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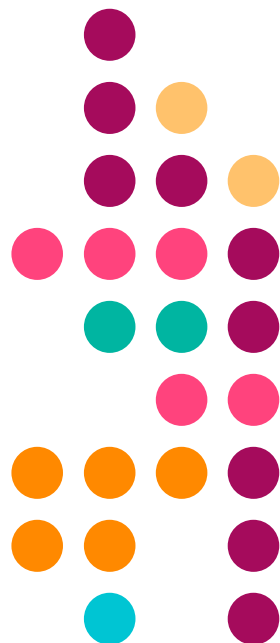
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SaaS leaders guide to embedded analytics

As a leader in the SaaS market, you will already be aware of the main business benefits of embedded analytics – contributing to improved sales, gaining and maintaining a competitive edge and driving maximum value from data to stimulate growth and boost performance.

Traditional Business Intelligence (BI) platforms are designed to be used by expert users, data scientists or analysts. Too often these users end up spending too much valuable time generating routine reports and gaining access to data and insights becomes slow and restrictive.

Embedded analytics places analytics inside the applications that end users spend the majority of their working lives in, making business tasks easier, simpler, and adding value. Most significantly, embedding analytics gets relevant information and data to the difference-makers.

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2021 witnessed the largest global investment into SaaS with $94 billion spent in the US alone. Although this level of investment has undoubtedly slowed in 2022, the SaaS community is still well capitalized for growth and the market's appetite for industry growth enabling technology remains high. For 2022 as a whole, SaaS industry analysts are predicting an annual growth of around 12%.
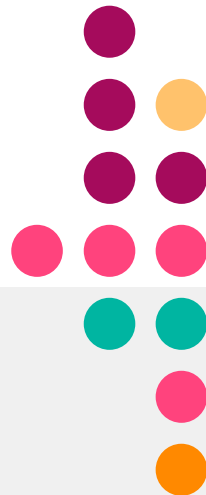
For SaaS leaders, ensuring their business is at the forefront of the industry and maintaining a competitive edge is key to success and continued growth. Embedding analytics into their platform will deliver on multiple fronts, delighting customers, exciting developers and crucially, igniting your roadmap.

The typical pain points faced by SaaS decision-makers selecting or building embedded analytics and reporting tools for their customers, are commonly felt throughout the SaaS sector.

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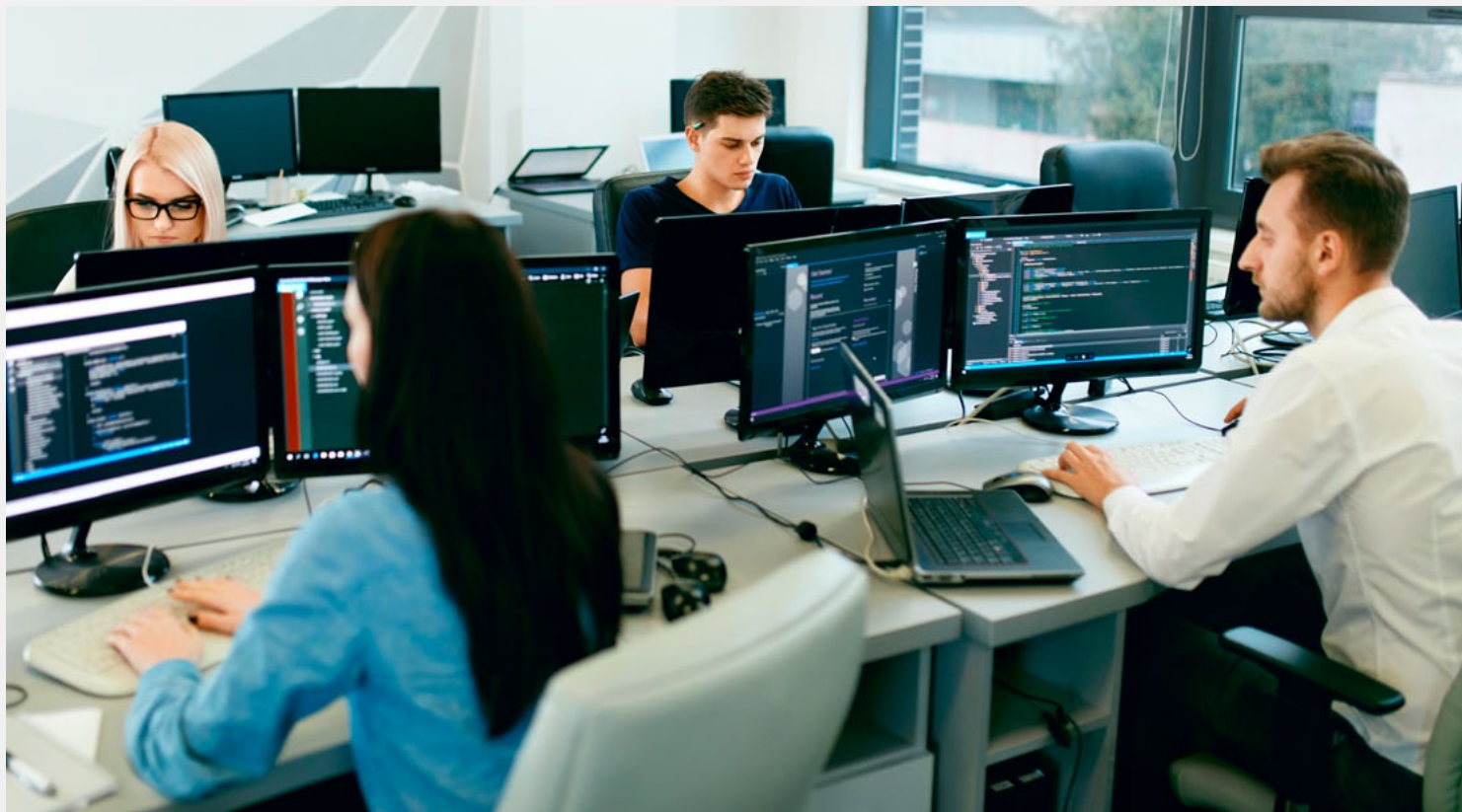
These issues are numerous but not unsurmountable:

- The data customers need to analyze is spread across multiple systems - it's often challenging to combine all the data sources needed to deliver valuable business insights

- Self-built BI tools are not working effectively - valuable developer time and resource is being spent building or maintaining them rather than focusing on the all-important core product

- Data integrity and security is essential especially in sectors where regulations are extremely strict - any data breach or leak could easily spell disaster for the reputation of the business. Ensuring sensitive data is 100% secure when being analyzed is a major concern

- If BI tools are not user friendly and frustrating to use this will lead to a drain on available customer support resources - making it easy and simple for customers to build their own charts and reports via a bespoke self-serve tool will ensure they stay onside and happy

- Most SaaS customers want sophisticated, real-time data and the ability to quickly derive value from their data - the easier it is, the more valuable an asset it becomes leading to enhanced business performance and results for the customer and your own business. Helping customers to help themselves enables all round growth.

- Creating your own BI tools is rarely an overnight success - it's harder than your development team think. Time to market is vital in the competitive SaaS world, so any delays deploying your solution can prove costly and seriously hinder chances of early success.

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- **Acquiring new customers from scratch is challenging which is why it's crucial to not overlook upselling to existing clients – by offering customers additional functionality that enables them to extract maximum value from their data such as predictive analytics, growing revenue per customer will lead to an increase in your own generated income as well as stronger customer satisfaction levels. Redirecting efforts into the organic growth of existing customers means not having to expend additional time, effort and budget on acquiring new customers leading to increased customer retention and potentially more word of mouth referrals.**

Embedding analytics attracts the attention of future investors and helps to secure additional capital to boost the next stages of business growth. Integration within the overall SaaS strategy is core to achieving this level of business success and creating value for all stakeholders.

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What you should look for in an embedded analytics provider

A Modern, scalable, modularized embedded analytics platform. Only deploy what your customers need, with the option to add different modules as you scale. Making use of metered usage technology also means you only ever pay for what is used, making the business even leaner from an operational perspective.

Seamless integration for your own development teams. Why use your valuable development resource to embed analytics? Seamlessly integrating low code solutions into your existing stack with minimal time from your development team, frees them up to focus on core business objectives.

Aligned security. Role-based permissions and restrictions drive user capability and data visibility. Embedding analytics integrated within your existing data stack ensures data stays where it is and never moves, ensuring full data integrity and governance.

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Designed specifically for SaaS. Multiple cloud deployment options from private containers to public cloud, investing in a deployment option capable of seamlessly aligning with existing DevOps infrastructure will pay dividends.

Embed analytics into the foundation of your app. Drive greater insight by embedding analytics within application workflows, allowing users to focus on the right information at the right time.

Unified brand experience for customers. After investing time and effort in building your brand and customer experience, a fully customizable platform will look familiar and make customers instantly feel at home.

SaaS business models are reliant on winning market share fast, primarily by acquiring new business. To win and keep market share, all SaaS vendors need to compete to the best of their ability, and access to in-application, configurable and actionable insights now seems a mandatory requirement for customers looking for a cloud solution. SaaS vendors not offering this are left trailing in the wake of those who do.

At MVP and early stages, some SaaS platforms may manage with static visualizations and filterable list-based views. Ensuing business growth fuels user expectations, more usage, and more data. As demand for access to data in a variety of different formats increases, many SaaS vendors find themselves with in-app reporting and data insights permanently at the top of their roadmaps as development teams battle with priorities and constrained resources.

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If in-app data insights don't keep pace with user expectations, conversion to paid subscriptions are impacted and churn can increase. To ensure success, customers must not consider access to their own data as a barrier.

As SaaS vendors grow, retention and expansion serves as a yardstick to scale effectively and attract future investment. Typically, the larger customers of early-stage SaaS vendors are provided with point solutions for accessing their data. This tends to be in the form of APIs that require the customer to undertake some development work to extract their own data. They then utilize tools that sit outside their application and require separate management and security, this can create data vulnerabilities.

This creates the problem of customers accessing, moving, and securing their own data which is hugely time-consuming, distracting team resource and takes the customer out of the platform into other tools. Retaining customers on SaaS platforms is about minimizing reasons to go elsewhere, keeping the customer in-app by delivering added value. If a SaaS app holds a lot of data but still makes access difficult or overly complex, customer retention is unlikely.

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As a collective industry, SaaS is viewed by investors and the wider business community on how much business is being won and retained. Importantly, are those newly acquired customers being grown and expanded on.

Expansion and growth in value from unlocking and monetizing data assets is by far the largest opportunity for SaaS founders, shareholders, and their wider stakeholders.

SaaS vendors are increasingly valued more for their data than their software. With the emergence of no code platforms, it is apparent that data is the new valuation driver for SaaS founders, furthering expansion.

Expansion occurs in three ways:

Monetization – running predictive models over the whole data set provides more accurate predictive insights which previously would have been unattainable. This level of insight can be extremely valuable to growth potential.

New data use cases – The functionality to open up new markets and opportunities is huge, allowing businesses to pivot depending on market conditions and potential. Creating alternatives for non-users to buy into data insights can unlock whole new use cases and previously untapped monetization opportunities for SaaS data.

Valuation – Understanding the value of data to users and the wider market is useful for expanding revenues, retaining customers, and attracting new business. In a straight business sale or in the right transaction, it could easily be the data the SaaS vendor retains that holds the greatest investment appeal to an interested acquirer.

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pi – the only embedded analytics platform designed for SaaS developers by SaaS developers

Introducing 'pi' - Panintelligence's embedded analytics solution built specifically by SaaS developers for SaaS vendors.

Panintelligence, is a provider of self-service dashboards, intuitive reports and predictive analytics platform 'pi', it has more than 250,000 users worldwide.

pi has been built with the flexibility to embed directly into existing data stacks and provide customers the dashboards, reports and predictive analytics they need to make data driven decisions.

It's low code for you and no code for your customers so can be deployed with ease and speed and customers can self-serve, visualizing the data they want without the need for technical skills or knowhow. So focus can remain on development resources, the core business offering and accelerating your roadmap and growth plans. Security is at the heart of pi, it's perfectly aligned with existing data security models and the need to move data from source will never arise.

pi embeds *intuitive dashboards*, *interactive reports* and *predictive analytics* into the heart of your application.

pi can be white-labelled for a unified brand experience and with multiple deployment options and meterage usage, you only ever pay for what you use or what your customers demand. pi will delight your customers, excite your developers, and ignite your roadmap.

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Try the only embedded analytics platform designed for SaaS developers by SaaS developers

Book a discovery call with one of the team

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