




GoodData

GoodData Corporation

How to Monetize and Productize Your Data with Embedded Analytics

A man and a woman are looking at a tablet together. The man is on the left, wearing a blue jacket over a plaid shirt. The woman is on the right, with blonde hair, wearing a white blazer. They are both looking down at the tablet, which is held by the man. The background is a blurred office setting.

There are more SaaS solutions out there than ever before, with [Gartner predicting that revenue from SaaS technologies](#) will reach \$85 billion by the end of 2019—a 17.8% increase from 2018. In addition, Chiefmartec.com recently inventoried over 7,040 SaaS vendors to form its 2019 Marketing Technology Landscape Supergraphic. That's an incredible number, especially considering that it only focuses on martech! The graphic doesn't even touch ERP, finance, human resources, supply chain, asset management, industry software, mobile apps, and other business technology applications.

With so many solutions out there, SaaS players are facing considerable pressure to continuously evolve their products to better meet the needs of their customers. More than ever, differentiation is essential for software vendors looking to land and retain business in a crowded marketplace.

Analytics is key for differentiation

SaaS providers need to realize that analytics can be a major deciding factor for companies choosing between them and their competitors. [Gartner predicts that, by 2022, 90% of corporate strategies](#) will include analytics as a core competency. And at its 2019 Data & Analytics Summit, [Gartner revealed that it expects augmented analytics](#) to be the dominant driver of new purchases of analytics and BI by 2020. Clearly, the ability to successfully and seamlessly integrate analytics into a SaaS product will be critical for vendors looking to grow their customer base and increase revenue.

Get more dollars from your data

Differentiation through embedded analytics gives you a competitive advantage that can be exploited over and over again to land new business, strengthen existing relationships, increase retention, and create new lines of revenue, such as offering upgrades or launching new products. Embedded analytics also opens new pathways to monetizing an asset you already have—your data—to boost your bottom line. IDC predicts that spending on data and analytics products will grow at a [13.2% CAGR over the next five years](#), reaching worldwide revenues of \$274.3 billion by 2022. Clearly, whatever your strategic business objectives are, you should be focusing efforts on advanced embedded analytics to help you achieve outstanding results.

Worried about ROI? Partnering with [GoodData to introduce analytics yields substantial ROI. Nucleus Research analyzed a number of GoodData ROI case studies and determined that GoodData customers have received an average of \\$4.00 in the first three years for every dollar invested.](#) As an example, GoodData customer MediGain—a provider of IT solutions and professional services to medical practices, clinics, hospitals and other specialty providers—achieved 1,044% ROI on their analytic investments, with a payback period of only a little more than a month.

Focused on boosting engagement and conversion? ServiceChannel's implementation with GoodData increased engagement from 30% to an incredible 80%, while Demandbase helped some of their customers increase conversion by 200% by integrating GoodData's analytics into their Performance Manager SaaS product. Or are you looking to improve efficiency? After partnering with GoodData, Say Insurance was able to save 2-3 hours of creation time per report per week, freeing up their employees to focus on other tasks.

Embedded analytics help you:

Build differentiation

- ▶ Create a competitive advantage in a crowded marketplace.

Land new business

- ▶ Close deals on value, not price, and offer unique features that customers crave.

Drive upsells

- ▶ Encourage upgrades with tiered analytics subscription models.

Increase retention

- ▶ Prove your worth at renewal time by delivering valuable business insights and game-changing features and capabilities.

Develop new lines of business

- ▶ Go agile, monetizing existing assets to create new products and revenue streams.


Achieve rapid ROI

- ▶ [Investing in Analytics returns \\$9.01 per dollar spent](#)

GoodData gives you access to an industry-leading analytics distribution platform with a hyper-intuitive user interface that can be customized to your brand or your customers'. With easy integration and cloud-based deployment backed by our world-class services team, we offer powerful tools to accelerate your path to productizing and monetizing your data and analytics.

Plug it in: Deep product integration

Incorporating GoodData into your software product is easier than you might think. We use open, RESTful APIs to give you access to our platform's full capability and deliver robust automation processes. In other words, you can embed GoodData straight into your product workflows to create seamless, bidirectional functionality. GoodData's professional services team is here to help you from integration to launch, because your success is our success. It's one of the reasons we won the Gold Stevie Award for exceptional customer service.



Whether it's implementation help you need, or assistance with your GTM strategy, we're in your corner every step of the way.

"Partnering with GoodData gave us the whole package-advanced capabilities, competitive advantage, and a clear value driver. Our customers have never been happier."

John Morhous, CTO
FCM Travel Solutions

When you embed GoodData in your product, you can:

Leverage RESTful APIs and SDKs

- ▶ Create seamless, bidirectional analytics experiences within your application.

Configure analytical models

- ▶ Tap into data integration and synchronization across the data pipeline.

Import/Export in real time

- ▶ Automate import/export functionality with desktop tools and applications.

Automate key functions

- ▶ Provision users, schedule reports, and distribute dashboards.

Manage users


- ▶ Set up user authentication and single sign-on access.

Push regular updates

- ▶ Deliver mass or rolling updates to tiers of customers.

Turn it on: Instant infrastructure

GoodData's multi-tenant platform supports and automates the entire data pipeline and analytics experience-meaning you don't have to worry about sourcing or managing multiple vendors. It's a comprehensive solution that gives you access to the whole stack of best-in-breed technologies, all managed in the cloud. Our platform is API-driven, delivering extensive automation and customization capabilities to ensure seamless integration within your existing offering. It's a fully baked product that can be easily designed to your specifications, launched in record time, and easily managed and updated over time.



"Investing in a more seamless analytics experience has contributed to the growth of our premium business, and adoption of the platform by our highest paying customers."

Sam Boonin, VP Product Strategy
Zendesk

With GoodData's secure, multi-tenant architecture, you can:

Secure customer data

- ▶ Keep data safe in GoodData's HIPAA-compliant, multi-tenant cloud environment.

Provision new users

- ▶ Quickly add users to one or more products automatically.

Create special offers

- ▶ Send out seasonal content and special offers on a schedule.

Push updates

- ▶ Deliver updates in real time with automated workflows.

Analyze your analytics

- ▶ Monitor usage, performance, and engagement across all your customers' instances using GoodSuccess service.

Push regular updates

- ▶ Deliver mass or rolling updates to tiers of customers.

Blast it out : Scalable, secure distribution

GoodData's multi-tenant cloud architecture allows all of our client instances to exist on the same computing fabric, so you can scale quickly and easily, distributing pre-packaged analytics to customers with thousands of users per workspace in a fraction of the time required for other platforms. At GoodData, we deliver everything at scale, so you can too: computing and management resources, a centralized platform that manages the full life cycle of your analytics product, data storage (ADS/DWHS), and customer workspaces.

How would you like to become a leader in delivering market macroindicators? You can look for best practices and benchmarks across all your customers' projects-just as we have in developing our guided recommendations. Finally, you can trust in the safety of your customers' data knowing that it resides entirely in GoodData's HIPAA and SOC Type II-compliant cloud architecture within a single code base, built from the ground up with security in mind. We employ a multi-layered approach to protect information, keep up with international compliance



standards and best practices, test and adopt new technology, and continuously monitor and improve our applications, systems, and security processes—all while paying close attention to specific regulatory requirements in customer industries and locales. Our secure one-to-many distribution model enables customers like ServiceChannel to deploy analytics to more than 100,000 locations in more than 63 countries.

Amp your ramp with GoodData's go-to-market expertise and support

When you work with GoodData, we act as an extension of your team to amplify your efforts and results. Since 2007, we've been helping our partners integrate, productize, launch, and ramp up market-leading embedded analytics into their SaaS solutions by providing deep go-to-market expertise and support. Our partners have full access to our team of experts, and our go-to-market workshops are conducted by our very own business architects, providing you with the blueprint you need to align your product vision with real business outcomes. As a GoodData customer, you'll also benefit from the guidance of our services and account management teams as you develop your ongoing strategy to deliver a best-in-class analytics experience.

"Thanks to our analytics solution, powered by GoodData, we're able to give our customers real-time insights and stunning data visualizations that they can't get anywhere else."

**Jason Adams, VP Engineering
Mercatus**

GoodData's team of experts is here to help you:

Set goals and parameters

- ▶ Figure out what table-stakes and delighters are needed for launch.

Define users and personas

- ▶ Identify your users (existing and new) and their most critical needs.

Determine structure and pricing

- ▶ Plot out tiers and pricing for your new analytical capabilities.

Prepare for launch

- ▶ Create KPIs for your beta and phased general rollout.

Map requirements

- ▶ Link persona workflows to analytic requirements.

Deploy rapidly

- ▶ Immediately provision new customers with the same permissions and security details as your core product.

Operations

Monetizing analytics in a new era of customer service



Zendesk

One of GoodData's first Powered by partners, Zendesk-a leading customer service software provider-recognized early on the benefits of delivering advanced insights to customers with embedded analytics. In fact, the first mover's advantage Zendesk gained with GoodData is one of the many factors that has fueled their 70+% YoY growth.

Zendesk knew that detailed reporting on customer service trends was critical to customer success and retention. They also understood it would be a powerful upsell driver. They partnered with GoodData to create Zendesk Insights, with tiered product packaging-now one of their most popular offerings.

Results

- ▶ #1 reason trials convert
- ▶ #1 reason customers upgrade
- ▶ Substantial new line of revenue

"From the day we introduced it, it became the #1 reason our customers upgrade. We have better analytics than almost all of our competitors, and a lot of that comes through our partnership with GoodData."

Sam Boonin, VP of Products
Zendesk

Robust analytics and insights for a groundbreaking insurance company



Say Insurance

Say Insurance is a single-line automotive insurance company that gives consumers greater insight into what they can do to reduce their rates, minimize risk, and have more control of their policy. As a new company, Say was looking to understand where its marketing efforts had the most impact, attribute policy acquisition to a source, and evaluate the performance of that acquisition channel with data associated with the policy. By partnering with GoodData, Say was able to tag its marketing campaigns, extract the data, and tie it to long-term policy performance. The marketing department can drill down to see the success of a campaign, not only at a content level but at a geography level, and tie it back to consumer behavior. With these insights, they are able to optimize their marketing strategy to better serve, attract and acquire individuals that are looking for a different kind of auto insurance.

Results

- ▶ Saved 2-3 hours creation time per report per week
- ▶ Connected online activity to long-term policy performance
- ▶ Shortened time required to answer data questions
- ▶ Users can follow their curiosity to more answers
- ▶ More robust reporting, available anywhere

"We knew we wanted to move quickly into the direct insurance market but we weren't sure how to get to that point, considering how different this business model is from the parent company. GoodData has given us the edge we needed to break into the market while meeting the needs of our users."

**Mike Terry, Business Analyst
Say Insurance**

Monitoring and ensuring compliance through embedded analytics



MEDISPEND

MediSpend

As a player in the life sciences industry, MediSpend must ensure compliance with the Sunshine Act, which requires that all payments made to healthcare professionals be collected, tracked, and reported. "That means that every dollar these companies spend on healthcare professionals—from speaking engagement fees to research funds to the cost of the lunch they bring in for a meeting—has to be tracked and reported to the federal government, as well as to some state agencies," explains Neeraj Singhal, Vice President Product Management for MediSpend. Instead of relying on spreadsheets to keep track of these expenses, MediSpend partnered with GoodData to embed analytics into its workflows so companies and compliance teams can see, at a glance, where potential problems lie.

Results

- ▶ 35-40% of customer base using MediSpend Insights
- ▶ Most new customers opt for the Insights upsell
- ▶ Reduced costs by eliminating separate ETL partner
- ▶ Cost reduction due to fewer resources needed for onboarding new customers

"Every customer we talk to is interested in analytics. They're keen on not only seeing their data visually, but also being able to make decisions confidently based on suggestions they see in their customized dashboards; they want to manage based on facts. As a result, about 35 to 40 percent of our customer base is currently using the Insights platform."

Neeraj Singhal, Vice President Product Management
MediSpend

Drive more value from your data with the right embedded analytics partner

The final and perhaps most important element to creating and delivering a successful embedded analytics product is choosing the right partner. Specifically, a partner that can seamlessly deliver integrated analytics, distributed at scale; a highly engaging end user experience that guides customers of all skill levels to insight quickly; and the expertise and organizational support you need for a successful launch.

GoodData is that partner. We offer an industry-leading embedded analytics platform and deep go-to-market expertise. The GoodData platform helps ISVs quickly create new revenue streams and increase customer retention by embedding advanced, self-service analytics directly into their existing SaaS solutions.

Additional resources

If you'd like to discover more about embedded analytics and the GoodData platform, we have a number of additional resources available.

Learn more

Visit GoodData's [embedded analytics](#) website to learn more about different types of embedded analytics, solutions, benefits, and additional customer success stories.

Embedded analytics trial

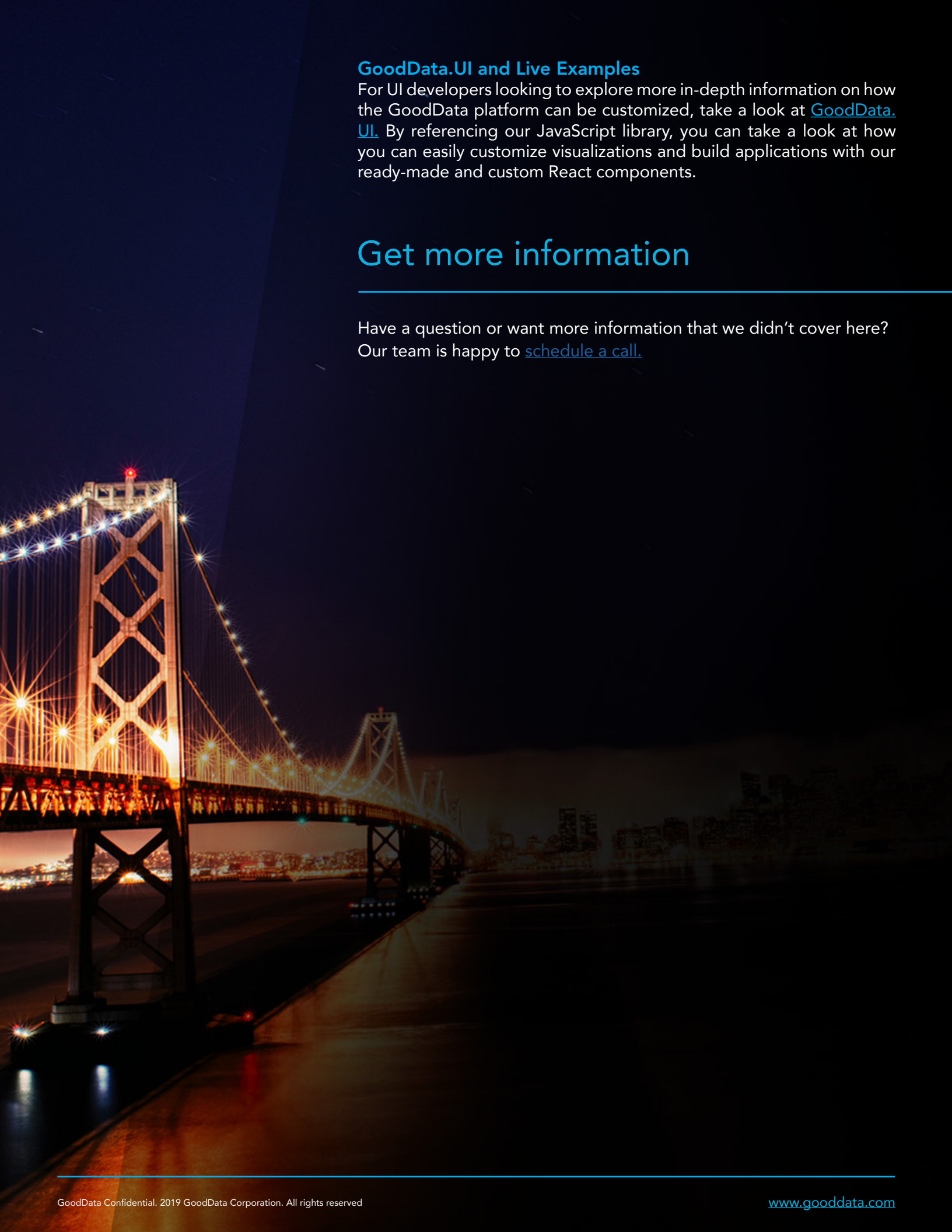
With the [embedded analytics trial](#), you can see GoodData's analytics platform embedded in an application's user interface so you can get a clear example of what embedded ad hoc data discovery looks like. Explore a demo application enhanced by analytics visualizations, then create analytical insights using an intuitive drag-and-drop experience.

Technical paper

For technical professionals, [this paper](#) is designed to give you an overview of exactly how GoodData is able to deliver powerful analytics to massive audiences while still being the most cost-effective platform on the market. It explores how our modular platform provides the tools, runtimes, and storage for data ingestion, preparation, transformation, analytic queries, data visualization, and application integration.

Platform trial

For data engineers who'd like to see the platform in action, take a look at [our platform trial](#). With the trial, you can learn how to build and deliver powerful analytics, including creating reusable, context-aware metrics for business users.



GoodData.UI and Live Examples

For UI developers looking to explore more in-depth information on how the GoodData platform can be customized, take a look at [GoodData.UI](#). By referencing our JavaScript library, you can take a look at how you can easily customize visualizations and build applications with our ready-made and custom React components.

Get more information

Have a question or want more information that we didn't cover here? Our team is happy to [schedule a call](#).