GoodData

GoodData Corporation

5 Reasons You Need to Upgrade Your Analytics NOW

Truly insights-driven businesses will steal trillions in revenue from their less informed peers. Here's what you need to do to avoid being left behind.

For years, organizations have been collecting, compiling, analyzing, and distributing data with the goal of gaining strategic advantages, but this tried-and-true approach to analytics is no longer enough. To get ahead, companies will need to pursue a new approach to data that gives users what they need when and where they need it, in a format that delivers actionable insights-not simply information.

Specifically, the following five trends-encompassing external pressures, internal demands, technology, and other factors-are driving enterprises to the conclusion that, when it comes to analytics, an elevated approach is vital if they are to survive and thrive in today's competitive environment.

1: Your competitors are using their data to surge ahead

The benefits of data-driven insights were once thought to only be achieved by massive corporations with their own teams of data scientists. However, thanks to advances in technology, the ability to make data richer, more accessible, and more relevant to the user is now within the grasp of a much larger percentage of companies. And as enterprises across industries seize this opportunity, they're leaving their competitors scrambling to keep up.

In a recent study by The Aberdeen Group, 46% of respondents cited "Competitive pressures require becoming more data-driven" as the top pressure driving their need for better, more comprehensive, and more relevant analytics.[1]

2: Your employees need better business tools to succeed

Outside developments aren't the only pressures driving an evolved approach to analytics: employees themselves are demanding a more seamless, relevant data experience.

Business users across disciplines and at all levels of the organization want access to the data they need to do their jobs better. At the same time, they're not data scientists-nor should they have to be. The average business user was not hired to perform data analysis, and few business users have either the time or the training necessary to sift through reams of data to extrapolate the insights they need. Instead, they need analytics in context, where they work, with a framework of why the insight is important and how it can be used.

Business users who have access to insights at the point of decision responded that they were more satisfied with the relevance of analytics to their job roles, the access to the data they need to support decisions, and the sophistication of the analytical capabilities.[2]

3: Advances in AI are revolutionizing analytics

Artificial intelligence (AI) and machine learning have become mainstream in business technologies. Today's AI-powered systems can analyze millions of bytes of data from multiple sources-both internal and third-party-in a fraction of the time that humans would require, with an even greater degree of accuracy. Instead of being asked to evaluate mountains of data and draw their own conclusions, business users can now access intelligent recommendations that drive better outcomes.

But systems of insight can do more than present data-driven recommendations for next actions. Advances in automation now allow simple, repetitive decisions to be processed automatically. For example, JP Morgan recently implemented an AI-powered program to take on the tedious job of reviewing commercial loan agreements-performing in seconds a task that once occupied 360,000 hours of its lawyers' time every year.[3]

4: Early adopters are already enjoying success

As these capabilities come into widespread use, we're beginning to see real-world success stories from companies who have upgraded their analytics. The Aberdeen Group found that "companies utilizing [embedded analytics] have been shown to experience higher adoption rates of analytics, greater decision efficiency, and heightened business execution."[4]

One such success story comes from Fourth, a UK-based provider of cost-control software solutions for the hospitality industry. Fourth's customers deal with massive quantities of data across geographically dispersed hotels and restaurant chains, making it difficult to deliver relevant, actionable insights to a given user.

To address these challenges, Fourth implemented enhanced analytical capabilities, encompassing integration of its own data with third-party sources, easy access across distributed environments, and customizable user experiences. Users can now capitalize on opportunities for cost reduction across the value chain by recognizing connections in the data and acting accordingly.

One user reduced labor cost as a percentage of sales by 1% per year, and Fourth itself achieved an ROI of 117% from its investment in the new system of insight-with a payback period of just 2.4 years. Since the initial deployment, Fourth has been able to take advantage of upsell opportunities and a new revenue stream, and it's seen a customer retention rate of 97%.5

5: Advanced analytics are driving digital transformation

"Digital transformation" has become an essential initiative across industries as organizations seek to more fully leverage digital technologies across all disciplines and at all levels. Increasingly, we're seeing advanced analytics cited as a key enabler of a company's digital transformation.

According to a recent report by Blue Hill Research, enterprises undergoing digital transformation pass through three levels of maturity: Commodity Storage, Self-service Everything, and Machine-learning Ubiquity. Many enterprises have arrived at the second stage, where they use self-service data capabilities to allow end users to access and consume data on their own. However, organizations are bumping up against the limitations of this approach.As the amount of enterprise data grows, end users' ability to find it, figure out what to do with it, and gain insight from it gets more difficult. And that's a complex challenge only exacerbated by static, technology-reinforced, self-service processes.6 It's only in the third stage of maturity, Machine-learning Ubiquity, that enterprises deliver analytics-driven insights to users within the business applications they already use. In this phase, decision makers across the organization receive customized, data-based insights at the point where those insights are most valuable: within their existing workflows.

Faced with these compelling trends, forward-looking enterprises are recognizing the need for an overhaul of their approach to analytics. It's no longer sufficient to offer users a static data dashboard and expect them to derive their own conclusions. To fully leverage the power of analytics, they must harness the latest technologies to make the transition from simply informing to delivering the insights that users need if they are to help the organization achieve its goals.

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.

1. The Aberdeen Group, Insight in the Moment: Analytics Embedded at the Point-of-Decision, page 2, https://www.gooddata.com/resources/ aberdeen-report-analytics-embedded-at-the-point-of-decision.
2. The Aberdeen Group, page 4.
3. The Independent, "JPMorgan software does in seconds what took lawyers 360,000 hours": http://www.independent.co.uk/news/business/news/ jp-morgan-software-lawyers-coin-contract-intelligence-parsing-financial-deals-seconds-legal-working-a7603256.html
4. The Aberdeen Group, page 12
5. The Aberdeen Group, page 9
6. Blue Hill Group, The Evolution of Data-Driven Digital Transformation.