

Understanding the ROI of Embedded Analytics



Most SaaS leaders understand the critical importance that data and analytics can play in transforming their business, but have you considered that data and analytics have value beyond just reducing costs and enabling better strategic decision making? In fact, data and analytics can also serve as the keys to actual business growth. Gartner found that [more than a third of organizations surveyed report that cloud investments](#) are one of their top three investing priorities, and that the [SaaS market is expected to grow from \\$94.8 billion in 2019 to \\$143.7 billion by 2022](#). Are you poised to deliver a product that outperforms your competitors' and enables you to differentiate, close and retain more business, and emerge as a market leader?

If you're a SaaS leader with growth on the brain, now is the time to invest in embedded analytics that can harvest the full value from the data that already exists within your core product. Turn the page to get a better understanding of the market opportunity for data products and services, how analytics can help you drive business growth, and what key attributes to look for in an embedded analytics partner solution.

Just the facts, please: Market opportunity of embedded analytics

We know you want the numbers-and they're impressive. Read on to see why embedded analytics should be your next investment.

Fact 1:

Interest - and investments - in data and analytics are accelerating

Gartner predicts that revenue from SaaS technologies will reach \$85 billion by the end of 2019 - a 17.8% increase from 2018.

Fact 2:

Cloud investments are increasing in lockstep

Gartner found that more than a third of organizations surveyed report that cloud investments are one of their top three investing priorities.

Fact 3:

SaaS + embedded analytics will shape the future of business applications innovation

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.

Fact 4:

Monetizing data is the key to driving business growth and value

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.

Let's recap. SaaS and analytics investments are exploding. And you have a SaaS product, full of monetizable data from which you can architect business value while creating massive ROI with embedded analytics.

Convinced yet? Turn the page to learn the three top benefits that embedded analytics can deliver to your organization.

Value driver #1: Net new revenue creation

The value you can achieve with embedded analytics compounds exponentially over time. Once you make the initial investment, you'll be reaping the rewards for years to come.

Analytics can be a powerful differentiator-giving you a competitive advantage that can be exploited over and over again to help you land net new business and create new lines of revenue, offering upgrades or even launching new data products.

It's a process we like to call agile revenue development.

Start customers at your basic tier, then walk them up the analytics maturity model, collecting enhanced returns along the way. Double down on your initial offering by releasing advanced analytics with ad hoc reporting; monetizing benchmark data gleaned across customer instances; and integrating third-party data to become a leader in delivering industry macro-indicators.

"We are empowering our customers with GoodData's tactical, operational, and strategic insight to change how the industry as a whole makes decisions."

- Sid Shetty, VP Global Services, ServiceChannel

Value driver #2: Increased lifetime customer value

Embedded analytics don't just help you land new customers; they also help you keep the customers you have, reducing churn while increasing lifetime customer value.

Customers that engage with analytics are “stickier.” They use the product more, and they find that it helps them do their job better. When renewal time comes or upgrade discussions take place, they’re loyal. Why? Because analytics prove their own value-delivering critical insights to users of all skill levels across organizations, while strengthening your relationship with those customers. It’s a personal touch that motivates your customer to become a better customer.

Need some proof points? Let’s talk about:

Embed GoodData analytics within your products and be rewarded with an ROI your investors will love.

Advanced analytics, powered by GoodData, have helped Fourth-a provider of cloud-based cost control solutions to the hospitality industry- radically enhance its offerings. The result? 117% ROI from its investment in the new system of insight-with a payback period of just 2.4 years.

Enhance customer engagement:

Customers like ServiceChannel have increased engagement from 30% to an incredible 80%.

Boost customer satisfaction:

After GoodData customer Zendesk introduced analytics to its platform, it found that 80% of its Plus and Enterprise customers continued to use advanced analytics every day, creating a stickier relationship with the product and reducing the likelihood of customer churn.

Increase customer lifetime value:

GreatVines introduced analytics to differentiate its product from competitors and deliver more value to its customers.

Generate tangible business results, quickly

Firehouse Subs is a quick-service restaurant chain that uses GoodData-powered analytics to increase sales, improve customer satisfaction, and react quickly to market changes. Since partnering with GoodData, Firehouse Subs has realized:

- 683% ROI according to Nucleus Research
- 8% increase in scorecard grades system-wide
- 6% increase in year-over-year same-store sales
- 3% increase in overall guest satisfaction

Value driver #3: Reduced financial and operational risk

We've talked a lot about growth, but let's not forget that growth and cost reduction aren't mutually exclusive. Partnering with an embedded analytics solution provider can help you achieve rapid growth and returns with minimal cost and risk.

Think about it. What kind of capital and human resources would it take for you to build in these capabilities yourself? What kind of risks would you take on by venturing into new areas, where you have less institutional knowledge and expertise from which to borrow? How long would it take you, and what would be the opportunity costs?

Partnering with GoodData gives you access to an industry-leading analytics distribution platform, with an intuitive and engaging user interface that your customers will love. 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. And with easy integration, cloud-based deployment, and an average implementation time of less than 90 days, it's a powerful tool to accelerate your path to productizing and monetizing analytics.

For an easy cost-benefit analysis on the build vs. buy discussion, take a look at the chart below. Then contact GoodData to start the conversation about how you can architect business value into your solution and your business—and monetize your data with embedded analytics.

Invest in the bottom line by choosing the right analytics partner

GoodData offers an industry-leading business intelligence 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 existing SaaS solutions.

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

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.

Start for free

Did this article resonate with your needs? Do you want to prototype and validate the business case of analytics on small set of your customers? With GoodData, [you can bring embedded analytics for free](#) to your product or business application for up to 5 customers.

GoodData pricing plan allows you to start for free and grow as you need while having the costs under your control.

See more at www.gooddata.com/pricing.

Embedded analytics and Platform 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.

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.

Both trials are accessible from the single registration at www.gooddata.com/trial.

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.

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](#).