore, it is doubling down on self-service analytics by looking to expand its target market to less-complex use cases and smaller organizations by introducing two subscription tiers purchasable via a credit card.

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## Introduction

Sisense is seeking to improve the speed with which application builders can create embedded analytics and make it easier for end users by deploying AI. The move involves building out Sisense Intelligence, the umbrella term for its large-language-model-driven backbone, which now includes the Sisense Intelligence Assistant and an internally developed Model Context Protocol server. Moreover, the vendor has introduced two self-service subscriptions to expand adoption of embedded analytics to less-sophisticated enterprise use cases and smaller firms.

### THE TAKE

Only 17.2% of enterprises report that nearly all of their strategic decisions are driven by data, according to our Voice of the Enterprise data. One barrier to broader adoption is the time and effort it takes to train a BI platform to receive data-driven insights. Embedded analytics seeks to eliminate this hurdle by providing business decision-makers with insights into already familiar workflows and apps. This places Sisense in a strong position to make data-driven decision-making more commonplace as a longtime “go to” brand for embedded analytics. The addition of credit card subscriptions and allowing users to try out Sisense more easily is critical for developers to understand its capabilities, which are not always apparent, as almost every BI vendor touts an embedded analytics option.

Data access, levels of interactivity, types of analysis supported, AI-assisted functionality, and degrees of customizability can vary significantly. MCP servers have become table stakes in BI, and Sisense Intelligence could be better differentiated with agent-to-agent protocol support. Enabling reasoning models could also be a good move, as they employ a step-by-step process that enhances their performance in logic, mathematics and programming tasks, which could further assist embedded app developers.

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## Context

Since it was founded in 2004, Sisense has leaned heavily into embedded analytics, and it exclusively addresses this approach with its self-styled Analytics Platform as a Service unleashed last year. The vendor’s AnPaaS aims to provide organizations with a cloud-native delivery model that integrates the entire Sisense analytics platform as a “pick and mix,” composable and embeddable service. Moreover, it is now underpinned by ElastiCube Cloud, which is a cloud-friendly, rearchitected version of its longstanding ElastiCube columnar in-memory engine designed to deliver fast queries on large, structured datasets.

Sisense’s AnPaaS includes data modeling to connect multiple sources of data into a managed, single source of truth; “creator” tools for building embeddable data visualizations, as well as carrying out data transformations and calculations; and generative AI to offer AI-assisted experiences. Additionally, Compose SDK provides a code-first development environment that corresponds with the vendor’s strategy to provide pro-, low- and no-code embedded analytics. Sisense Cloud aims to expedite feature shipping, as well as make analysis collaborative, governed and secure.

The company notes that customers predominantly deploy its offering to embed self-service BI capabilities into B2B applications. The self-service BI features can be interactive dashboards that look and feel exactly like the rest of the app the individual is using, and can be hovered over to see data insights, for example. Internal BI use cases are another common deployment scenario and typically involve the deployment of Sisense dashboards in a corporate-branded portal employed internally.

Customers can run Sisense as a managed service on AWS, which is a recently introduced deployment option. The vendor also has customers self-hosting it on their own cloud and running it on-premises. Sisense cites approximately 2,000 paying customers, which is the same figure it has been reporting since 2024. Most of the company's clients are based in the US. Founded in Israel, Sisense expanded operations into the US in 2012. It is headquartered in New York City and has approximately 400 employees, which has remained the same size for the past couple of years.

## Sisense Intelligence

As the AI-driven backbone within the vendor's platform for both developers and end users, Sisense Intelligence plays a pivotal role in improving its usability. The platform features an LLM-driven conversational experience for various tasks as an alternative to coding them or deploying drag-and-drop interfaces.

An app builder can use the Sisense Intelligence Assistant to build data models from scratch employing synthetic data for quick prototyping and testing purposes — or create charts and iterate on them employing natural language prompts. Sisense also offers AI-enabled Compose SDK, which enables app designers to share code snippets generated by the AI with the developers responsible for building the embedded analysis. The semantic layer within Sisense, which is another longtime capability, is also now enabled by AI — developers can make tweaks to it to make the Sisense Intelligence Assistant better qualified to understand context.

Additionally, Sisense Intelligence Assistant can be employed by end users to ask questions about data and receive responses as visualizations and narratives directly within a dashboard. AI assistance is also provided for exploration of data models, but not for modification of data models or dashboards. To ensure data privacy and security, Sisense Intelligence Assistant sends user prompts and relevant metadata only to the large language model. Furthermore, administrators can determine which data sets or models it can access.

The Sisense Managed Service option uses an OpenAI LLM under the hood to underpin Sisense Intelligence. However, the ability to employ Sisense with an organization's own LLM — via a "bring your own key" model — is also now supported in recognition that organizations have already made GenAI investments that they want to preserve. Companies provide the MCP Server with a Sisense URL and an API token, and it calls Sisense REST APIs with those permissions.

The vendor recently unleashed its homegrown MCP Server so that organizations have choices when it comes to the AI Assistant they want to use, so Sisense Intelligence is more extensible. MCP Server is designed to enable clients that support the MCP protocol to interact with Sisense data models, explore data sources, and create charts using natural language prompts. Query responses come from Sisense's semantic models only for contextual accuracy and governance purposes.

## Self-service subscriptions

The company's self-service subscriptions are intended to broaden its customer base beyond enterprises and the midmarket (which it typically defines as companies with fewer than 1,000 employees). The packages are also designed for simpler use cases that don't require the scalability, flexible deployment options, HIPAA compliance, and other features that it provides for enterprises. Both tiers offer a standardized SaaS environment with fixed limits on storage, as well as number of designers and viewers.

The Launch tier is strictly for view-only embedded analytics since it is positioned as an entry-level offering ideal for delivering a simple, catalog-like experience. It enables developers to embed a "stateless" experience so that end users can view data, but cannot save changes to it or build their own reports. Launch costs \$399 per month.

The Grow tier introduces persistence, which paves the way for self-service BI, as end users can edit dashboards and save their work. It also includes basic single-sign-on and white-labeling tools. The service costs \$1,299 per month. Both tiers also introduce credits for consumption-based services — another first for the vendor.

## Competition

Sisense is one of very few embedded analytics specialists, which is a differentiator. We consider the company's main direct rival to be GoodData, as the latter is another veteran embedded analytics platform provider. Qrvey, Luzmo and Embeddable could be considered for organizations' embedded analysis requirements as they are other embedded analytics specialists, but they don't have the market awareness or brand recognition enjoyed by Sisense.

Enterprise stand-alone BI platforms are also embeddable. However, functionality, architecture and business models vary greatly from offering to offering. As such, embedded analytics can mean anything from iFrame-based integration of a static dashboard, to white-label original equipment manufacturer analytics, to native software developer's kits. ThoughtSpot Embedded, Domo EveryWhere, Tableau Embedded Analytics, Microsoft Power BI Embedded, Google Looker Embedded, Amazon QuickSight, Qlik Embedded Analytics, Strategy Embedded Analytics, Omni Analytics Embedded, Pyramid Embedded Analytics and Sigma Embedded Analytics illustrate the breadth of available options.

Finally, organizations already using Salesforce Inc., Microsoft Corp., SAP SE, Oracle Corp., Infor or ServiceNow Inc., for example, will likely evaluate in-app analytics from these providers. Midmarket businesses, meanwhile, will consider Zoho for a similar reason.

## SWOT Analysis

<p><b>STRENGTHS</b></p> <p>Since it has been operating in the embedded analytics sector for over 20 years, Sisense is a veteran provider that has amassed significant understanding of developers' needs. It has also become a go-to name for in-app analytics due to the comprehensive and customizable nature of its offering.</p>	<p><b>WEAKNESSES</b></p> <p>The vendor's business seems to have stalled somewhat in the past couple of years as it continues to cite approximately 2,000 paying customers. While we understand why Sisense uses the term Analytics Platform as a Service to highlight that it offers an array of capabilities, this will not be immediately apparent to everyone — consequently, it requires marketing and sales evangelism.</p>
<p><b>OPPORTUNITIES</b></p> <p>Most embedded analytics offerings are targeted at enterprises. As such, Sisense's self-service subscriptions open the door to product-led growth via new customer acquisition as well as "land and expand" deals that could reinvigorate customer momentum.</p>	<p><b>THREATS</b></p> <p>While all embedded analytics are by no means equal, it is pervasive as it is offered by almost every stand-alone BI platform specialist as well as purveyors of transactional and operational applications. This could make it hard for Sisense to rise above the noise and communicate its value, which is critical to long-term success.</p>

## CONTACTS

**Americas:** +1 800 597 1344

**Asia-Pacific:** +60 4 296 1125

**Europe, Middle East, Africa:** +44 (0) 203 367 0681

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