




GoodData

GoodData Corporation

How Embedded Analytics Help Businesses Drive Adoption and Growth



As a result of everyday operations, businesses of every category are generating more data than ever before. And while you probably know that this data is valuable, is it reaching its full potential?

Even today, most companies still 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 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 should be 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.



Prepare for rapid tech-celeration

[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. And as the rate of innovation increases, growth will continue to be a primary mandate. Referring to the [Gartner 2019 CEO and Senior Business Executive Survey](#), Mark Raskino, Vice President and Gartner Fellow, explained:

“Mentions of growth increased this year to 53%, up from 40% in 2018. This suggests that CEOs have switched their focus back to tactical performance as clouds gather on the horizon. However, we did not see CEOs intending to significantly cut costs in various business areas. They are aware of the rising economic challenges and proceeding with more caution—they are not preparing for recession.”

- Mark Raskino, Gartner Fellow

So what does this focus on growth mean for you as a SaaS innovator? It means that there is ample opportunity to capture market share. In fact, 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](#).

By embedding analytics into your SaaS product, you'll be adding capabilities that will help you differentiate, empower you to close and retain more business, and position you as a leader. Transforming, enriching, and visualizing valuable data can also help you deliver deeper insights into critical business issues, making your products stickier and increasing their lifetime value. That stickiness in turn translates to higher adoption rates as users take advantage of a solution that is both easy-to-use and finely tuned to solve their specific business problems.

Are you rethinking your product roadmap yet? You should be. Let's explore some key steps that will set you on the path to driving innovation, creating recurring revenue, and becoming a top performer.



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.

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 ideally already done). What are your users' goals? What challenges do they face? What problems are they trying to solve? What questions do they need answers to? Then 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.

Once you have this information, ask yourself where and how you can use embedded analytics to help your users. By outlining this information and defining the necessary data points you'll need to produce, you'll be better positioned to create a **useful** product while also understanding how to package its value to ensure your offering is also **desirable** and "sticky."

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

Pillars for designing an exceptional analytics experience

USEFUL

USABLE

DESIRABLE

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 its system to create Zendesk Insights, a service that answers questions like: "How are my agents performing?", "What is the life cycle 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 of an average prospect.

As a player in the life sciences industry, MediSpend must ensure compliance with the Sunshine Act, which requires that all payments made to healthcare professionals be collected, tracked, and reported to the federal government, as well as to some state agencies. Instead of relying on spreadsheets to keep track of these expenses, MediSpend partnered with GoodData to create MediSpend Insights, which embeds analytics into its workflows so companies and compliance teams can see, at a glance, where potential problems lie. Now 35-40% of MediSpend's customer base uses MediSpend Insights, and the majority of MediSpend's new customers opt for the Insights upsell.

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 its 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 about what data will be most useful for your customers will help you exponentially increase the value of the information assets you already own.



Step 3: Think future-forward about your data strategy

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. 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 product "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 1,000 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:

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

At GoodData, we've leveraged this capability in a different way. Our data discovery canvas integrates best practice recommendations-the result of analyzing 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 creating and delivering a successful embedded analytics product is choosing the right partner. A partner that can seamlessly deliver 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. 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 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 guides users to fast discovery and adoption using interactive recommendations.

1. ["Why and How to Measure the Value of Your Information Assets"](#), Douglas Laney for Gartner, 4 August 2015
2. ["2015 CEO Survey: Committing to Digital"](#), Mark Raskino for Gartner, refreshed September 2016
3. ["Application Adoptions Trends 2015: The SaaS Boom Continues As Businesses Demand Agility"](#), Forrester Research, Inc., April 24, 2014
4. ["Digital Innovation Reshapes The Future Of Business Applications"](#), Forrester Research, Inc., September 2016
5. ["The Forrester Wave: Agile Business Intelligence Platforms, Q3 2015"](#), Forrester Research, Inc., September 25, 2015
6. ["Nucleus Research Analytics Technology Value Matrix 2016,"](#), Anne Moxie for Nucleus Research, October 2016

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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.

Embedded analytics 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.

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.

Platform trial

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.

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](#).