



embedded
ANALYTICS

Guides

Embedded Analytics: A Critical Business Advantage for Your Enterprise



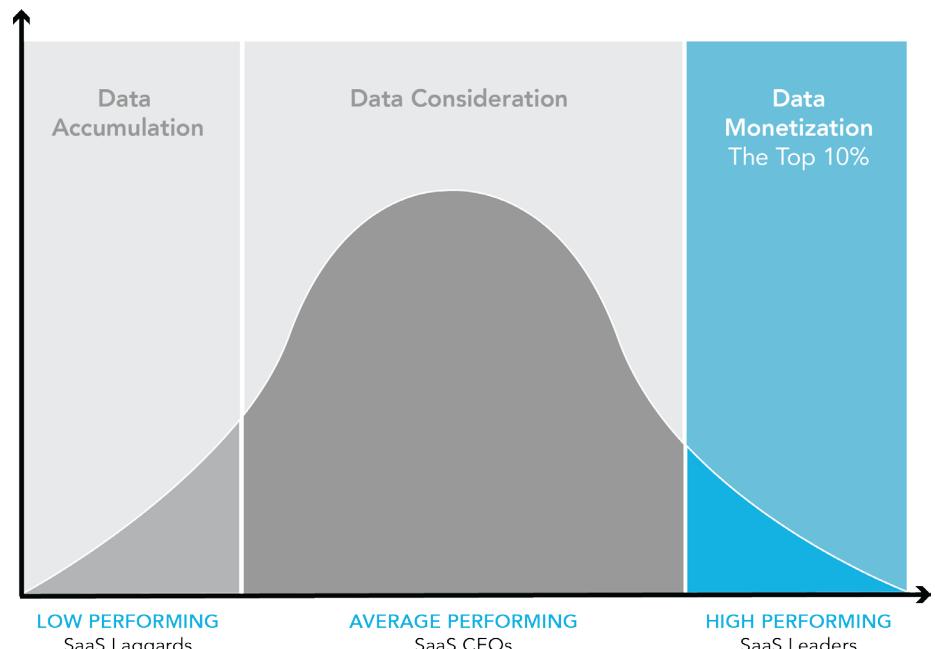
Are You Ready to Join the Top 10%?

Businesses of every category are generating more data as a result of everyday operations than ever before. You probably know that data is valuable, but do you know its full value?

Gartner estimates that more than 90% of business leaders will view content information as a strategic asset, yet fewer than 10% will quantify its economic value. That means 9 out of 10 of your peers and competitors, haven't quite figured out how to make their data part of their financial (and product) roadmap, despite the fact that they are sitting on huge untapped stores of it.

Now is the time to innovate and accelerate ahead of your competition by joining the 10% of top performing SaaS leaders on the bell curve of data monetization. Embedded analytics can help you land net new business, strengthen relationships, increase retention and create new lines of revenue, offering upgrades or even launching new data products.

In this guide, we'll cover why analytics are a top business priority. We'll take a look at the value of the market, and the advantages to be gained as an early mover in the analytics game. Finally, we'll provide you with a four-step roadmap to unlocking the full value of the data that already exists within your SaaS solution— by embedding fully-customizable, advanced analytics right into your core product.



CEO TECHNOLOGY INVESTMENT PRIORITIES

1



Customer
Experience
Management

2



Digital
Marketing

3



Business
Analytics

4



Cloud-based
Business

5



Data Science/
Big Data

6



Digital
Products and
Services

Prepare for Rapid Tech-celeration

As the rate of innovation increases, growth continues to be a primary mandate. What has changed is the source of anticipated growth. Gartner notes that technology is now viewed almost unilaterally as THE key to achieving business and financial gains, and business analytics, the cloud, and big data are all top technology investment priorities. Mark Raskino, Vice President and Gartner Fellow, explains:

"Each year we ask CEOs to state their top five business priorities, and this year growth was once again the top priority. However, explicit mentions of growth were down from last year. We attribute this decline not to less interest in growth, but rather to increasing interest in the mechanism that will create it. The second-most-important category of business priority for 2015 and 2016 is technology related. This is the highest position we have ever seen for technology in this survey than at any time since 1999."

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- Mark Raskino, Gartner Fellow

And then... the Techsplosion

So what does that mean to you as a SaaS innovator? It means the opportunity is ripe to forge ahead of the pack by adding capabilities to your product that will help you differentiate, empower you to close and retain more business, and position you as a leader (potentially even as a source for market macroindicators) as the Techsplosion happens.

Forty-seven percent of North American and European enterprise software decision-makers are expecting to increase their investment in SaaS this year, according to Forrester. A full 64% cite increasing the use of analytics within business applications as a high or critical priority. In fact, Forrester identifies the cloud/SaaS and embedded analytics as two of the five technology pillars that will shape the future of business applications innovation.

To recap, tech is a top investment priority for enterprises looking to drive immediate growth. Not just tech, but specifically SaaS analytics. By embedding analytics into your SaaS product, which is full of monetizable data that can easily be transformed, enriched and visualized to give your customers deeper insights into critical business issues, you make your products stickier and increase their lifetime value.

Are you rethinking your roadmap for next year yet? You should be. To help you out, over the next few pages we're going to walk you through some key steps that will set you on the path to driving innovation, creating recurring revenue, and becoming one of the lauded 10%.

BUSINESS APPLICATIONS INNOVATION

1



CLOUD/SaaS

2

USER
EXPERIENCE

3

FLEXIBILITY
FOR CHANGE

4

EMBEDDED
ANALYTICS

5



INTEGRATION

Step 1: Identify Your Analytics Value Proposition

Useful. Usable. Desirable. As a cloud-based business leader you know the principles of good design, and it makes sense to keep these concepts in mind as you begin discovery on your data project.

Begin your evaluation through the lens of your customers. Start with your product team, and take a hard look at your users (and the persona work your team has already done). What are their goals? What challenges do they face? What problems are they trying to solve? What questions do they need answers to?

Once you have these answers, ask yourself: how can your analytics feature help? This will help you define the necessary data points you'll need to produce to create a useful product, while also framing how to package its value to ensure your offering also **desirable** and 'sticky.'

Don't stop with your product team. Take the time to interview the customers you have and, if you can, the customers you want. Ask them the same questions. Don't forget, during both processes, to get a firm handle on their requirements, so you can also nail down the usable part of the equation.

At the end of this process you should emerge with the following blueprint for your analytics product:

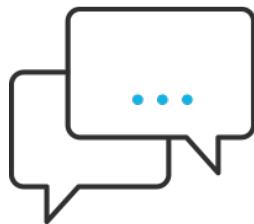


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PILLARS FOR DESIGNING AN EXCEPTIONAL ANALYTICS EXPERIENCE

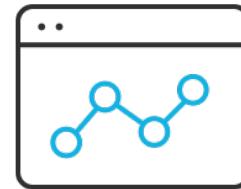
USEFUL

Answers critical questions for users



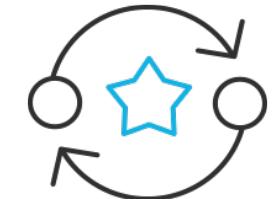
USABLE

Offers an exceptional user experience



DESIRABLE

Solves problems and delivers wins

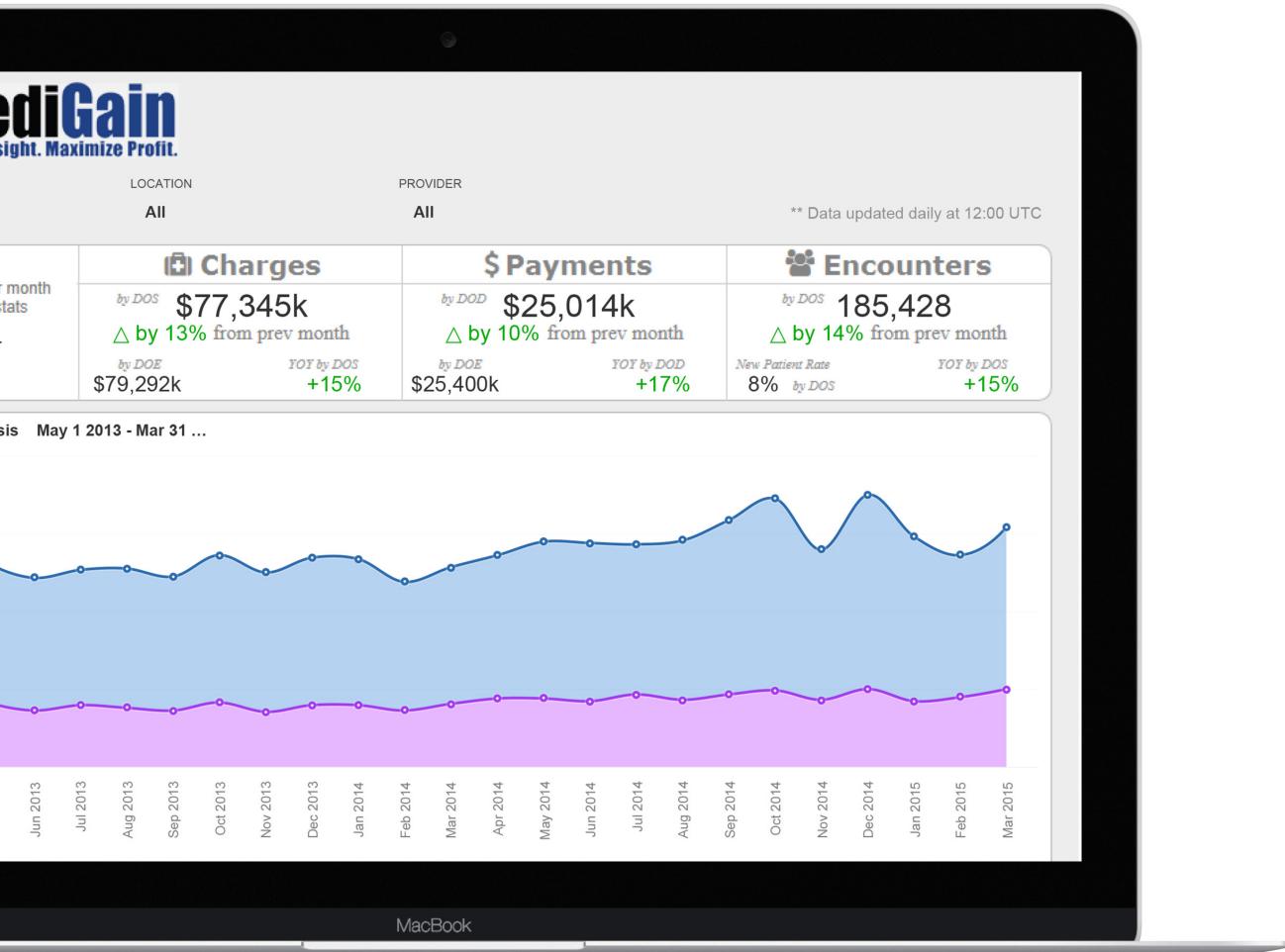




Step 2: Evaluate and Augment Your Data Sources

Now that you know what your users want, it's time to figure out how to give it to them. Take a hard look at the data within your solution, and evaluate how close you can get to meeting your users' needs with what you already have at hand. Remember, you have domain expertise to work with from your core product—now you just have to translate that to your analytics approach.

For example, GoodData customer Zendesk—a leading customer service software provider—leveraged data already residing within their system to create Zendesk Insights, a service that answers questions like: "How are my agents performing?", "What is the lifecycle of a customer ticket?" and "How can we improve the customer experience?" Zendesk Insights is now the number one reason customers upgrade, with prospects who trial it converting at double the rate.



MediGain, a full-service revenue cycle management (RCM) provider for medical practices and GoodData customer, tapped into their data with MediGain Insights to help customers understand: "How are billings going in relationship to goals?", "Which diagnosis codes are driving the most revenue for the practice?", and "What factors are impacting new patient acquisition?"

When mapping data to customer needs, don't limit yourself to what you already have. GoodData allows you to extend your offering, integrating third-party data seamlessly with your own. ServiceChannel, a cloud-based ERP system provider for facilities managers at big brand retail sites like shopping malls, leveraged GoodData's platform to combine their own data with external data on weather patterns, gas prices, and demographics to help customers understand: "How does the weather in a certain geographic region impact repair costs?" and "What happens to contractor service and energy costs when gas prices go up?"



Since deploying advanced analytics powered by GoodData's platform, ServiceChannel's customer engagement has increased from 30% to 75%, with scores of customers upgrading to the new advanced tier for its predictive analytics capabilities.

Thinking outside the box on what data will deliver value to your customers will help you exponentially grow the worth of the information assets you already own.

Step 3: Think Future-Forward About Your Data Strategy

So now you've considered internal data and outside data. But have you thought about ALL of the data? All of GoodData's client instances live on the same computing fabric in our secure, cloud-based environment. All of the data, in one place. What that means for you is that, while ensuring the security of your clients' data, you also have the opportunity to look across all of their instances for common factors—identifying key insights that you can then turn around into unique product offerings (and increased value) for your customers.

For example, [Zendesk Benchmark](#) gives customers the power to measure themselves against their peers. It's a feature that has dramatically increased customer engagement and stickiness, motivating customers to track their improvements over time.





"We've seen that being best-in-class really motivates support teams," said Sam Boonin, Zendesk's VP of Product Strategy. "And it helps reinforce the case that great service leads to happy customers."

Firehouse Subs, another GoodData customer, uses our platform to integrate data from multiple sources to create a "single source of truth," to help their more than 1000 franchisees get a deeper understanding of customer sentiment. By correlating this to sales performance and guest satisfaction on a scorecard, Firehouse has driven spectacular results for their business; since partnering with GoodData, Firehouse Subs has realized:

- ▶ **8%** increase in scorecard grades system-wide
- ▶ **6%** increase in year-over-year same-store sales
- ▶ **3%** increase in overall guest satisfaction

At GoodData, we've leveraged this capability in a different way. Our data discovery canvas integrates best practice recommendations—culled from millions of interactions—to help users better explore their own data.

This is your chance not just to differentiate, but to become a visionary within your space, delivering macro-indicators to the market.

Step 4: Choose the Right Embedded Analytics Partner

The final and perhaps most important element to a successful embedded analytics launch is choosing the right partner. A partner that can deliver seamlessly 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 business intelligence platform and deep Go-To-Market expertise. Nucleus Research praised GoodData as a leader in the analytics technology space in their 2016 Analytics Technology Value Matrix, as did Forrester Research in their Forrester Wave: Agile Business Intelligence Platforms report. 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.

Criteria for Selecting an Embedded Analytics Partner Solution

Useful



Seamless embedded analytics in a multi-tenant environment that can be packaged, tiered and distributed at scale to all of your customers.

Usable



Highly-engaging end user experience that guides customers of all skill-levels to insight quickly using best practices culled across millions of interactions.

Desirable

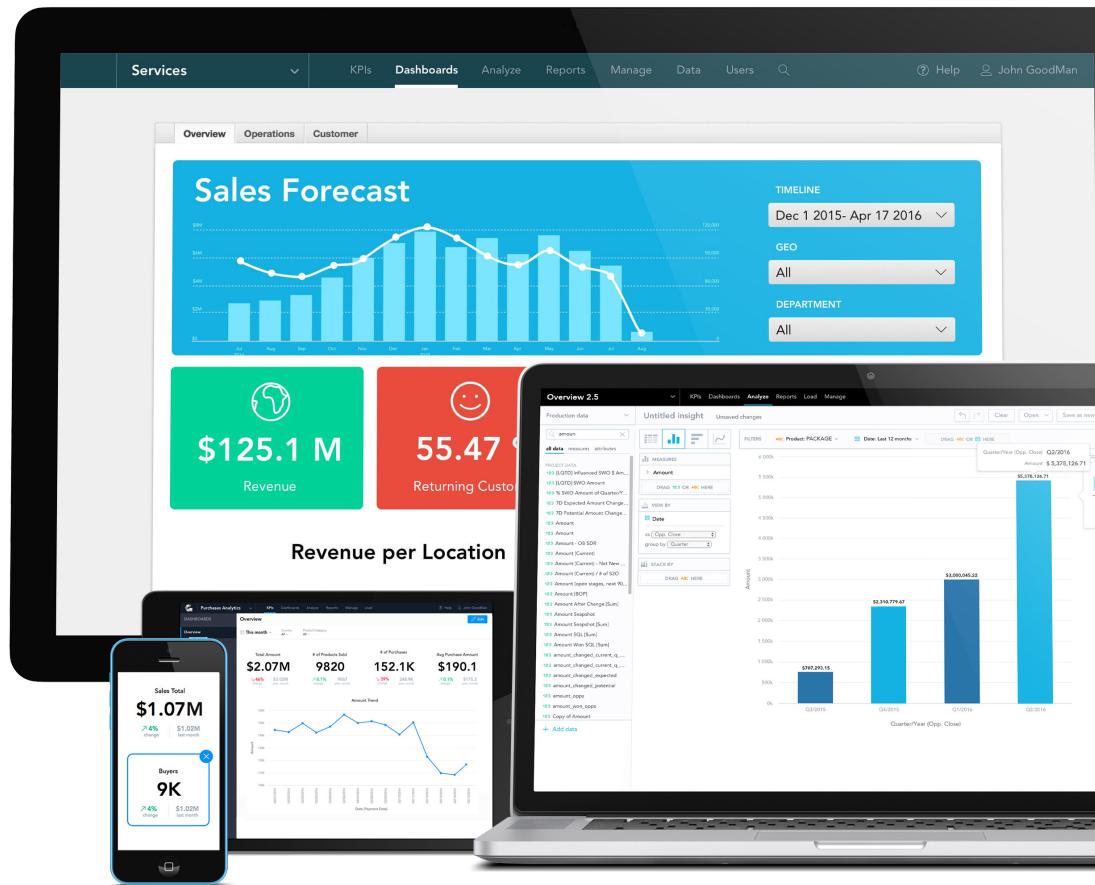


Expertise and organizational support from implementation to launch, and beyond—helping you become a market leader and market indicator.

Partner with a Disruptor

GoodData offers an industry-leading business intelligence platform and deep Go-To-Market expertise. The **Powered by GoodData** partner program helps ISVs quickly create new revenue streams and increase customer retention- embedding advanced, self-service analytics directly into existing SaaS solutions.

GoodData delivers the market's most complete multi-tenant analytics distribution platform, coupled with a hyper-intuitive user interface your customers will love. With fully responsive, embedded analytics customized to meet your (and your customers') brand and business needs—GoodData guides users to fast discovery and adoption using interactive recommendations.



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