3 Pillars of Successful Embedded Analytics

End Users

By embedding dashboards and reports in your application, you give end users powerful insights in context. Without ever leaving your application, users can see relevant data and take action. You can tailor features to roles and skill levels—from interactive data visualizations to more advanced capabilities like self-service—so they can query data, explore results, and design their own reports.

And by embedding sophisticated features like predictive analytics, your customers can predict churn, forecast demand, and detect anomalies.

1

Dev Team

An embedded analytics platform lets your dev team stay focused on your core product, since your analytics vendor is focused on the dashboards and reports in your application. Developers should be able to easily embed and white-label the embeddeanalytics, then rapidly iterate and improve on them over time.

Analytic platforms save time with libraries of prebuilt customizable features, including input controls, data visualizations, and interactive data discovery. With a platform, your team can extend analytics features with third-party visualizations and components such as jQuery and D3. They can brand them using CSS, JavaScript, and embedded APIs. And they can programmatically address workflow/processing.

2

DevOps Team

A DevOps-friendly embedded analytics solution will make deploying features easy. It should work with your existing tech stack without imposing special operational requirements. As you build features on the platform, you should be able to deploy them on standard application servers and scale horizontally by adding servers, virtual machines, or containers.

Look for a solution that's fully compatible with on-premises, cloud, or hybrid architectures. Analytics should work with any number and mix of data sources; use your existing security framework so there is no replication; and be mobile-ready/UI responsive.

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