

EMBEDDED ANALYTICS 2.0: THE NEW B2B COMPETITIVE ADVANTAGE

INSIDE THE WHITE PAPER:

The B2B market's demand for next-generation analytics

The embedded analytics 2.0 competitive opportunity

What other organizations are saying about embedded analytics 2.0

Deciding if you should build or buy your embedded analytics 2.0 solution

How to select a 2.0 solution that benefits your customers and your business

EXECUTIVE SUMMARY:



Data analytics has become so critical to business decision-makers that end users are expecting a way to analyze and report on the data your application creates. Embedding analytics in B2B technology applications have become compulsory in today's market.

The problem is that while almost every B2B application offers some form of [embedded analytics](#), in many cases the BI & Analytics solution doesn't operate at the level customers now need.

WHAT DO YOUR CUSTOMERS NEED IN AN EMBEDDED ANALYTICS SOLUTION?

Your customers need agile, user-focused ways to uncover insights hidden deep in their business data.

Because most BI solutions cannot provide the level of agility or flexible data environment needed for customer , a rift is forming between BI solutions that are built properly to allow any end user to easily access, analyze and visualize their data, and those that don't.

Instead of the standard solutions, many forward-thinking vendors are looking to embed, more agile, self-service-focused analytics tools to ensure a range of end users can benefit from the BI tool, thereby securing from themselves a significant competitive advantage in today's crowded market.

Welcome to the world of embedded analytics 2.0.



THE NEXT GENERATION OF BI

WHY USABILITY OF EMBEDDED BI MEANS EVERYTHINGS

“ The importance of data in the business world can't be overstated ”

writes Daniel Newman, Forbes contributor on digital transformation.

“ Every important decision can and should be supported by the application of data and analytics... be[coming] a cornerstone of how businesses operate. ”

The problem is that your customers face a new dilemma. They can't be satisfied with just any analytics solution. They need more agile, user-focused ways to discover and use insights from their business data.

“ We know that there's a dizzying amount of valuable data in the world, ”

Newman continues.

“ But few companies are using it to maximum effect. ”

HERE ARE

THE FACTS:



Your customers have **more access to raw data than ever before**.
The problem is they don't know what to do with it.



Customers using **applications that enable them to extract insights from their data** (in areas such as lead generation, customer acquisition, [budget management](#), trend identification, and resource allocation) will eclipse competitors focused on merely collecting and storing it.



Consequently, **a rift is forming between B2B applications that help customers easily turn data into value, and those that don't.**

WHAT DOES THIS MEAN FOR YOU AND YOUR BUSINESS?

This demand for a next-generation analytics solution—embedded analytics 2.0—**creates strategic opportunities for you to drive revenue, improve customer retention, even identify net new revenue opportunities** by embedding next-level analytical capabilities into your applications.

Let's take a closer look at what we mean by embedded analytics 2.0.

TWO MAJOR COMPONENTS OF EMBEDDED ANALYTICS 2.0

Embedded analytics 2.0 meets two key criteria: it simplifies complex data analysis for all business users, and is designed to be easily embedded in business applications. Think: all C-Level execs, marketing people, sales teams will be able to easily build dashboards and reports from their data without depending on the more technical teams for assistance.



SIMPLIFYING COMPLEX DATA

Embedded analytics uses the principles of [self-service analytics](#) to simplify the analysis of complex data, making it easy for business users without a technology or analytics background to interpret and act on it. Embedded analytics 2.0 does this in three ways:

1. SIMPLIFIES AND CENTRALIZES DATA GOVERNANCE

Instead of navigating a complex web of systems, embedded analytics 2.0 simplifies and centralizes data governance. This makes it easier to add additional data sources as they become available, increasing scalability and delivering customers a more comprehensive view of their business.

2. ENABLES SELF-SERVICE BY ELIMINATING DATA ROADBLOCKS

As data complexity increases, embedded analytics 2.0 provides easier ways for users at all levels to interact with it. This includes minimizing data preparation, creating user-specific dashboards, drilling datasets down to their most granular level, and the ability to drag and drop new data on the fly.

3. MINIMIZES IT INFRASTRUCTURE TO MAXIMIZE COST SAVINGS

Instead of requiring significant investments in IT infrastructure, embedded analytics 2.0 utilizes commodity hardware without sacrificing flexibility, usability, or processing speed. This makes it easy to scale with business (or data) growth without supplementary tools, dedicated personnel, or expensive consultants.

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OPTIMIZED FOR EASY DEVELOPMENT

Embedded analytics 2.0 solutions are designed to be embedded. This means they are **fully customizable and can be white-labeled to match the look, feel and branding of the parent application**. They can also offer single sign-on integration, enterprise-level data security and user access, and a plug-in library for developers.

Finally, they can **accelerate your time to market**, whether you're launching a new application, introducing analytics as new feature, or looking for the flexibility to iterate and refine your analytics tools in response to customer feedback.

With a clearer definition of embedded analytics 2.0, let's take a closer look at the competitive advantages it offers your business application.

THE EMBEDDED ANALYTICS 2.0 OPPORTUNITY

According to the Aberdeen Group, [73% of independent software vendors](#) see embedded analytics as a way to drive differentiation and competitive advantage.²

Right now, embedded analytics 2.0 delivers on this promise **by allowing you to meet the shifting analytics needs of today's market** at a price point that reflects the additional value your solution delivers. Specifically, embedded analytics 2.0 can help you:

Differentiate your product or service

Improve end-user experience to maximize customer retention

HOW DOES EMBEDDED ANALYTICS 2.0 DO THIS?

By offering customers next-generation analytical tools and capabilities, your application provides them with their own competitive advantage.

Drive revenue gains and increase average customer value

Identify net-new revenue streams

² Lock, Michael. "Next Generation Business Tools: Embedded BI at the Core." Aberdeen Group. Nov 2016.



WHAT ORGANIZATIONS ARE SAYING ABOUT EMBEDDED ANALYTICS 2.0

“What we love about it is that it offers our customers a way to dissect and manipulate data **in a way they haven't encountered before and doesn't exist elsewhere in our industry.**”

James Tickner, Senior Director, Head of Advisory Products, NASDAQ

“Our customers have found it really easy to use, so it's a very **big win.** Our customer support team loves it because they can go in, see exactly what data customers are working with, and how they got the answers they got. We always want to stay on the **cutting edge.**”

Malinda Jepsen, Business Intelligence Specialist, Orion Advisor Services

“[Embedded analytics 2.0] makes it easy to understand the trends and analysis of the data. **It's also easy to use and integrate, and provides quick results.** A nontechnical user can create a new dashboard or a new report in a matter of hours...you don't need to wait for months until you can provide a report. It's been very **productive for our customers.**”

Nir Ezer, VP Products, Friendly Technologies

“We can provide customers a way to create **intuitive visualizations of very detailed and often complex data.** [Embedded analytics 2.0] provides our customer a quick, easy way to create visualizations to answer the questions really they want to answer. When we upgraded our current product, [we were able to] provide our customers a lot more functionality than they were previously privy to in other products. **Now, it's a more modern application; it gives them what they would expect in a modern business intelligence tool.**”

Matt Glazer, Product Manager, NavPort

You can also [watch a case study video](#) about how COMPAS Technologies gave visibility to their end users with embedded analytics. While it's clear embedded analytics 2.0 offers significant advantages, now the question becomes: do you build your own solution... or buy it?

BUILD OR BUY?

The decision to build a proprietary solution or buy a third-party solution is vital to taking advantage of the embedded analytics 2.0 opportunity.



BUILDING IN-HOUSE ANALYTICS

First, the good news. Developing your own analytics solution gives you complete control over your analytics tool and how it integrates with your offering.

Unfortunately, those benefits are often overshadowed by a single drawback: **the need to divert costly research and development resources to a non-core activity.** This can include:



Redirecting internal resources away from core offerings

Funneling spend into an ongoing, obligatory non-core activity

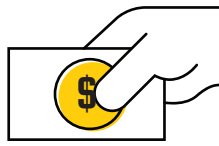
Dedicating a team to build and maintain your analytics solution for the life of your offering

Potentially delaying time to market until your analytics solution is ready

Regularly upgrading and iterating your analytics tool (in terms of speed, functionality, and support) to meet new, unanticipated needs

Accommodating increasing data and users year over year

Faced with the need to get to market quickly along with understandable time, budget, and resource restraints, it's no wonder why many vendors prefer buying over building.



BUYING AN ANALYTICS SOLUTION

Many organizations find the cost and time it would take to develop and maintain a proprietary analytics solution is better spent on core business activities.

From a cost, time and resource perspective, **it's generally more effective to embed a third-party analytics solution into your offering.**

Philip Lima, CEO of Mashey, says, "The way I look at it? You should build if you think you can do better than an entire company with dedicated R&D resources continuously creating new features, bug fixes, and improvements."

Partnering with an analytics solution provider can be the **easiest and most cost-effective way to incorporate business intelligence capabilities into your offering** because it:



Allows for a faster time-to-market

Utilizes an established analytics solution and technology that grows and innovates to meet the needs of the market (ensuring your product always offers the BI functionality customers are hungry for)

Eliminates resource allocation and budget issues associated with building a proprietary solution

Provides the ability to customize the solution to your offering as it evolves

Allows you to select an analytics partner with a strong OEM network, ensuring you get the support you need whenever you need it

Embedding the right third-party analytics can not only overcome the drawbacks but also deliver the benefits of an in-house solution. The key is selecting a true embedded analytics 2.0 solution.

Let's examine criteria to look for when choosing an embedded analytics 2.0 solution.

CHOOSING AN EMBEDDED ANALYTICS 2.0 SOLUTION

A true embedded analytics 2.0 solution not only benefits your customer's business but your business as well.

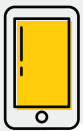
HOW TO CHOOSE A SOLUTION THAT BENEFITS YOUR CUSTOMERS:

When [selecting an embedded analytics 2.0 solution](#), look for one that offers your customers accessibility, mobile embeddability, processing, scalability and performance, and decreased time to value.



USER ACCESSIBILITY

Today's analytics users aren't data scientists. Business users of all levels are using data to drive decision-making with a solution that makes preparing, analyzing, and visualizing information straightforward and easy for data novices and experts alike.



DEVICE-AGNOSTIC MOBILE EMBEDDABILITY

The more ways customers can access their data, the better. An embedded analytics 2.0 solution will allow users to embed widgets in mobile apps (and access them with any mobile device), giving customers the flexibility they need.



PROCESSING SPEED

Traditionally, analytics requires significant processing power supported by physical and digital infrastructure. Embedded analytics 2.0 solutions bypass these IT investments, saving customers money with the ability to process complex data on standard computers and devices at increased speeds.



SCALABILITY AND PERFORMANCE

The more data can be used, the more it will be used. That means customers need a solution that offers seamless scalability as users and data sources fluctuate. In addition, embedded analytics 2.0 solutions use advanced processing technology to ensure performance remains optimal even as usage increases.



TIME TO VALUE

Customers don't have time to wait to get up and running or slog through an extensive onboarding process—the sooner data is usable, the better. Embedded analytics 2.0 offers a shorter learning curve than standard options and a customer-friendly UI so customers can be up and running in hours, not weeks. They also make joining data from different sources easy so customers can analyze complex data quickly for a 360-degree view of their business.

HOW TO CHOOSE A SOLUTION THAT BENEFITS YOUR BUSINESS:

While customers' needs impact your analytics choice, your embedded analytics 2.0 solution should also benefit you as well. Look for criteria such as advanced embeddability³, full solution customization, decreased time to market, comprehensive customer support, and a low total cost of ownership.



ADVANCED APPLICATION EMBEDDABILITY

As mentioned earlier, embedded analytics 2.0 solutions are designed to be embedded. (Some agile analytics providers call this an 'API-first' approach.) They also emphasize security, scalability, extensibility, and provide comprehensive developer support.



FULL CUSTOMIZATION AND WHITE-LABELING

Your analytics solution should fit seamlessly into your application, offering the same feel and level of performance as native tools and features. Embedded analytics 2.0 solutions simplify white-labeling and provide developers plug-in libraries to streamline customization.



FASTER TIME TO MARKET

Compared to proprietary or even compulsory analytics tools, embedded analytics 2.0 solutions can decrease your time to market since they are designed to prioritize customization and embeddability.



COMPREHENSIVE CUSTOMER SUPPORT

By prioritizing embeddability, embedded analytics 2.0 solutions also provide [comprehensive customer support](#) to ensure partners get the answers and assistance they need when they need it. This can include a user and/or developer community, how-to library, and one-on-one support assistance.



LOW TCO

A major advantage of embedded analytics 2.0 solutions is a low total cost of ownership. Thanks to technology advances that streamline data preparation, analysis, and visualization, embedded analytics 2.0 solutions eliminate the IT infrastructure and resource investment many standard solutions require.

³ The ability to embed components of a dashboard into any web-based application from the entire layout to individual visualizations or widget.

CONCLUSION

Embedded analytics 2.0 gives business intelligence providers the opportunity to differentiate their offerings with next-generation analytics they need to stay ahead of the competition. delivers actionable business insights. The key is finding a true embedded analytics 2.0 solution that benefits both your customers and your business. With the right solution in hand, you can find your business uniquely positioned to take advantage of this growing market demand.

[Watch the Demo](#)

You'll see first-hand how easy Sisense makes it to:

- ✓ Differentiate your offering with next-generation business intelligence
- ✓ Easily embed, white label, and customize our solution for your application
- ✓ Reduce the need for dedicated IT infrastructure and resources
- ✓ Enjoy comprehensive customer support for assistance whenever you need it
- ✓ Drive revenue, increase customer retention, and identify net new opportunities

ABOUT SISENSE

Driven by the idea data analytics could be made fast, easy, and fluent, Sisense is dedicated to radically improving data analytics capabilities through innovation. After perfecting our disruptive In-Chip™ data engine and pairing it with our proprietary Single-Stack™ architecture, Sisense wowed the market with an instantly deployable, end-to-end BI solution powerful enough to tackle big and disparate datasets but simple enough to be used by almost anyone.

Recently named a Visionary BI vendor by Gartner, Sisense continues to lead the market with advanced technologies and innovations to enhance our customers' experience and simplify BI for all users across the value chain.



HOW TO CHOOSE AN EMBEDDED ANALYTICS 2.0 SOLUTION

Buying an analytics solution that dovetails with your application (offering vendor-facing benefits like white labeling, seamless integration, developer support, and straightforward deployment and upgrades) becomes an important strategic decision.

Choosing a next-generation analytics solution (embedded analytics 2.0) for your application can provide a significant competitive advantage in today's crowded B2B market. But finding the right solution can be a challenge.

The key is finding a true [embedded analytics 2.0 solution](#) that not only benefits your customer's business but your business as well. When selecting a solution, consider the following criteria.

SELECTION CRITERIA BENEFITING YOUR BUSINESS

Advanced Application Embeddability

- ✓ Designed to be embedded in an application
- ✓ Emphasizes security, scalability, and extensibility
- ✓ Provides comprehensive developer support

Full Customization and White Labeling

- ✓ Delivers complete support for rebranding and white-labeling
- ✓ Matches the feel and level of performance of native tools and features
- ✓ Offers tools that simplify white labeling and customization (like a plug-in library)

Faster Time to Market

- ✓ Prioritizes customization and embeddability
- ✓ Scales easily to accommodate an increase in users or data

Comprehensive Customer Support

- ✓ Facilitates a user- or developer-focused community
- ✓ Offers a how-to library with on-demand resources
- ✓ Provides one-on-one assistance or support

Low Total Cost of Ownership

- ✓ Streamlines data preparation, analysis, and visualization
- ✓ Eliminates significant IT infrastructure and resource investment

SELECTION CRITERIA BENEFITING YOUR CUSTOMERS

User Accessibility

- ✓ Enables users at every level to answer key business questions
- ✓ Delivers results in a customizable, easy-to-interpret, actionable format

Device-Agnostic Mobile Embeddability

- ✓ Allows users to embed widgets in mobile applications
- ✓ Provides secure access to data through any mobile device

Processing Speed

- ✓ Bypasses IT hardware and resource investments required by standard solutions
- ✓ Takes advantage of commodity hardware without sacrificing speed and functionality

Scalability and Performance

- ✓ Offers seamless scalability as users and data sources fluctuate
- ✓ Ensures performance remains optimal as usage increases

Time to Value

- ✓ Provides attractive, user-friendly UI
- ✓ Get customers up and running in hours in hours, not weeks
- ✓ Makes adding data sources easy so customers can analyze complex data quickly

GET A LIVE ONE-ON-ONE DEMO OF SISENSE

See it in Action