Your Ultimate Guide to
Getting Started with Embedded Analytics

What Is Embedded Analytics?

" **Embedded analytics is the use of reporting and analytic capabilities in transactional business applications.**

These capabilities can reside outside the application, reusing the analytic infrastructure built by many enterprises, but must be easily accessible from inside the application, without forcing users to switch between systems.

The integration of a business intelligence (BI) platform with the application architecture will enable users to choose where in the business process the analytics should be embedded.[1] "

Gartner

[1] Gartner, IT Glossary, Embedded Analytics, www.gartner.com/it-glossary/embedded-analytics
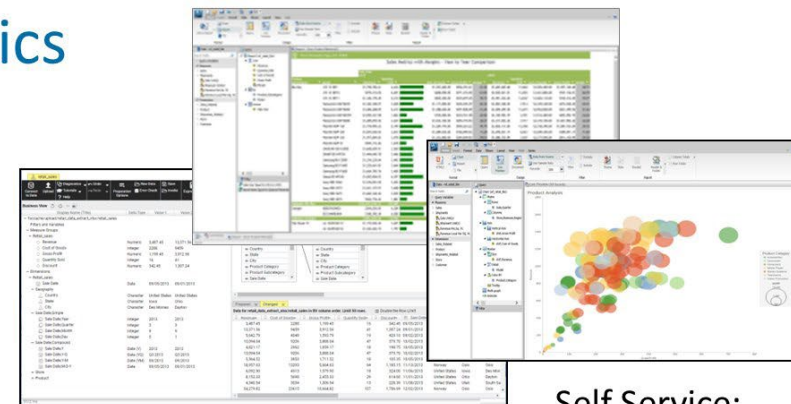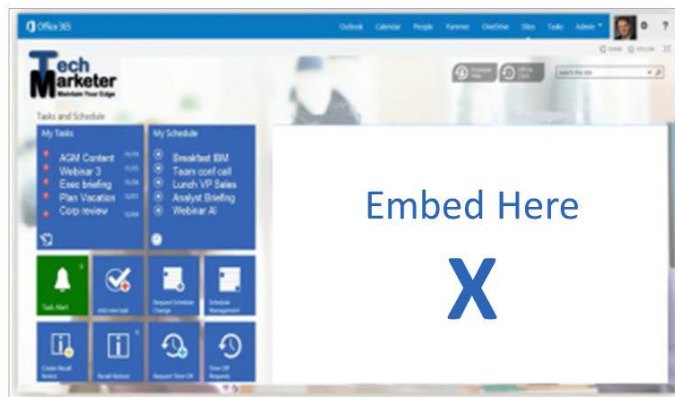
Analytics and business intelligence (BI) capabilities can be incorporated directly into:

- Packaged and custom business applications

- Automated processes and workflows

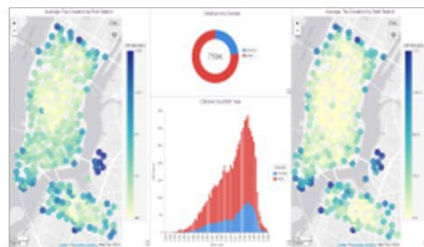- Customer-facing environments

- Cloud-based systems

In many cases, the capabilities are so tightly woven into the application or process, **users aren't even aware they're using BI or analytics**.

What Can Be Embedded?

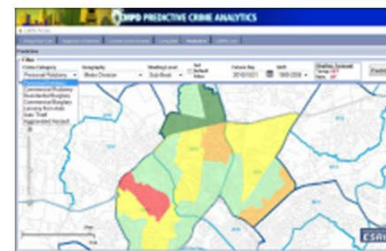## A Broad Range of BI and Analytics

Embed Here

X

Self Service:
Data Prep, Report Writing, Data Discovery

Visualizations

Dashboards

Custom BI Apps

Infographics

7

Embedded BI and analytics is all about **integrating actionable insights into everyday applications** and systems used by business workers.

Whether a dashboard embedded into an off-the-shelf software system,

...or an analytical capability embedded into a custom application,

...or even a self-service tool providing users with the ability to explore data autonomously.

72%

72 percent of organizations believe it's important to embed analytics in other applications or systems.[2]

Ventana Research

[2] Ventana Research. "Embedded Analytics." Ventana Research, www.ventanaresearch.com/focus/analytics/embeddedanalytics.

Why Embedded Analytics?

"With embedded analytics, business users no longer have to exit a business application to view results, analyze performance, and view recommended actions; they can do this inside the application itself."

"Organizations can not only embed reports and dashboards into applications and portals; they can also embed syndicated data (e.g., demographics) and the output of predictive models, turning customer-facing applications into powerful tools for reducing costs, growing revenues, and increasing customer satisfaction."[3]

-Wayne Eckerson, Eckerson Group

[3] Eckerson, Wayne, (September 2016) "Embedded Analytics: The Future of Business Intelligence." Transforming Data with Intelligence, tdwi.org/articles/2016/09/08/embedded-analytics-future-of-bi.aspx

Embedding Analytics Means Empowering More Users

- Increased user efficiency

- Insights become an integral part of the transaction or process

- Improved adoption

- More proactive delivery of insights

Improved User Efficiency

In traditional environments, BI and business applications have completely separate interfaces. Users waste a tremendous amount of time toggling between the two.

Embedded analytics save time and increase productivity by making analytics capabilities accessible from directly within the application or process.

Insights Become an Integral Part of the Transaction or Process

Users frequently have to stop what they're doing to fetch the information they need.

With embedded analytics, they can analyze a transaction or process – as it is happening – to take immediate action.

The ability to interact with data while performing a task:

- Adds greater context to transactional information

- Leads to better, faster operational decisions

- Enhances the user experience

Delivering Actionable Insights

DVI Vantage Point is a corporate expense solution that aggregates expense, travel management and credit card data, and industry benchmarks to create a full view of an organization's travel spend and traveler behaviors.

BI and analytics have been embedded within the application and provide a suite of visualizations that graphically displays all aspects of a corporate travel program.

Improved Adoption

"Users do not want to log in to a separate application for analytics to get the data they need for their analytic reports and decision making."

"Neither do they want to wait for a BI specialist to provide them with insight on current process performance." [4]

-Mary Ann Richardson, IT Toolbox

[4] Richardson, Mary Ann. "Four Ways Embedded Analytics Makes Business Processes Better." Tech, Scripted, it.toolbox.com/blogs/maryannrichardson/four-ways-embedded-analytics-makes-business-processes-better-113014.

Delight Users with Relevant Data

Users are likely to ignore analytics when they are outside of workflows.

Incorporating them into the application or process can encourage usage and boost adoption by:

- Increasing convenience

- Minimizing training, because users can work in a familiar environment

- Providing immediate insights, whenever needed

More Proactive Delivery of Insights

The churn between analytics and business applications can impede insight-to-action cycles. By the time users leave their application or process, open up a standalone BI tool, and conduct their analysis, it may be too late to have any significant impact.

The Future of Embedded BI

By 2021, **more than half of all analytics will be generated from prebuilt applications** rather than through the use of business intelligence tools.[5]

Ventana Research

[5] Ventana Research. "Embedded Analytics." Ventana Research, www.ventanaresearch.com/focus/analytics/embeddedanalytics.

Embedded BI in Action: Chrome River

Software Provider Makes SaaS Offering Shine With Embedded BI

Embedded expense capability includes flexible inquiry and analysis tools that provide users with visibility into spending patterns by office, department, practice group, user, and client.
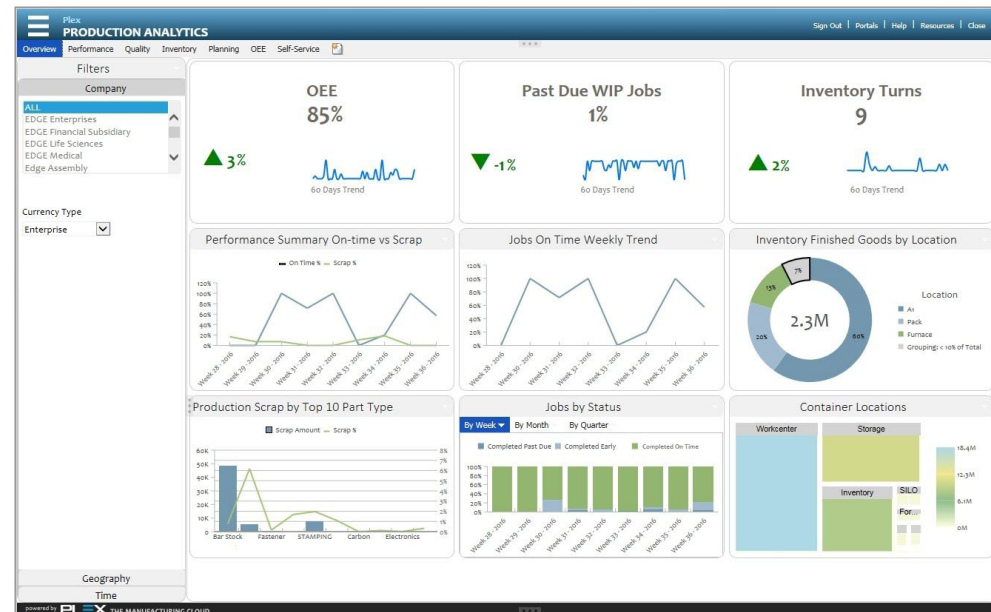
Embedded BI in Action: Plex Systems

SaaS Provider Automates End User Reporting With Embedded BI Solution

Plex leverages embedded charts, graphs, and dashboards, as well as self-service tools that let prople drag and drop data elements into custom reports and dashboards.

What are the Key Drivers of Embedded BI?

- **Flexible Security & Multi-Tenancy.** Be able to easily configure single sign-on for simple, secure access to analytics embedded anywhere.

- **Complete White-Labeling.** Embed analytics that look and feel like the underlying application.

- **Rapid Development.** Be able to quickly create and integrate analytics seamlessly into the workflow of any application.

- **Range of Analytics.** Deliver apps, dashboards, reports, end-user authoring, and data discovery within embedded solutions.

Learn More

We can help you succeed with embedded BI and analytics. Talk to your local Information Builders representative to learn how.

Visit us: **informationbuilders.com**

E-mail: **askinfo@informationbuilders.com**

Call **(800) 969-4636** in the U.S. and Canada.