



GoodData

Next Generation “Embedded BI” Vendor Questions

An insights-driven application is one that goes beyond operational reporting and has six key characteristics. Here are some questions that you should ask your IT team or potential Embedded BI vendor to ensure they can support your current and future requirements:

Embeddable User-Authored BI Content

- ☐ Do you support user-authored content?
- ☐ Can these capabilities be offered to some users and not others?
- ☐ Can users share authored content with their peers?
- ☐ What skill level is required on the part of users in order to author content?
- ☐ What data exploration capabilities can regular business users use?
- ☐ What governance structures (semantic layers, reusable metrics, layered security) exist to ensure users do not produce and share inaccurate results?
- ☐ What security provisions ensure user-authored content is not shared inappropriately?
- ☐ How are new releases managed across deployments while maintaining user-authored content?
- ☐ What suggestive capabilities are available to guide users in asking new questions of the data?

Seamless User Experience

- ☐ What out of the box capabilities can you leverage without coding? Without custom UX (ex: discovery tools, scheduled emails, alerts, data exports)?
- ☐ Can you make the analytics look like or NOT like your core application?
- ☐ How modern is the user interface? Is it responsive? Does it allow for interactivity like drill-in and drill-across operations?
- ☐ What customization options are available to ensure a consistent visual style with the host application (colors, branding, logos, images, etc.)?
- ☐ What visualizations are available natively? Can custom visualizations be added from other libraries if not offered natively?
- ☐ Are developer tools available for creating custom visualizations? How much developer time is required?

Operational and Analytical Business Intelligence

- ☐ What analytics capabilities are available? Do you support advanced time-series analysis? Snapshotting? What about machine learning?
- ☐ What capabilities are available for data preparation? Where does data preparation occur?
- ☐ What data storage capabilities are available for data enrichment, recombination and computational analysis?
- ☐ Can regular business users effectively explore data, discover insights, and publish their findings?
- ☐ Can business analysts create new metrics easily and on-the-fly?
- ☐ How many customers are currently live with predictive use cases? With prescriptive analytics use cases?
- ☐ How is context provided to the users for prescriptive recommendations (that is, how do users learn to trust the recommendations)?

Supportfor Insights to Action

- ☐ How does the embedded BI solution communicate with host applications?
- ☐ Can actions be written back to the original data set?
- ☐ What refresh rate is supported?
- ☐ How are real time use cases handled?
- ☐ How many customers do you have in production with real time use cases?

Scalability and Concurrency

- ☐ What is your largest scale deployment in terms of customers? users? data volumes? concurrency?
- ☐ At what limit does user concurrency become an issue?
- ☐ How does the system handle high session volume?
- ☐ How are releases managed across customers?
- ☐ How are customer-specific features managed?
- ☐ How does the platform maintain fastresponse time and concurrency while not impacting host application performance?
- ☐ How are analytics partitioned and distributed across customers or clients?

Integration and Orchestration

- ☐ How does the embedded BI platform ensure that query response times are balanced with the host application response times?
- ☐ How are federated identities and permissions managed? Does the platform support single sign-on?
- ☐ Does the platform embrace and extend modern UI frameworks such as React and Angular?
- ☐ Does the platform support change and lifecycle management?
- ☐ Are APIs provided for all operational functions including user, storage and front-end provisioning?