



GoodData

GoodData Corporation

# What Tools and Processes Can Bring Analytics Everywhere?





Analytics has been used for decades to help businesses make informed decisions—both strategic and operational—by deriving insights from the data these businesses already collect. You’re probably already using analytics for data-based feedback on specific business processes or functions, which you then use to optimize that process in the future. Perhaps you use data visualization tool to keep track of the average time it takes to close a tech support ticket and identify which types of tickets take the longest to close so you can train your employees on those scenarios. Giving this kind of data in an easy-to-understand format to your call center managers helps them understand where they can improve, thereby improving decision accuracy and enabling companies to achieve better overall performance.

It’s clear that, internally, analytics makes it easy to find connections or trends and take action based on them, but what about when you take analytics elsewhere? Though data visualization tools may be sufficient for now, you’ll find that delivering analytics everywhere requires you to rethink your tools and processes.



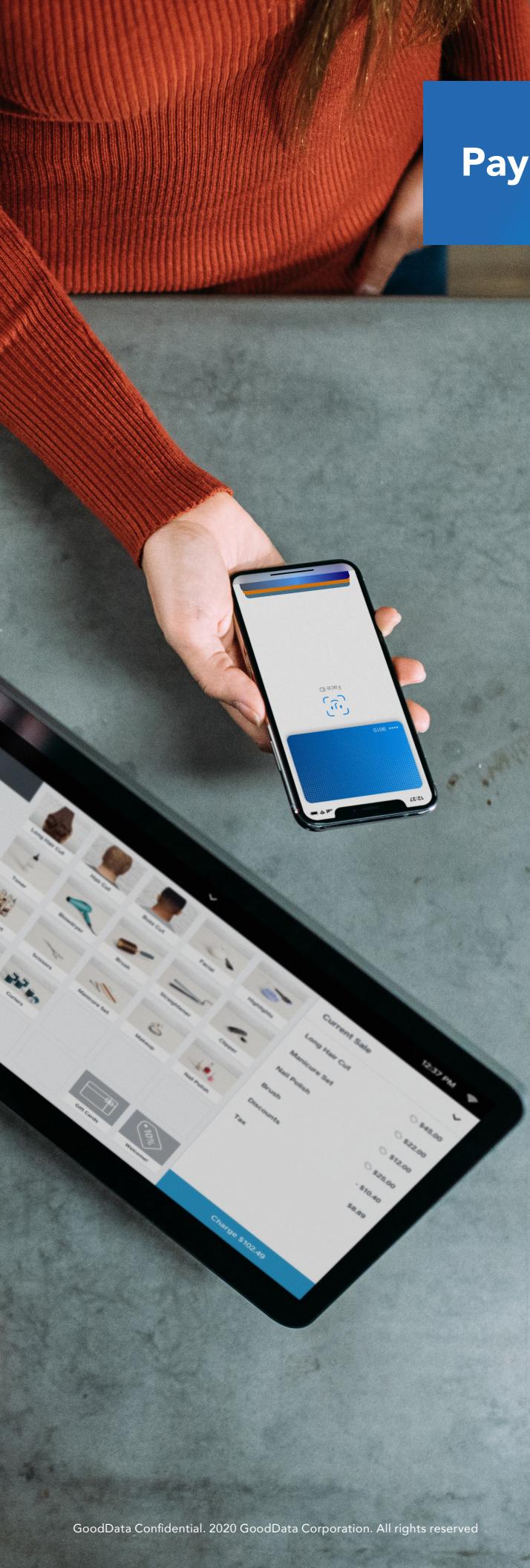
## What do we mean by “analytics everywhere”?

Google Analytics collects data on website or page performance and user actions, aggregates that data, then analyzes it. Based on that analysis, it generates recommendations-use these specific keywords, for example-to improve your website or page performance. However, your company's marketing department is just one of many distinct users of Google Analytics. Millions of companies and users around the world rely on Google Analytics to access customized insights that are tailored to their individual page performance and objectives, which must be kept separate while still delivering the same user experience. That means that Google Analytics must be capable of accommodating millions of unique instances.

Google Analytics is just one example of a company's analytics that are shared and customized among millions of other users, but there are plenty of others as well. Shouldn't you offer similar analytics for your business process or product? Because it can be challenging to consider ways in which you can begin delivering analytics everywhere, let's explore other situations for which companies provide analytics externally: payment processing, ecommerce, and franchising.



Let's look at another example of analytics delivered everywhere. [ServiceChannel](#) is an online marketplace and SaaS platform for facilities managers, contractors, and technicians. ServiceChannel chose to provide advanced analytics to each of its customers, delivering insights at the point of work to accelerate-and ultimately automate-decision making through machine learning.



# Payment processing

Payment processing is a clear, easy-to-understand example of how delivering analytics everywhere benefits both the analytics provider and its external partner. Consider a credit card company. Companies like Mastercard provide credit cards, which are issued from partner banks like Chase. The credit card company collects and stores data from each of those different banks that issues its credit cards to their customers.

The credit card provider uses that data to determine how often false positives occur when detecting fraudulent transactions, meaning how often a legitimate transaction is flagged as fraudulent. If it's too often, the credit card provider is at risk of losing customers, who may decide to close the card and go with a different provider rather than deal with the annoyance of multiple incorrectly flagged transactions. To minimize this risk, the credit card provider analyzes high volumes of transaction data to identify trends and build a machine learning model capable of more accurately detecting fraudulent transactions to reduce that false positive rate.

So why provide these capabilities externally? By delivering analytics to the banks that issue credit cards for the card provider, the provider provides the bank with the data and insights it needs to optimize their payment processes and get 360-degree visibility into their customers' experience. Ultimately, this means that the credit card provider's end customer has a better overall experience-and stays with your card.

Delivering this kind of experience is very complex, and it requires strong data privacy and multi-tenancy capabilities. Through that one dashboard, each bank would need to see only the transactions that are relevant to them, while keeping data for other banks separate and secure. Successfully accomplishing this requires an extremely robust analytics platform, but the improved performance as a result is worth the investment.



## Online retailer

An online retailer is another common instance that requires delivering a company's own analytics to hundreds or thousands of external partners. You can quite easily imagine an ecommerce marketplace that sells items from thousands of brands all under one proverbial roof. This retailer is probably already using analytics internally to determine which brands perform best (and which brands they should continue to partner with) or to keep track of the marketplace's overall performance.

Eventually, this retailer would want to extend this experience and these capabilities to their partners—the brands that sell their products through the marketplace—so each individual partner can explore customer behavior, pricing trends, and other data that would improve sales. Perhaps bundling two products together makes customers more likely to buy, or perhaps one brand's price for a given product is much lower than that of a similar product offered by competitors. Armed with this information, the brand can make informed strategic decisions that improve their individual performance. And because they're able to improve sales and boost revenue, they're more likely to continue to sell through this marketplace—a benefit for the retailer which provided the analytics in the first place.

However, delivering these analytics externally can be challenging. The retailer collects data on all of the brands that sell products in its marketplace, and sharing one small subset of that data with just one brand, without allowing that brand to access data on other brands, is extremely difficult to engineer. If, for example, this retailer used data visualization tool internally, they'd have to create a new dashboard for each of the thousands of brands. This would be time-consuming, costly, and difficult to maintain. Instead, what they need is a centrally managed analytics platform that is capable of delivering a customized experience to each brand without compromising privacy or capabilities.



## Franchises

Finally, franchising represents another typical use case for needing to deliver analytics to numerous different partners, each of whom requires the same user experience that keeps their location's data separate.

For example, a restaurant chain with over 1,000 restaurants across the US would have multiple disparate data streams entering applications from each of their franchises. In addition, each franchise location performs differently; perhaps it's located in a less populated area, or it may have menu items that are only sold in their region or location.

Performing benchmarking in this circumstance is immensely challenging. Comparing one location's performance relative to other franchises requires substantial manual work to cleanse and analyze the data while accounting for unique location-specific differences. However, despite these challenges, the franchise network would still want to be able to monitor performance across its network so it can identify high- or low-performing locations, allocate funds, and provide each individual franchise location with information on how it can improve. Likewise, each individual location would want visibility into how their franchise performs relative to others and insight into how it can improve.

Typically, doing so would be fairly labor-intensive, because the average analytics provider is unable to provide a segmented, unique experience to many individual end users. But by relying on the right analytics platform, a network of franchises can keep a close eye on key performance indicators (KPIs) such as average weekly sales, year-over-year sales, customer satisfaction, and table touches beyond delivery. Each franchise can access information about their specific location's performance, and get a feel for how their performance compares to their peers.



- ▶ Realized a 683% ROI according to [Nucleus Research](#)
- ▶ Achieved average annual benefit of \$1,423,312
- ▶ Increased year-over-year same-store sales by 6%
- ▶ Increased overall guest satisfaction by 3%

For instance, Firehouse Subs used analytics to standardize reporting and eliminate manual analysis by deploying analytics dashboards for reporting and scorecarding across the whole company. Thanks to these dashboards, the company saw increased employee productivity and improvements in franchise revenues and scorecard metrics.



## Why choose a platform over separate tools?

If you're now considering how you can bring your analytics experience to your customers or external partners, you're probably imagining that you can simply scale your existing analytics tools or processes. However, this is not the case; delivering analytics externally to many different entities is extremely challenging and requires much more robust capabilities than those found in standard analytics tools and platforms. While data visualization tools would be able to deliver dashboards to multiple partners, each of those dashboards would have to be separately managed and maintained-data defined, custom reports created, and privacy ensured. This is not a scalable or realistic solution when you want to bring analytics to thousands of partners.

In addition, there are other issues that make choosing separate tools less desirable than relying on an end-to-end platform. For starters, cobbling tools together is challenging and cost-prohibitive. Even if you do manage to pull together a collection of tools, there's no way to ensure that those tools will reliably "talk" to each other and work together in the way you want them to. Data may have to be manually brought in to each tool, each of which will exist within its own window. Navigating to each of those windows is disruptive to the user, who may find the whole process too difficult and will instead continue to work the work they have been working, instead of taking advantage of analytics that is seamlessly embedded analytics into their existing applications and workflows.



## Evaluation criteria

With this in mind, what should you be looking for if you're ready to take the step to start delivering analytics everywhere? As you evaluate individual analytics platforms, keep the following key capabilities in mind.

### Multi-tenant analytics delivery

Strong multi-tenancy capabilities are critical for delivering analytics to many different customers or partners-referred to as "tenants." This capability should be your top priority as you consider possible analytics platforms.

Specifically under the umbrella of multi-tenancy, you should be considering two key elements. The first is the robustness of the underlying platform. When analytics are provided beyond the limits of your organization, there are often tens of thousands of tenants and hundreds of thousands of users, and new tenants and users must be added and removed in real time as conditions change. Perhaps a retailer leaves the ecommerce marketplace or a new franchise opens, or the credit card provider hires additional staff, all of whom need access to analytics.

That means that the underlying analytics platform must be able to support on-demand tenant and user provisioning with no delay or downtime.

Second, the data for each tenant must be partitioned and kept private, so the analytics provider must have extremely strong security and data privacy practices. Let's explore this in more detail.

### Security and data privacy

Analytics everywhere can't rely on the fragile and hard-to-manage permissions provided by general analytical tools and platforms. Instead, the security management of a system with tens of thousands of organizations and hundreds of thousands of users must provide strong automation and scalability. As new partners are added, each of those workspaces and instances needs the same guaranteed level of security, which ensures that only defined users can access specific data.



Data privacy is an absolutely critical requirement for analytics everywhere, with strong data isolation being especially important.

Each business partner or entity's data must be physically isolated from the data of all other tenants, or you'll be at risk of losing your partners due to compromised data and lost trust.

Finally, within the world of security and data privacy, regulations are always changing, and different industries have their own requirements. A platform must be able to meet regulations like GDPR, HIPAA, ISO, and more.

### Per-tenant customization

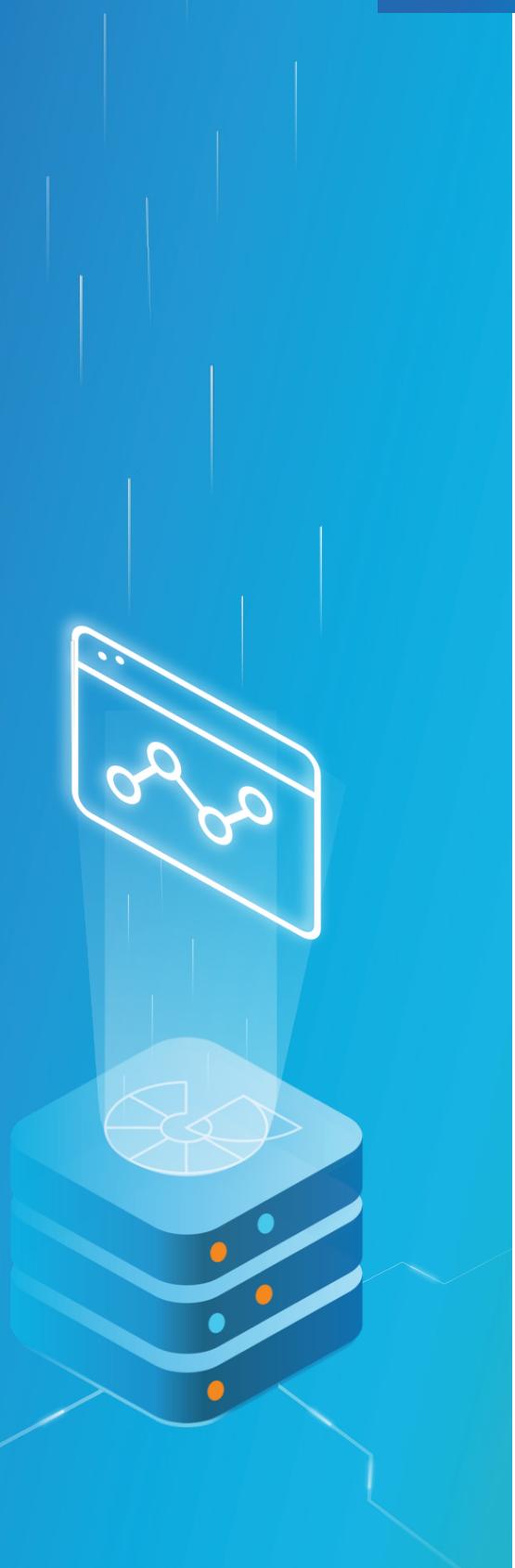
Each of your tenants—a franchise or a brand sold in an online marketplace—needs to be able to customize analytics to integrate it into their processes, workflows, and specific infrastructure. Pair this with the fact that most end users are also often business users with various levels of data literacy and data analysis skills, and it's clear that tenants need to be able to tailor their analytics experience to account for different ways of working or skill levels.

The ideal platform for external analytics delivery must provide a rich set of tools for collaboration between expert data analysts and business users, and it must enable customization that makes it easy for business users to find and build what they need. In addition, because analytics is deployed on such a large scale, the platform you choose should include self-service capabilities that help the average user easily build what they need to get to correct and consistent results.

### Agility

Finally, organizations that share analytics with business partners must be able to react to rapid changes, adjust reports and dashboards, and deploy them to all external business users. That means that the underlying analytics platform needs to be robust and well-engineered enough to be able to manage the complexity of frequent changes—especially considering that they'll be rolled out across many customized environments. Those environments include those where each tenant—in addition to the analytics provider—customizes their analytical experience. This is particularly challenging, because the platform must be able to accommodate changes on the tenant and provider side at the same time and manage all of those changes in a central location.

# GoodData capabilities



In your research of possible analytics platforms, you'll most likely explore GoodData as an option. Because GoodData specializes in multi-tenant distributed analytics, we're able to meet all of the above evaluation criteria with a few added benefits.

## Better customization

Business users don't want more spreadsheets, static dashboards, or reports; rather they want only the information that is relevant to the decision at hand, presented in a way that is personalized, contextual, intuitive, and actionable. The GoodData platform provides insights in the form of recommendations and predictive analytics and takes the guesswork out of identifying mission-critical insights by delivering the analytics that matter most for real-time decision-making

For delivering analytics externally, these better customization capabilities mean that the user experience can be tailored to each external partner with custom data models and analytics. You can easily create and publish new dashboards and reports as needed or as new franchises or partners are brought on. If desired, you also have the option of creating product tiers to deliver custom analytics to different customer segments-all at different pricing levels.

## More intuitive

GoodData is incredibly easy to use for the average business user and more advanced users alike. This is especially critical for analytics deployed at thousands of companies or with tens of thousands of users. With an intuitive system, you're able to ensure that all of your users are able to find and successfully use the reports and dashboards they're looking for.

However, there's another advantage to an intuitive solution that is designed to be used by tens of thousands of users. If the solution is less intuitive, a situation may arise where solving an issue requires changing the platform to be more intuitive. This design fix then needs to be rolled out to each of these thousands of users-a manual process if you've gone with an analytics solution that isn't intended to be deployed to this many distinct users. With GoodData, the platform is intuitive to use, and any necessary changes are made and managed from one central location before being rolled out simultaneously to each individual user.

### Better results

Finally, the numbers don't lie: GoodData delivers incredible ROI on analytics—[an average of \\$4.00 in the first three years for every dollar invested](#). Because GoodData charges per tenant or customer, instead of per user, our partners are better able to control their investment and start generating returns earlier on in the analytics deployment process. By partnering with GoodData, [EmeraldCube](#) was able to introduce a SaaS-based solution its customers could start using right away to find relevant metrics in an intuitive, interactive, and easily digestible form, while achieving 1,273% ROI. To help its multi-location customers optimize their businesses, [ServiceChannel](#) partnered with GoodData to develop an offering that would deliver insights at the point of work and accelerate—and ultimately automate—decision making through machine learning. Their results? An incredible 1,218% ROI.

## Why the world's top companies choose GoodData

### The GoodData advantage

#### Business:

1. One platform for ALL: internal teams, client companies, external partners
2. Self-service visualization for business managers
3. Your own branding
4. Sustainable pricing that fits your business at all times (no paying per user)
5. The highest data privacy and security certifications

#### Technical:

1. Automated scaling to different departments and companies
2. Embedded dashboards in your application or software product
3. Streamlined multi-tenant change management
4. 150+ data-source options
5. Fully hosted or deployed as a container in your application

### Dive deeper into the GoodData platform

[Request a demo](#) and let our experts take you on a guided tour of the GoodData platform.