Six Signs Your Organization Needs Embedded Analytics

By Fern Halper, Ph.D., and David Stodder

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**Transforming Data
With Intelligence™**

555 S. Renton Village Place, Ste. 700
Renton, WA 98057-3295

T 425.277.9126
F 425.687.2842
E info@tdwi.org

tdwi.org

FOREWORD

To survive and thrive in today's dynamic environment, organizations need data insights that enable them to become more competitive. As part of this effort, they are deploying and *embedding* business intelligence (BI) and analytics in applications and business processes. Embedding BI and analytics takes one analytics application and puts it into another application or process. For example, a dashboard with a set of metrics, a report, or a predictive model could be integrated with a retail management application. Embedding analytics brings the results of an analysis to the decision maker—often at the point of decision making. This is important because it enables the decision maker (or an automated application) to take informed actions based on analytics.
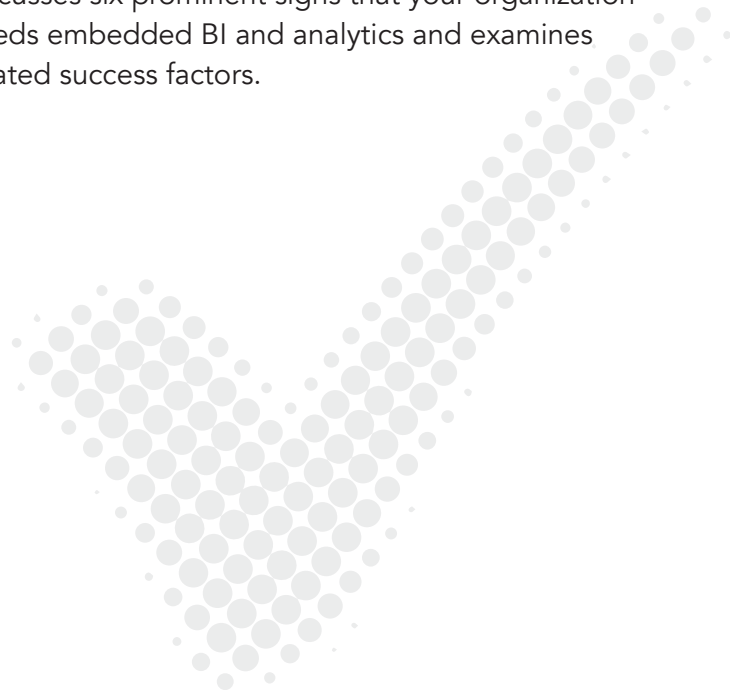
An embedding strategy opens BI and analytics to users who do not have standalone, dedicated BI and analytics applications or services. It can enable organizations to make data insights more pervasive, actionable, and valuable. In TDWI research, we often see that those organizations that are embedding analytics to take action are the ones that are actually measuring top- and bottom-line impact with their analytics. One of the best practices respondents cite for success with analytics is operationalizing it. By embedding BI reporting, dashboards, and analytics functionality into applications, users have more relevant information at their disposal, often in close to real time.

There are numerous use cases for embedded analytics. One of the most popular is embedding dashboards and visualizations into operational business applications—especially for employees in customer-facing operations such as sales and support. Many companies will also embed analytics into their websites. Additionally, organizations can set up portals where dashboards convey information that customers and partners can interact with. Examples include supply chain portals that deliver analytics to partners or applications used within the business to deliver insights at the point of customer contact, such as in a call center.

Another use case is to embed analytics into a system application. For example, embedding analytics in a credit card system can surface potential fraud via a claim adjuster's dashboard. Analytics can also be embedded in devices, including mobile devices and others. An example of this is in the area of maintenance. Here, data from Internet of Things (IoT) sensors—such as sensors that measure temperature, pressure, and vibration of parts—is analyzed to determine whether a measurement goes out of range. If it does, an alert might appear in a mobile dashboard or report that guides users to investigate the problem.

Demand for visualization and analytics in embedded apps is growing due to business demands to be more data driven. This checklist discusses six prominent signs that your organization needs embedded BI and analytics and examines related success factors.

1 YOU NEED TO UNDERGO A DIGITAL TRANSFORMATION

Digital transformation is all about changing the way businesses operate. For instance, the e-commerce digital transformation wave in the early 2000s changed how consumers and businesses bought and sold products and services. Analytics is at the heart of the current wave of digital transformation, which revolves around the intelligent enterprise. Analytics can provide tangible benefits such as deeper insights, increased productivity, improved customer service, improved operational efficiencies that drive cost savings, and top-line growth that delivers higher profits.

In a recent TDWI survey, over 90 percent of respondents agreed with the statement, "We need to undergo a digital transformation in order to more effectively compete."[1] Embedded analytics are a key component of this wave of digital transformation.

SIGNS THAT YOU NEED EMBEDDED ANALYTICS

- **YOU NEED TO MAKE ANALYTICS AVAILABLE TO MORE USERS.** One goal of digital transformation is to make analytics available to more users to help them take better actions and enable better decision making. This is especially true in the hyper-competitive "new normal" of COVID and will continue to be so even as we emerge from the current pandemic.

  Bringing analytics to the point of decision making is a benefit of embedded analytics. For example, analytics embedded in dashboards can provide better insights for managers needing to understand out-of-stock conditions or on the factory floor to make sure a department is meeting its metrics. Those analytics could even be embedded in applications they are currently using. If those

who typically don't ask for analytics want them, this is a sign your organization could benefit from embedded analytics.

- **MORE DEMAND FOR SELF-SERVICE.** Self-service analytics enables many types of users to be more productive because it involves solutions that are easier to use, do not require coding, and do not require IT to set up all data access, queries, visualizations, and preparation. At TDWI, we see self-service is a top priority for organizations and an important part of a digital transformation strategy. It also frees IT and analytics professionals to do more value-added work.

  Self-service may enable managers, for example, to operate their own BI, allowing them to derive their own insights. Analytics can also be embedded into applications that are used by specific teams with information specific to those teams. If your organization is demanding more self-service analytics as part of its digital transformation strategy, this is another sign that you might need embedded analytics.

- **BETTER CUSTOMER SERVICE IS NEEDED TO RETAIN CUSTOMERS.** Customer service might be one reason that customer retention is falling. Analytics embedded into systems used by customer-facing employees can help. For example, a call-center agent might use analytics embedded into their system to make a targeted offer to a customer who is dissatisfied. In this case, one benefit of the embedded analytics is that the call-center agent does not need to move between systems/applications. If retention is a problem, it can make sense to bring analytics to customer service agents at the point of contact by using embedded analytics.

[1] Unpublished 2021 TDWI survey.

SUCCESS FACTORS

One of the primary success factors for embedded analytics in digital transformation is data literacy. Data literacy includes how well users understand data, visualizations, and analytics and can effectively interact with and share them with others to achieve results. Hand in hand with self-service, we see data literacy as a top priority among organizations. It will be important for those using data to be able to think critically about information and use it wisely, especially in self-service.

The users mentioned in the examples we cited will all need to be data literate to some degree. Those utilizing self-service will need to be able to interpret and analyze the results of their analysis. Those using analytics results will need to know how to apply the results to deal with customers or in operations.

That means your organization needs to help users become data literate. There are numerous approaches for this. Some organizations will train their staff directly, often as part of a Center of Excellence initiative. Others will provide training material for their users via onsite learning, online learning, or allowing them to attend conferences to learn more about data and analytics. The extent of training will vary by user, organization, and need, but it should not be overlooked.

2 YOU DESIRE TO ACHIEVE OPERATIONAL EXCELLENCE

Achieving operational excellence requires executing against your company's strategy and ongoing continuous improvement to achieve long-term growth. According to the Institute for Operational Excellence, it is the point where, "each and every employee can see the flow of value to the customer, and fix that flow before it breaks down."[2] Many organizations strive for operational excellence. TDWI research indicates that operations is a key area for analytics. Analytics and embedded analytics can play an important role in your operational excellence journey.

SIGNS THAT YOU NEED EMBEDDED ANALYTICS

- **YOU NEED TO IMPROVE OPERATIONAL PROCESSES AND VISIBILITY INTO PROCESSES.** Operational processes exist across the business—from the executive suite to the manufacturing floor. For example, manufacturing managers need insight into operations. These employees may not be analytical, but they understand their business processes. If they can see outliers or resources that aren't at capacity, they can do something about them, get to the root cause, and monitor the situation.

  Along with potentially reducing the latency between analytics and action, embedding analytics into dashboards that are readily accessible (e.g., on a tablet) enables users to view data insights within the context of operations and processes they are managing at the point where they need the insights. If your organization needs real-time visibility into operations, embedding analytics can help.

- **YOU NEED BETTER VISIBILITY ACROSS YOUR ORGANIZATION.** Operational excellence spans the whole organization. Each business unit wants insight into their own operations, and at the executive level, leaders want to see how the organization is performing and whether it is meeting its goals and objectives. This helps with strategic planning. Embedded analytics can help provide applications for business units and executives to track operations and metrics across the organization.

SUCCESS FACTORS

- **DATA INTEGRITY.** Data must be high quality for users to trust the analytics that are part of their operational dashboards. That means that data quality processes (and governance) must be in place for data generated by operational processes. Technical and business data definitions should be in place so there is no confusion about what a piece of data means. Additionally, data feeding analytics insights will most likely come from multiple sources, such as different machines or different systems. If the data is coming from multiple sources, it is important to make sure there are processes and tools in place that can integrate data of different formats (e.g., from different databases), especially when it means gaining cross-company visibility.

- **AUTHORIZED ACCESS.** Once analytics are developed, it will be important that only certain users have access to certain reports and dashboards. For instance, access to some analytics (such as productivity per employee) may only be granted to specified staff while other analytics are more widely available. This means access controls for analytics reports and dashboards need to be put in place.

[2] https://instituteopex.org/what-is-operational-excellence/

YOU DESIRE TO ACHIEVE OPERATIONAL EXCELLENCE CONTINUED

- **ACT ON ANALYTICS.** Analytics are really only useful if people act on them. There should be a feedback loop to ensure that when a value goes out of range and an alert is generated, there is follow up. For instance, if a metric falls below a certain level, analytics can alert the owner and also help get at the root cause of why it dropped. Analytics can also be used to monitor how the metric changes over time and whether it is going in the right direction.

- **MANAGE CULTURAL ISSUES.** Often cultural issues are the hardest to overcome when deploying new technologies because you are changing the way people do their work. The same is true for embedded analytics. The value of embedded analytics needs to be communicated, often by an executive. Change management programs may also be considered.

  Although some organizations are able to discover their own change management principles in terms of what works for their company, others look to more formalized change management frameworks. One example is ADKAR.[3] The ADKAR Model is a goal-oriented change management model that guides individual and organizational change. ADKAR stands for awareness, desire, knowledge, ability, and reinforcement.

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[3] Developed by Prosci founder Jeff Hiatt. See https://www.prosci.com/adkar/adkar-model for details.

3 YOU NEED TO IMPROVE CUSTOMER ENGAGEMENT

Becoming more customer-focused is important for organizations looking to compete. That means your organization needs to understand your customers better and provide them with the best possible customer experience. It isn't just marketing or sales that needs to better understand customers; this extends to other parts of the business as well.

Analytics (and, more often, advanced analytics) is key to gaining customer insights and using these insights to drive positive customer experiences and improve engagement.

SIGNS THAT YOU NEED EMBEDDED ANALYTICS

- **DATA AND ANALYTICS TEAMS CAN'T KEEP UP WITH LINE-OF-BUSINESS (LOB) REQUESTS.** Your business needs to understand your customers in order to compete. This is especially true in the economic downturn caused by the COVID pandemic. TDWI research indicates that close to half of data and analytics professionals feel like they are in a fire drill every day to provide business users with the information they need.[4] This means that business users require better visibility into customer data and the ability to interact with it.

  For instance, product managers might want to know how many units of their product are being sold and to whom on a daily basis. Requests like this can rapidly overwhelm business analysts and IT. Rather than going through IT to get this information, a dashboard that embeds these analytics (and others) can be more effective. Embedded analytics applications can help improve the time to insight and help business users better understand customers.

- **MANAGEMENT WANTS TO PROVIDE A BETTER CUSTOMER EXPERIENCE.** Additionally, furnishing customers with value-added services can differentiate your company and increase customer satisfaction. For example, a brokerage company might provide its customers with a portal that utilizes embedded analytics to provide daily information about their accounts and allows customers to interact with this information. A bank might provide embedded analytics in a dashboard application, enabling customers to analyze their spending. If your organization is looking to provide a better customer experience, then embedding analytics should be considered as part of the plan.
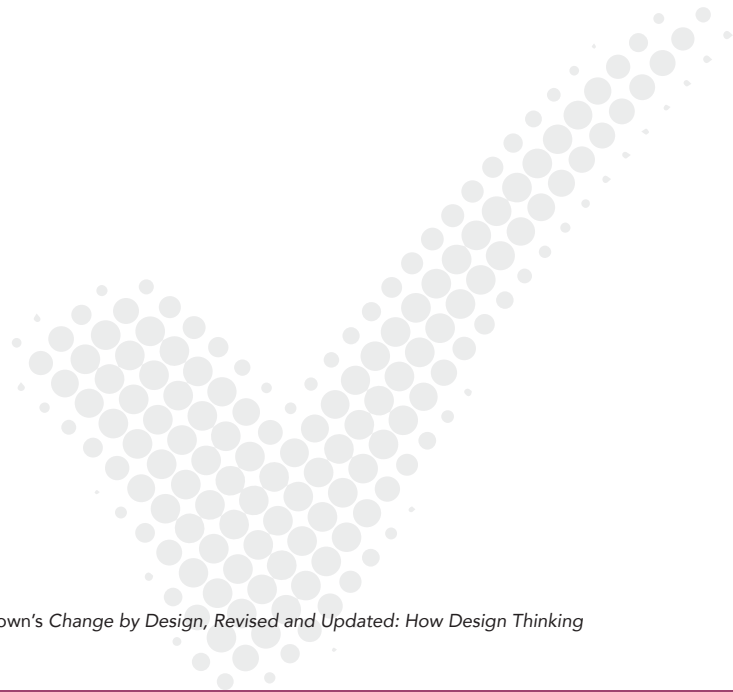
SUCCESS FACTORS

- **DASHBOARD DESIGN.** The design of a dashboard is important for adoption. Those developing dashboards need to understand measurement concepts, data visualization principles, user interface design, and much more. It is also important to make sure to design the analytics to match the persona. Business users may want to interact with the data at one level; business analysts might need another level.

- **COLLABORATE TO DISCOVER NEEDS.** Before creating any dashboards that utilize embedded analytics, it is important to make sure you understand what the customer wants. This includes internal as well as external customers. For instance, in the brokerage example, it is critical to understand what data the user needs and how a user might interact with the data.

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[4] Unpublished 2021 TDWI survey.

YOU NEED TO IMPROVE CUSTOMER ENGAGEMENT CONTINUED

New methods for this include design thinking—an iterative process where the consumer's needs are prioritized.[5] The goal of design thinking is to understand your user's needs within the context of the problem being solved. This should eliminate assumptions that could be incorrect.

- **TRAIN YOUR USERS.** Although some embedded analytics apps are quite intuitive, others may require training or documentation. Plan for this if needed.

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[5] There are many books available about design thinking. For one place to start, see Tim Brown's *Change by Design, Revised and Updated: How Design Thinking Transforms Organizations and Inspires Innovation*.

4

YOU WANT TO INNOVATE THROUGH DATA AND ANALYTICS MONETIZATION

In fast-changing times, your organization needs to increase the value of all assets, including data, and establish new revenue streams. Having a data and analytics monetization strategy is critical to revenue-generating innovation. Monetization is about identifying data assets, reports, dashboards, and analytics that could be valuable to business partners, customers, or employees located in different internal divisions and subsidiaries.

Monetization can be a fundamental component of new, data-driven business models that flexibly leverage data assets to meet diverse and changing requirements. Embedded reports, dashboards, and analytics are an excellent way of delivering services integrated inside applications or online services as part of a data and analytics monetization strategy.

There is no one way to monetize data. Organizations often start by providing services internally. One part of the organization might provide users from other divisions, departments, or subsidiaries with direct access to its data warehouse, data lake, or application data source and monetize this access through charge-back arrangements. A similar direct-access service could be provided to selected business partners and customers to enable them to interact with either raw or prepared data.

A second, and often better, mode for external partners and customers is to provide indirect data access through reports, dashboards, visualizations, or analytics. Organizations could tailor these applications and visualizations to topics of interest such as customer loyalty and retention, pricing optimization, product or service revenue metrics, or corporate performance metrics. The indirect mode allows organizations to manage user experiences and tailor information to their needs rather than simply provide access to data and leave the rest up to the user.

Embedded BI and analytics systems can offer increased functionality for indirect monetization services. The systems can support flexible personalization of look and feel to enhance user experiences. Behind the scenes, they can provide tighter integration with business applications, portals, or web services than standalone systems.

Examples of the benefits of embedded data and analytics for monetization include:

- A manufacturing organization could offer supply chain partners a comprehensive, holistic view of demand patterns, business process optimization, logistics, and cost drivers from within supply chain management applications. The BI and analytics system could handle access and integration of data made available from internal as well as external sources.

- A lead marketing firm could provide partners in a value chain with visual analytics in dashboards. Partners could collaborate to improve targeted marketing by sharing data and analytics about different segments. Dashboards could track performance of multichannel marketing and integrate it with sales analysis. In retail and consumer packaged goods (CPG) networks, partners could share insights about the impact of layout on product sales in retail stores.

- Healthcare providers could benefit from dashboards showing performance against metrics for patient satisfaction. Integrated views across networks would help providers improve collaboration to achieve more satisfactory patient experiences.

YOU WANT TO INNOVATE THROUGH DATA AND ANALYTICS MONETIZATION
CONTINUED

SIGNS THAT YOU NEED EMBEDDED ANALYTICS

- **COMPANY LEADERSHIP WANTS TO MAKE DATA AND ANALYTICS A COMPETITIVE DIFFERENTIATOR.** Data is your organization's unique asset; it can be the basis of embedded visualizations and analytics that business partners and customers cannot find anywhere else. Organizations should set up project teams of business stakeholders, business and data analysts, and developers to identify assets that could be monetized.

- **YOUR ORGANIZATION NEEDS NEW REVENUE STREAMS.** Changes in partner and/or customer behavior are putting pressure on traditional sources of revenue. Your organization needs to think quickly and creatively about new ways of generating revenue. Traditionally, data stores are not sufficiently viewed as assets; data management is just part of the cost of doing business. Many organizations need to think differently about the revenue potential of data and analytics.

- **DIVERSE EMPLOYEES AND BUSINESS PARTNERS ARE UNABLE TO SEE THE BIG PICTURE.** Services that provide data access and analytics can give employees in different parts of the organization or external business partners in a network more complete views of current data and insights into how they can improve efficiency and productivity. Operational dashboards embedded in applications could give stakeholders complete and timely views so that they can make adjustments to underperforming operations.

SUCCESS FACTORS

- **DATA QUALITY, CONSISTENCY, AND GOVERNANCE.** Before launching monetized services, your organization needs to ensure the quality of the data you are exposing. Organizations can benefit from enterprise-level BI systems for meeting data quality standards. Enterprise systems have the ability to scale, handle higher concurrency, and support governance of monetized services.

- **KNOW WHAT USERS WANT.** Many organizations are not familiar with how to productize data services and ensure good user experiences. Your organization needs to launch monetized services carefully and gain feedback so you can make improvements. Some may benefit from using methodologies such as design thinking, mentioned previously, to gain a fuller understanding of user requirements and what features increase satisfaction. Ideally, dashboards and other visualizations should provide personalization features so users can build their own visualizations, change data sources, filter data, and tailor the look and feel.

- **FOCUS ON DELIVERING BUSINESS VALUE.** Your organization needs to think about what kind of embedded data access, services, and functionality will provide differentiating value and give LOB personnel, partners, and/or customers a competitive advantage. How would monetized services strengthen partner or customer loyalty? How do they help partners gain more value out of their relationship with your organization and achieve their goals? How do they enable LOB managers to make better decisions faster?

5   SILOS MAKE IT A STRUGGLE TO MANAGE GROWTH

Business users often become impatient with the traditionally long rollout of enterprise BI platforms. They take matters into their own hands, first extracting data into spreadsheets and then spinning up shadow IT systems in the cloud. Although these actions may help business users answer immediate questions, haphazard expansion in BI and analytics can lead to problems that make growth in functionality, scalability, and governance difficult, expensive, and complicated. These problems eventually lead to lower satisfaction with standalone and embedded BI and analytics systems.

Technology trends have made it easier for LOB and IT organizations to establish scalable enterprise-grade BI and analytics systems that are more flexible than their traditional predecessors. Organizations can create web- or cloud-based systems that deliver services to users through a browser rather than having to install systems on each user's computer or other device. Embedded BI and analytics supported by web-based solutions enable organizations to manage scalability, availability, performance, and governance from behind a secure firewall. This can help organizations overcome the data and analytics silo problems that can occur with spreadsheets and isolated, standalone BI systems.

When there are silos, developers and administrators have to go to each instance to upgrade functionality. This can hold users back from gaining faster insights because many are waiting for upgrades and are not taking advantage of the latest technologies. Using an enterprise system, organizations can roll out functionality enhancements to all users of embedded dashboards, reports, and analytics. Users can have transparent access through a browser from desktops, mobile devices, and shared large-format displays, which are important to providing situation awareness and actionable information in operations.

SIGNS THAT YOU NEED EMBEDDED ANALYTICS

- **USERS OF STANDALONE SELF-SERVICE BI AND ANALYTICS ARE FRUSTRATED.** Self-service systems promise independence and flexibility, but users are experiencing the downsides of silos. They are struggling with scalability problems when they want to visualize and analyze larger data sets. Isolated users of spreadsheets and simple reporting systems do not have current, state-of-the-art dashboards and analytics and are "rolling their own" by setting up standalone data and analytics silos, adding to data integrity and quality problems. Organizations need to evaluate enterprise systems as a way of addressing problems in a more holistic fashion.

- **BI AND ANALYTICS ARE NOT PORTABLE FROM ONE PLATFORM TO THE NEXT.** Although cloud-based solutions can be set up quickly in response to business needs, they can also add to silo problems when they live on separate cloud platforms. Your organization should evaluate web-based solutions that centralize development and management and provide transparent access from embedded BI and analytics systems. If your organization's strategy is to use cloud platforms, developers should adopt a design once, run anywhere strategy and evaluate how they can use containers, container orchestration, and microservices architecture to improve agility and reuse.

SILOS MAKE IT A STRUGGLE TO MANAGE GROWTH CONTINUED

SUCCESS FACTORS

- **GET THE RIGHT BALANCE BETWEEN SELF-SERVICE AND ENTERPRISE SYSTEMS.** Organizations can use modern enterprise platforms to provide users of embedded BI and analytics with the dashboard creation capabilities, personalized look and feel, and flexibility they need to select data sets. Enterprise-grade platforms, whether in use by one LOB or an entire organization, have the advantage of offering a perspective across user experiences that siloed applications cannot provide. Organizations can establish data governance and security rules and data quality processes for all users of embedded BI and analytics. Common metadata definitions can be made available to all users and developers.

- **PROVIDE QUALITY, TRUSTED DATA.** Silos often lead to data quality and consistency problems that cause arguments between users over who has the right data. Enterprise-grade platforms enable organizations to support embedded BI and analytics with trusted, high-quality data. Enterprise platforms can eliminate much confusion by establishing a single source of common metadata, hierarchies, and calculations.

6 COSTS ARE RISING AS YOU SCALE UP AND DEMOCRATIZE ANALYTICS

Organizations inevitably face total cost of ownership (TCO) issues when they try to democratize BI and analytics and scale up to handle more workloads and data volumes. Users want self-service capabilities, but per-user and subscription licensing fees typically escalate, often in big jumps as users are added. As licenses and subscriptions move to higher tiers, related costs for networks, storage, and security can also increase. To keep TCO in check, many organizations will instruct IT to limit data volumes, number of users, and functionality. This can end up reducing return on investment (ROI) and business value.

Your organization needs to take steps to gain the most out of your data and analytics investments so that the relationship between TCO and ROI is positive. Third-party developers of business applications and software-as-a-service offerings must also understand the relationship between TCO and ROI as they embed BI and analytics capabilities in applications and services. Organizations and third-party developers need visibility beyond just licensing and subscription costs to see how issues such as management complexity, scalability, and problems with data quality and governance impact TCO and reduce ROI.

Looking beyond standard ROI metrics such as licenses and subscriptions can help your organization get a bigger picture of your investment value and what happens when it scales up. Organizations should evaluate how well systems support increases in availability, concurrent user access, and the number and complexity of workloads. Centralized approaches can typically take better advantage of scalable servers and storage than siloed distributed systems, and they offer lower management complexity.

SIGNS THAT YOU NEED EMBEDDED ANALYTICS

- **BUSINESS APPLICATION COSTS ARE RISING; THEY ARE NOT DELIVERING ENOUGH ROI.** Embedded BI and analytics functionality can enable your organization to gain higher ROI from business applications by satisfying users' requirements for improved data access and analytics. The TCO of BI and analytics systems should be justified by improvement in data-driven business decisions, particularly in operations—where too often, daily decisions must be made with old and incomplete data.

- **USERS LACK DATA INSIGHTS THAT COULD INCREASE BUSINESS AGILITY.** Decision makers cannot afford to be blind to changes in their markets, customer behavior, competition, or global supply chains. Yet, organizations often pull back when the cost of BI and analytics increases. Thus, organizations need to improve visibility into all factors that impact TCO and how they relate to ROI, such as gaining higher business agility.

- **CLOUD COMPUTING IS NOT REDUCING TCO.** A top reason why many organizations migrate to the cloud is to reduce IT costs. However, TDWI research finds that more than half of organizations (57 percent) surveyed regard managing costs as their most serious challenge when augmenting or replacing existing on-premises BI, analytics, data integration, and data management systems with cloud-based platforms and services. Organizations need to consider hidden and unexpected costs that can drive higher TCO. These include networking, more intensive data processing, concurrent access, and governance costs, which can be higher when there are numerous siloed systems.

COSTS ARE RISING AS YOU SCALE UP AND DEMOCRATIZE ANALYTICS
CONTINUED

SUCCESS FACTORS

- **HAVE A PLAN FOR SCALABILITY AND GROWTH.**
  TCO calculations that are too focused on
  licensing and subscription costs will leave
  your organization vulnerable to potentially
  higher costs as you add more users, data, and
  workloads. What might seem like a good deal
  for a small number of users could be a bad
  deal when your organization expands user
  activity with embedded BI and analytics. Make
  plans that anticipate growth in users, data,
  and workloads.

- **IMPROVE VISIBILITY INTO FACTORS THAT
  IMPACT TCO AND ROI.** Organizations need a
  clear understanding of the benefits realized
  by their investment in BI and analytics over
  time. Some benefits take longer to achieve
  than others. Your organization should monitor
  user satisfaction with embedded BI and
  analytics. With better visibility, organizations
  and developers can adjust investments to
  ensure higher business value and discontinue
  workloads (such as for unnecessary reports
  or data transformations) that are not
  delivering value.

- **CONSIDER CENTRALIZING BI AND ANALYTICS
  TO MAXIMIZE RESOURCES AND MANAGE
  COSTS.** If it fits your organization's strategy,
  you can gain efficiencies and reduce costs by
  centralizing data and BI and analytics systems.
  Organizations can make better use of scalable
  processing and faster networks to improve
  performance and availability for embedded
  BI and analytics.

A FINAL WORD

To realize the promise of investments in data management, BI, and analytics, organizations need to expand their user base and provide better data insights for decisions in all kinds of operations. Embedded dashboards, reporting, and analytics can enable users who do not have the time or interest to learn the ins and outs of standalone tools to benefit from data insights without leaving their familiar operational and decision-making context. Embedded BI and analytics can make it easier for LOB and departmental managers to collaborate on data.

This TDWI Checklist has highlighted six areas where an embedding strategy can make a difference in enabling your organization to gain more value from your data, accelerate BI and analytics democratization, and enable personnel to make more fully informed decisions. We noted that digital transformation and the pursuit of operational excellence are two key trends driving expanded demand for embedded analytics. Data and analytics monetization strategies are also strengthened by this approach; it can increase satisfaction among business partners and customers.

However, as organizations expand BI and analytics through embedded functionality, they need to ensure that new users can adhere to governance, data security, and regulatory policies. Silos can make these efforts challenging; your organization should examine how to balance self-service functionality with what server centralization can offer in terms of effective management of costs, governance, security, and performance.

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By GrapeCity

We Will Understand the Story Behind Your Data

Embedded self-service business intelligence saves time, allowing individuals the freedom to work with and interpret data independently. Embedded self-service BI gives analysts and managers better control over their data and the way they understand it.

Embedded self-service BI and analytics is especially critical in an age when many people are transitioning to work from home and have begun to consider remote work the "new normal." Embedded, self-service data visualization tools are now needed more than ever before.

Need help making sense of your data? Wyn Enterprise is a web-based BI and data analytics platform that provides greater insights into your data.

Wyn Enterprise offers built-in tools for report and dashboard creation. Wyn Enterprise delivers data governance, security integration, embedded BI, white-labeling, multitenancy, and automated document distribution, all with a business-user-friendly interface for self-service business intelligence.

Embed Wyn Enterprise into any multitenant SaaS application and empower every end user with embedded self-service BI and ad hoc reporting capabilities for a flat fee—with no per-user fees or data size limitations.

When ideas are analyzed, evaluated, and communicated (by every member of an organization from the C-suite to the mailroom), a foundation can develop. With Wyn Enterprise, a new data-driven culture can grow and flourish.

ABOUT THE AUTHORS

Fern Halper, Ph.D., is vice president and senior director of TDWI Research for advanced analytics. She is well known in the analytics community, having been published hundreds of times on data mining and information technology over the past 20 years. Halper is also coauthor of several Dummies books on cloud computing and big data. She focuses on advanced analytics, including predictive analytics, text and social media analysis, machine learning, AI, cognitive computing, and big data analytics approaches. She has been a partner at industry analyst firm Hurwitz & Associates and a lead data analyst for Bell Labs. Her Ph.D. is from Texas A&M University. You can reach her by email (fhalper@ tdwi.org), on Twitter (twitter.com/fhalper), and on LinkedIn (linkedin.com/in/fbhalper).

David Stodder is senior director of TDWI Research for business intelligence. He focuses on providing research-based insights and best practices for organizations implementing BI, analytics, data discovery, data visualization, performance management, and related technologies and methods and has been a thought leader in the field for over two decades. Previously, he headed up his own independent firm and served as vice president and research director with Ventana Research. He was the founding chief editor of *Intelligent Enterprise* where he also served as editorial director for nine years. You can reach him by email (dstodder@tdwi.org), on Twitter (@dbstodder), and on LinkedIn (linkedin.com/in/davidstodder)

ABOUT TDWI RESEARCH

TDWI Research provides industry-leading research and advice for data and analytics professionals worldwide. TDWI Research focuses on modern data management, analytics, and data science approaches and teams up with industry thought leaders and practitioners to deliver both broad and deep understanding of business and technical challenges surrounding the deployment and use of data and analytics. TDWI Research offers in-depth research reports, commentary, assessments, inquiry services, and topical conferences as well as strategic planning services to user and vendor organizations.

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