



EVERYWHERE INFUSE ANALYTICS

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# Compare Leading Embedded Business Intelligence Software with G2 Crowd

# Overview

*The Grid® Report for Embedded Business Intelligence* by G2 is published seasonally, and it complements G2's comparison of the top business intelligence product vendors. The focus on feedback and reviews from users makes both reports highly trusted sources of information when comparing embedded business intelligence product vendors.

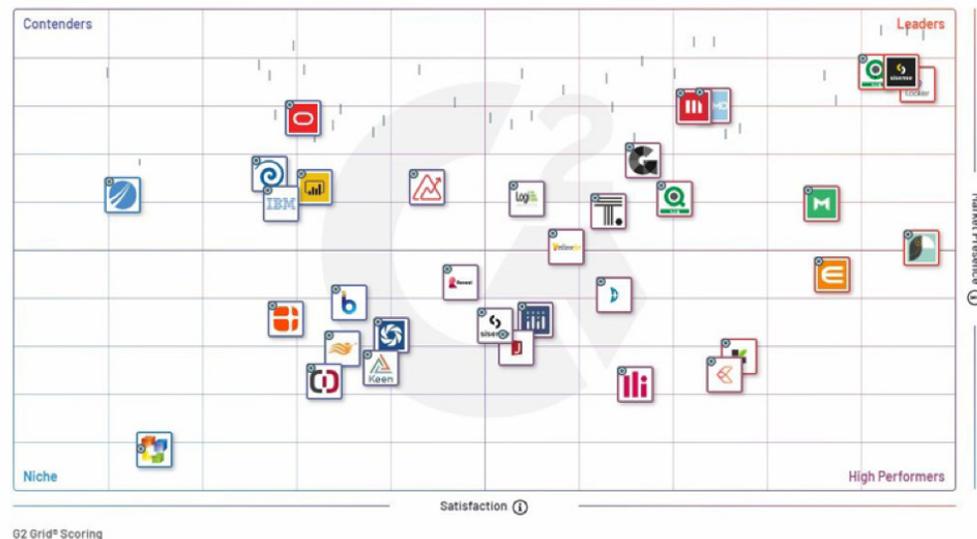
The report is based entirely on data sourced from product reviews shared

by G2 users and data collated from online sources and social networks. It has been designed to provide technology buyers with an objective guide to help them quickly select the best products for their organizations and to give vendors, investors, and analysts benchmarks for product comparison and market trend analysis.

So, when a company gets a great rating in the [G2 Grid® Report](#), you know it's their real-life customers—those

companies relying on the technology to drive their business forward—that gave them the grade. That's why here at Sisense, we're delighted to have been identified as the overall leading embedded business intelligence vendor.

In this white paper, we'll look at what some of these ratings mean and how they highlight critical factors when choosing your [embedded business intelligence](#) platform.



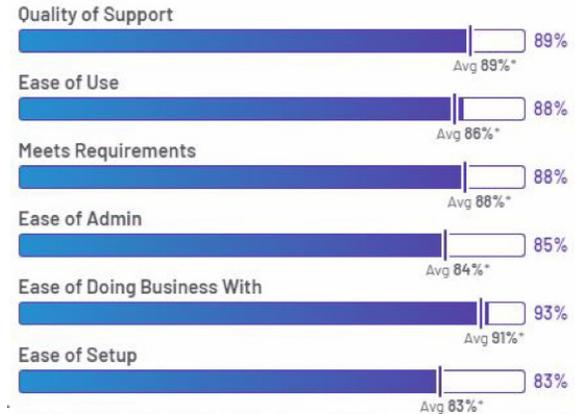
# Satisfaction Ratings

In this G2 Grid® Report, Sisense has been named the industry leader based on its high customer satisfaction ratings and large market presence. Sisense scored a satisfaction rating of 95%. This score is influenced by the following:

- Customer satisfaction with end-user-focused product attributes based on user reviews
- Customer satisfaction with administration-specific product attributes based on user reviews
- Overall customer satisfaction and Net Promoter Score (NPS) based on ratings by G2 users

In every criterion, Sisense has either met or exceeded the industry benchmark. These criteria include quality of support, ease of use, meeting customer requirements, ease of administration, ease of doing business, and ease of setup. Its highest-rated features are dashboards, data visualization, and reports interface, all of which exceed the industry benchmarks.

## Satisfaction Ratings



\*N/A is displayed when fewer than five responses were received for the question.

## Highest-Rated Features



\*Category Average

## Ease of Setup and Use

In the industry leaders' segment of the grid, Sisense scored highly for ease of use and ease of setup.

These ratings reinforce our focus on the customer experience. At Sisense, we are obsessed with creating and maintaining a seamless user experience. We're dedicated to making the benefits of business intelligence and analytics as accessible to as many users as possible, irrespective of their levels of

technical know-how. That's because we believe in infusing analytics everywhere, by embedding actionable intelligence anywhere, via custom analytics experiences for everyone, all of which drive data-driven decision-making. By enabling as many users as possible to manage data and drill down into analytics, Sisense allows you to gain the best possible value from your embedded business intelligence.

# Working Together

The relationship between you and your BI and analytics platform provider is critical. Working closely together will ensure that your provider has the best understanding of your needs so that it can most precisely meet your requirements. Your relationship with your provider should be a close one because analytics is how you'll mine your data for the most valuable insights for your business. Your provider should closely understand your needs and your goals to ensure you benefit as much as you can from embedding analytics. Plus, you need to be sure that you can work together as your business grows and your product develops.

Building strong customer relationships is a guiding principle for Sisense, we are committed to being more than

simply a product and service provider. We seek to become a valued partner to your organization as it grows, and this is reflected in our high ratings for ease of doing business with us and for quality of support.

These are significant factors to consider when selecting an embedded business intelligence solution, and it can be crucial in contributing to your future success.

Rolling out any new technology within an organization can be challenging. It's necessary to onboard employees who might be resistant to change, ensure the system works as it should, help everyone get to grips with the functionality, and work out the best ways to use BI and analytics to help you achieve your goals.

At Sisense, our success managers and technical support team not only guide customers through the deployment stage, but they also work closely with them in the long term, finding solutions, suggesting best practices, and ensuring they always get the most out of the platform. Most customers go live in around two months or less.

Our customers tell us that they love our products, particularly because we make business intelligence and analytics accessible for everyone, and make it easy for non-technical people to use, thereby extending the value of our offering throughout our customers' businesses.

Quality of Support

Terrible



Ease of Doing Business With

Unreasonable



## Data Handling Capabilities

To maximize the value from BI and analytics, we aim to empower our customers to access, identify, and analyze Big Data from the widest variety of sources. So, we're proud that we've maintained our high rating (84%) amongst the industry leaders for "Big Data Services."

[Our technology](#) can handle any data sources, both live and cached, on the cloud and on-premises, and do it simply and rapidly. Sisense enables you to join and query massive data sets in seconds, giving you a BI platform that runs as fast and as reliably as a proprietary database, without the need to buy any additional tools or invest in huge hardware infrastructure.

We offer a balanced ratio of cloud and on-premises implementation, which demonstrates the true platform-agnostic nature of Sisense, its flexibility to work with all data sources, and its position as a leading vendor of hybrid BI and analytics.

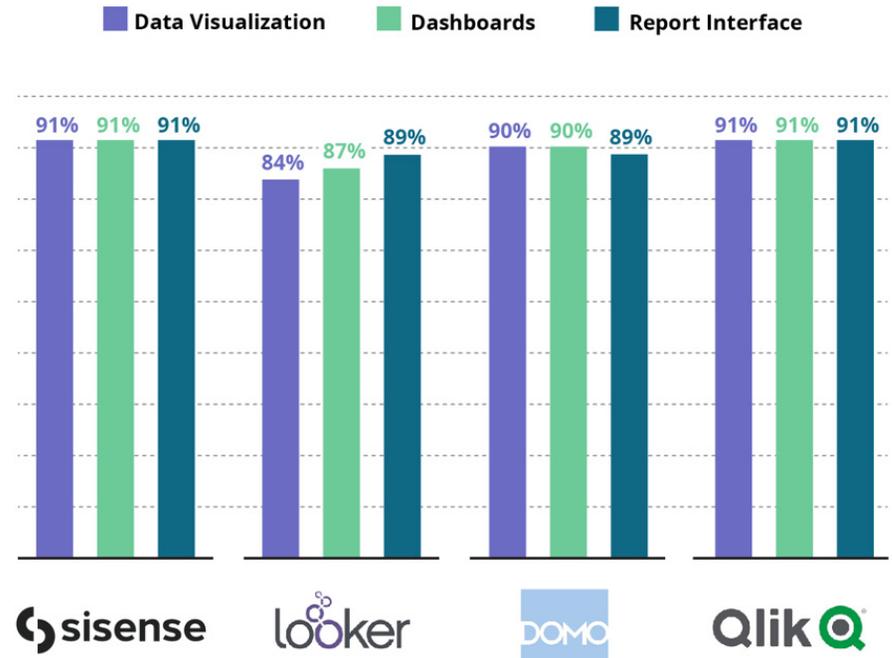
Preparation and modeling of Big Data are made simple using Sisense's unique, high-performance analytics database, which expedites the speed at which data is gathered and queried and enhances ease of operation and ultra-fast performance.

And you can connect to any database or data warehouse, both in the cloud and on-premises. Built-in connectors to dozens of data sources—including MongoDB, Hadoop, MySQL, Vertica, and many others—make it fast and easy to go from terabytes of raw data to [visual data analysis](#). See all your data in one place and find correlations between seemingly unconnected datasets or external sources to find new patterns and insights.

# Data Visualization, Dashboards, and Reports

Embedded business intelligence reveals a wealth of data that needs to be clearly presented so that users can derive the best insights and enjoy the best experience. Critical to this is sharp data visualization. In line with Sisense's obsession with optimizing users' experience, we achieved the highest rating for data visualization, dashboards, and our reports interface amongst the four leaders in the grid. Our data visualization capabilities deliver easily comprehensible charts and graphs and easy-to-use dashboards.

Dashboards are another critical consideration for users and organizations choosing an embedded BI solution, because the easier they make working with data, the better the experience will be. Sisense dashboards received the top rating among the leading vendors, and this can be attributed to the Sisense platform's robust back end that provides a strong and stable foundation on which to model data, investigate datasets,



and assure security. The result is dashboards that are tailored to your requirements, are interactive, and are easy to understand and manipulate by all users.

Sisense undertakes extensive data preparation so that both users and your customers get the dashboards that

meet their needs, with the appropriate levels of access to the data you want them to see. Similarly, for ease of use and understanding, a clear reporting interface is another important factor for which Sisense scores highly. The combination of these elements presents the possibility of genuinely self-service analytics for users.

# Customization

We've already touched on providing dashboards that meet users' and customers' needs. Achieving this requires advanced customization capabilities, and this is reflected in Sisense's 86% rating in this area.

Sisense offers an API-first design that allows for complete customization. Developers love Sisense because it enables them to build their own data product on top of an extremely powerful backbone. Consequently, Sisense embedded business intelligence capabilities can be easily integrated, creating a seamless experience for users and customers that manifests itself in three key ways.

First, extensibility. Sisense is a fully and easily extensible single-stack BI solution with support for a wide variety of add-ons, plugins, libraries, and APIs including REST API, JavaScript, and D3. Second, embeddability. Sisense allows

you to embed widgets and dashboards directly into your site or application using iframes or SisenseJS, Sisense's custom JavaScript library for embedding widgets. Third, customization. Sisense analytics can be "white-labeled," or embedded into your systems and modified to adopt your branding. Together, they provide the most versatile tools that give you options to manage, enhance, and customize Sisense's functionality and make it your own.

Sisense's data analytics API enables you to integrate many other systems and create new capabilities, enhanced by customization. [Sisense API](#) is particularly notable for its ease of use and programmatic access to extensive components of our solution. Every element in Sisense is designed to be accessed and modified via extensively documented JavaScript and REST API.

## Product Direction

Mindful of all of these criteria, G2 asked users if they feel each product is going in the right direction. Sisense tops the grid leaders with a 93% rating.

This is testament to Sisense's commitment to taking analytics to the next level and going beyond business intelligence with infused analytics. Infused analytics further future-proofs and simplifies the user experience by embedding actionable intelligence anywhere. The Sisense Fusion platform

integrates AI-powered analytics directly into workflows, processes, applications, and products in order to infuse intelligence at the right time, every time.

Infused analytics empower everyone, regardless of skill level, to access and use analytics right where they need it. As a result, they can deliver better business decisions, and organizations can extend the impact of analytics to their customers by infusing analytic experiences into their products.

# Final Thoughts

**Want to try out Sisense embedded BI for yourself?**

[Start free trial](#)

G2's *Grid® Report for Embedded Business Intelligence* usefully highlights the key factors to examine when considering which business intelligence and embedded analytics platform to choose for your organization.

Importantly, before making this move, you must be confident that your chosen provider can most completely meet your requirements and is committed to a meaningful working relationship with your organization. Your BI and analytics platform provider should become a partner rather than just a service

provider, willing to innovate and scale with you as your products and services evolve, as your organization grows, and as your needs change.

That's why it's vital to undertake a full Proof-of-concept (POC) process with any vendor with whom you're thinking of working. Ask to use your own data instead of sample data to see how accurately and quickly embedded BI can enhance your analytics, improve data visualization tools, and benefit your organization.