sisense

Whitepaper

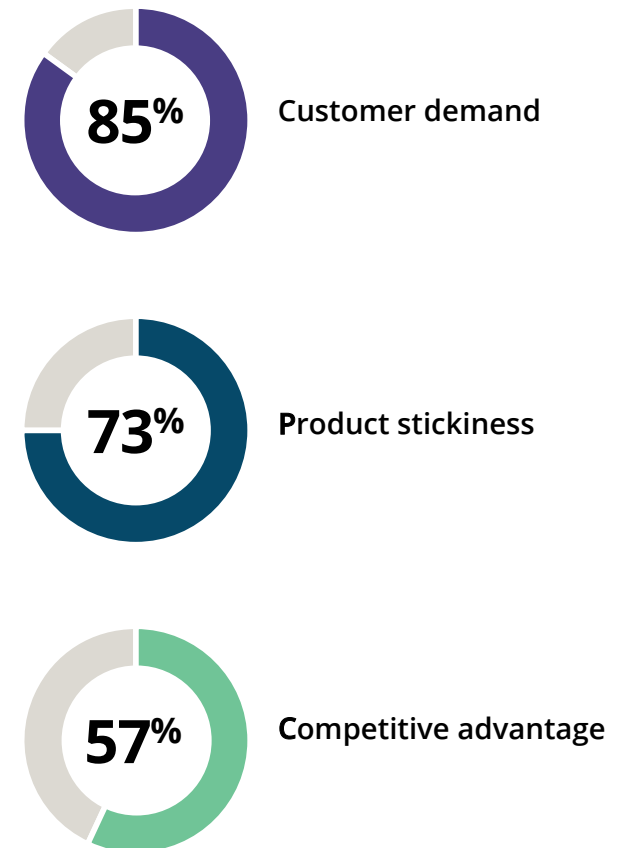# The Big Book of Embedded Analytics Use Cases

A new way to do data

The global COVID-19 pandemic has proven a tipping point for digital transformation. The move to predominantly online interactions between customers, employees, and supply chains has accelerated digitization projects by years.
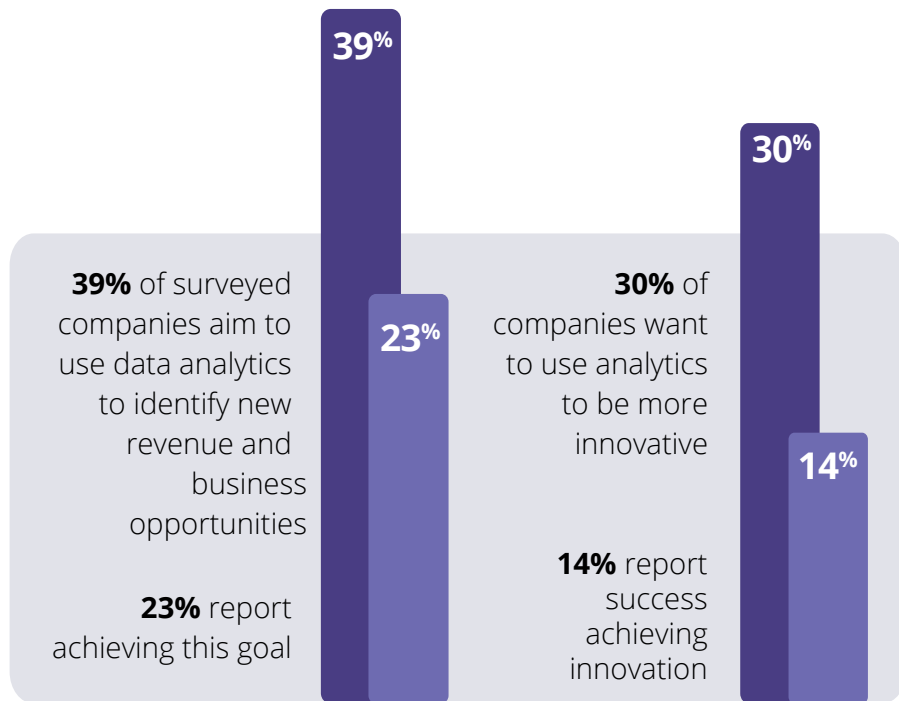
Every company is now a data company.

A Sisense survey of business leaders found that organizations are increasingly using embedded data analytics into their products and services. The trend is being driven by customer demand, product stickiness, and the need for competitive advantage. Organizations expect embedded analytics to fuel up to 4% growth in margins, with a projectYX median total business impact of $500,000 to $1 million from increases in revenue and operational efficiencies.

Top Reasons For Embedding Analytics

85% Customer demand

73% Product stickiness

57% Competitive advantage

Reducing the Gap Between Expectations and Reality

39% of surveyed companies aim to use data analytics to identify new revenue and business opportunities

23% report achieving this goal

39%

23%

30% of companies want to use analytics to be more innovative

14% report success achieving innovation

30%

14%

(Source: Harvard Business Review Analytics Services Pulse Report for Sisense, 2021)

Invisible analytics are driving adoption

The consumerization of IT has redefined expectations of business analytics. Users now insist on data and automation at their fingertips. Embedded analytics can bridge the gap between the real-world demand for data and the dedicated BI dashboards of conventional analytics.

Gmail's auto follow-up capability is an example of invisibly blending analytics in routine business processes. The feature uses embedded analytics to send a follow-up when an email has not received a response. This lets users construct a series of automated next steps in their email workflow. Using invisible embedded analytics can reduce the friction in business processes.

Sisense and the new wave of business analytics

Sisense lets you embed analytics into your applications and workflows to unlock value, discover new revenue opportunities, and create rich and engaging experiences. Sisense gives customers, partners, and employees of all skill levels immediate access to powerful, actionable insights that transform decision-making.

Sisense cloud-native and cloud-agnostic embedded analytics and live data connectors maximize access to your organization's diverse data sources, effectively democratizing data analytics. The flexible and highly customizable solution eliminates vendor lock-in and offers use cases for a wide range of industries and sectors.

Finance Case Studies

Mitigating risk and gaining operational efficiencies

Finance Analytics

Industry challenge

Financial services institutions have a wealth of in-house and third-party data to draw from when developing analytics solutions. Still, adoption has often lagged due to the complexity of regulatory compliance and data governance, the challenge of cybersecurity, and compatibility with legacy systems.

The rise of fintechs — small, fast-moving financial services ventures — has changed the competitive environment and spurred many traditional companies to adapt rather than face irrelevance.

Analytics to the rescue

Analytics enable financial services organizations to improve their ability to manage risk, better understand customer behavior, and detect patterns of fraud. These benefits demand a business intelligence solution capable of connecting not only the many different data sources typically used by financial services companies but also the complex mix of structured and unstructured financial data.

Why Sisense?

Sisense gives financial services organizations a means of integrating diverse data to present a single source of truth. Granular access control, based on the principle of least privilege, effectively restricts access to a need-to-know basis. This ensures sensitive data is secure and auditable and complies with industry regulations. Compliance can also dictate data location, and Sisense provides both on-premise and cloud storage flexibility.

How analytics improves your ROI

1. Identify revenue growth potential

2. Maximize investment opportunities

3. Minimize risk

Analytics in Finance

Expert Tip

Think about extending analytics beyond financial planning and analysis to include operational data in sales and marketing — for example, pricing for customers.

Scale data aggregation

A financial IT services company providing rebate and deal management, contract compliance, and accounts payable audits needed to scale the aggregation and management of high-volume transaction data. The company combined Sisense and Snowflake to create a warehouse loaded with CSV files, spreadsheets, and integrated third-party API data. Sisense automated and simplified recurring data aggregation workflows, enabling data teams to extract the full value of the data with repeatable and scalable answers to their business queries. By eliminating manual processes that had inhibited growth, Sisense freed the company to scale.

Detect fraud

A real-time electronic payments platform was having difficulty visualizing transactional data to detect fraud. Deploying Sisense gave the company's internal users and customers low latency reporting that helped identify cost savings and reveal fraudulent transactions.

Manage risk

A global financial services company whose customers include corporations, institutional investors, and ultra-high net worth individuals needed a way to identify fraud and potential hacking to satisfy regulatory requirements. The company deployed Sisense to monitor and manage reporting activity across global accounts. Sisense makes it simple to identify credit usage by clients, react to global events such as cybersecurity attacks, and rapidly identify fraud. The self-service capabilities of the Sisense platform backed by a robust security architecture for sensitive data have led to a positive impact on the company's bottom line and improved regulatory compliance for real-time financial reporting.

Tech Case Studies

Innovate, scale, and gain a competitive edge

Tech Analytics

Industry challenge

The technology industry is extraordinarily dynamic and defined by a ruthless focus on innovation. Companies that do not respond to customer demand for new features, products, and services risk losing business to competitors.

Embedded analytics are now a standard feature of many customer-facing applications. Developing analytics features in-house is tempting, but the time and cost to create and maintain a solution inevitably distracts from a vendor's core value proposition.

Analytics to the rescue

Partnering with a technology company whose sole focus is developing industry-leading business intelligence and analytics solutions enables technology vendors to deliver best-in-class embedded analytics to customers. This enhances product differentiation and enables in-house teams to focus on bringing superior products to market.

Why Sisense?

Sisense cutting-edge database technology, easy-to-use visualization tools, and flexible product architecture benefit tech companies with innovative embedded analytics and a faster time-to-market. Partnerships with Snowflake and Amazon Redshift/AWS, and a cloud-agnostic platform, ensure Sisense tech industry partners have the flexibility to set their data strategy and analytics roadmap.

How analytics improves your ROI

1. **Faster time-to-market**

2. **Track user engagement**

3. **Monitor QA lifecycle**

Analytics in Tech

Expert Tip

Anticipate embedding analytics early in the design process to differentiate your product and gain a competitive edge.

Faster time-to-market

The developer of a sales intelligence platform wanted to give its customers dynamic, rich widgets that would turn BI dashboards into interactive apps. The company was concerned that work on the feature would impact product development and slow time-to-market for new releases. After white-labeling Sisense, the company embedded analytics in its platform to help sales teams get the right message to the right prospects at the right time. The Snowflake data warehouse and cached SQL server provided powerful query performance and provided global customers with self-service access to data.

Improve data prep

A tech company with a SaaS solution that enabled financial companies and teams to analyze expense accounts for risk wanted to improve its data preparation features and give customers the option of an on-premise database. After partnering with Sisense, the company embedded high-performance analytics that enabled customers to connect to data where-is, as-is for data preparation and management. The on-premise deployment improved data cleansing efficiency and saved the company time and resources while providing actionable insights.

Monitor trends

A leading digital asset management platform had difficulty processing large volumes of disparate data from different sources. They wanted a secure business intelligence solution that could give users insights without compromising GDPR compliance. The company used the Sisense full-stack solution to automate the ETL process, minimizing the need for manual data preparation. Sales, marketing, and customer service groups now use Sisense to track sales and product trends.

Healthcare Case Studies

Accelerate revenue cycles and transform the patient experience

Healthcare Analytics

Industry challenge

Privacy and compliance challenges have traditionally led healthcare companies to take a cautious approach to new technologies. However, the COVID-19 pandemic changed everything and has pushed organizations to adopt digital transformation at scale. The Accenture Digital Health Tech Vision 2021 report found that healthcare companies are accelerating transformation plans with immediate effect. 66% of healthcare executives say they will be in the cloud within the next year, and fully 96% indicate they will be in the cloud within three years. The healthcare ecosystem generates vast amounts of data every day, but doctors and clinical staff often lack the time and skills to master the complex analytics dashboards that help make sense of the data. As a result, many opportunities to improve care, the patient experience, and revenue are lost.

Analytics to the rescue

Data analytics can help organizations in the healthcare ecosystem gain a 360-degree view of patient and operational data for improved business decision-making and better care. Analytics empower clinicians to personalize treatment plans, help providers identify problems in patient care, uncover billing complications, and identify key drivers of revenue growth.

Why Sisense?

Sisense provides a robust end-to-end business analytics solution with designed-in security, governance, and compliance. Sisense healthcare analytics helps organizations move patient care from volume to value, reducing operational costs, increasing access to care, and improving health outcomes.

How analytics improves your ROI

1. **Improve the patient experience**

2. **Increase revenue with billing and claims management**

3. **Streamline operational costs**

4. **Reduce time to insight**

Analytics in healthcare

Expert Tip

Scalable, cloud-agnostic and API-first analytics solutions provide the insights healthcare organizations need to anticipate and prepare for future challenges.

Drive efficiencies

This health-tech firm understood that many healthcare organizations are overloaded with data and lack the time and skill to uncover insights that benefit both patient care and their business. The company embedded Sisense in its analytics platform to enable behavioral healthcare customers to drive clinical best practices and optimize revenue. Consolidating all data sources enabled the health-tech firm to deliver insights on core strategic metrics. For example, chief human resources officers (CHROs) can now slice and dice productivity data by teams, services, and programs to identify opportunities for operational efficiencies. At the same time, CFOs can review budgeting and forecasting, examine opportunities for increasing revenue, and measure performance against national benchmarks.

Deliver value

A global healthcare giant was looking to improve the performance and productivity of radiology departments. The company embedded Sisense in its suite of performance management software and services to give stakeholders across radiology the data they need to improve care and the business. Radiologists and staff now make data-driven decisions that improve imaging performance, manage patient radiation dosage, participate in knowledge sharing, and proactively address equipment maintenance issues. Analysts use Sisense code-first notebooks to generate ad-hoc reports, giving them more profound insights into the business.

Improve the experience

Customers of a global medical technology solutions provider needed help ensuring clinics and healthcare providers had timely access to appropriately configured imaging devices. These organizations managed fleets of ultrasound, CT-scan, X-ray, and MRI devices, and optimizing their placement and maintenance had significant implications for capital and operational expenses. The technology vendor embedded Sisense analytics in its device management platform. The platform connects to devices and analyzes usage data to identify high-priority areas of investment. Scheduling dashboards enable clinicians to reduce patient wait times by optimizing the time spent on each exam. The technology vendor has plans to combine analytics with AI/ML to enable prescriptive analysis that will help care providers make better decisions.

Retail Case Studies

Forecast and stay on top of trends

Retail
Analytics

Industry challenge

Maintaining a competitive edge in an overcrowded and dynamic marketplace is an ever-present challenge for retailers. The pandemic shifted these challenges into overdrive. Rapidly evolving customer behavior, unpredictable supply chains and inventories, and the new normal of omnichannel customer feedback have put a premium on agility and the ability to pivot whenever demand changes.

Every interaction with a customer provides an opportunity for retailers to capture data that can provide essential business insights. But mining this information is not easy. Data sources are scattered across different systems and include structured data, like transaction receipts, and unstructured data, such as customer feedback.

Analytics to the rescue

Data analytics is at the heart of today's retail industry. Insights from analyzing enormous volumes of retail data enable organizations to forecast trends in demand and supply, improve operational efficiencies, and identify new revenue opportunities.

Why Sisense?

Sisense enables retailers to turn volumes of data into profitable business insights. Aggregating data from different sources in a central, consistent data store enables sophisticated business analytics and data visualization to drive business decision-making.

How analytics can improve your ROI

1. **Identify new trends**

2. **Optimize sales performance**

3. **Boost supply chain, inventory, sales, and marketing efficiency**

4. **Reduce costs and maximize profitability**

Analytics in Retail

Expert Tip

Analytics is crucial to helping retailers navigate in times of uncertainty. By infusing analytics into workflows, retailers can empower staff at every level with actionable insights for improved outcomes.

Predict trends

A retail analytics provider wanted to help its customers improve business agility and let them quickly pivot and take advantage of new opportunities. The provider embedded Sisense in its analytics platform, giving customers access to advanced forecasting models and targeted behavioral insights. Data analytics also delivered essential insights that let the provider's customers improve inventory planning, sales, resource allocation, and marketing.

Leverage the cloud

The provider of a retail analytics platform wanted to modernize its data strategy and move to the cloud. The company used the Sisense analytics platform and Sisense live connector to stream SKU-level retail data to a cloud data warehouse. Sisense cached high-query, slow-moving data using its proprietary performance acceleration technology. Batch queries added further performance improvements. The new cloud-native solution gave the provider's customers a holistic view of fast-changing retail store conditions and simpler access to their data.

Unify data

A leader in the headphones market had many legacy business intelligence solutions, but each system gave a different answer to the same question. In total, the company's data warehouses held over 100 million rows of data, tracking metrics from financial ERP systems, marketing, internal budgeting, and historical forecasting. Deploying Sisense enabled unified access to legacy data and provided a platform for innovation. Integrating Sisense into an AutoML solution enabled product teams to use historical warranty, claims, forecasting, and product attribute data with predictive analytics to project the return rate on new products. In addition, applying neuro-linguistic programming (NLP) tools to customer review data let the teams monitor customer sentiment. The company now views Sisense as a single source of truth and relies on the platform to deliver rich, targeted insights into their product development process.

Accelerate growth with analytics

Embedding analytics into products and services and infusing it in workflows benefits businesses through intuitive innovation, accelerated company growth, and faster customer adoption. The Sisense extensible framework eliminates the need to build and maintain an in-house analytics solution and enables organizations to deliver differentiated products with a quicker time-to-market.

Sisense is recognized as a leading visionary in Gartner's magic quadrant for business intelligence platforms and as the leader in embedded business intelligence by G2. Sisense makes it easy for organizations to infuse analytics that drive innovation for their business and customers.

Experience the power of analytics at scale