



EVERYWHERE  
INFUSE  
ANALYTICS

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# 5 Effective Embedded Analytics Use Cases

## The Power of Embedded Analytics

Your customers face a new dilemma. They need more agile, user-focused ways to discover and use insights from their business data. This demand for a next-generation analytics solution—embedded analytics—creates strategic opportunities for you to drive revenue, improve customer retention, even identify net new revenue opportunities by embedding next-level analytical capabilities into your applications.

### INDUSTRY REPORTS

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25%

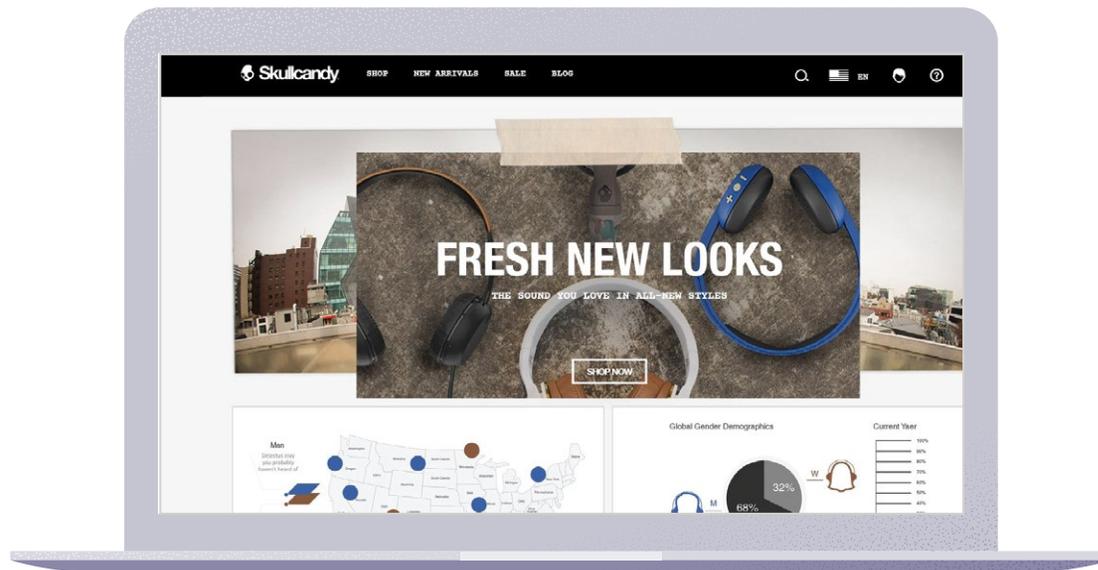
of analytics capabilities are embedded in business applications.

40%

of organizations are embedding analytics.

These numbers show the incredible growth of embedding analytics and point to a high-value return on investment.

Many companies today are **embedding analytics** into their application so users can access insights from their data in easy-to-understand reports and dashboards.



**IN FACT, THE VALUE IS TWO-FOLD:**

Service providers who are using embedded analytics to help their customers be more successful are simultaneously creating a powerful competitive differentiator.

**THE OUTCOME?**

Happier more loyal customers, and a strong competitive advantage for the company.

# Embedded Analytics

## Use Cases

**01** **EVENT MANAGEMENT**  
– Global Event Management Service

**02** **COMPUTER SOFTWARE & TECHNOLOGY**  
– Accounting Service Provider

**03** **FINANCIAL SERVICES**  
– Global Financial Services Company

**04** **TRANSPORTATION & SHIPPING**  
– Leading Transportation and Shipping Company

**05** **LOGISTICS TRANSPORTATION SERVICES**  
– Airline Crew and Flight Schedule Management

# Global Event Management Service

**A leader in the event management space with very large companies as clients, this company collects a tremendous amount of data on their events, from speakers and schedules, to room reservations and more.**

## The Challenge:

A world-class global event management service was juggling multiple data sources from hundreds of clients and their events, but they lacked a tool that could consolidate the data into one interactive report they can send to their customers.

## The Solution:

The company integrated the Sisense solution with their event management software that is combined with Salesforce. Then the company branded the solution as their own and created dashboard templates that could be used from one event to another. Clients have visualizations and reports for all their event needs and love the experience and the real-time updated data it provides. The clients of the event management service went from calling the company daily for help and updates, to becoming completely self-sufficient, in-the-know, and confident in the service they are getting.

## EMBEDDED ANALYTICS IN ACTION

Service Directors needed a quick and easy data analysis process for getting insights and reports to clients.

**The analytics engine was integrated with the event management software that is built on top of Salesforce.**

**The ElastiCube was connected to the data, then structured the data to produce easy and accurate data analysis.**

**IT customized the product UX to represent their brand.**

**Clients are accessing dashboards daily and are becoming completely self-sufficient.**

**New services are being added such as a roommate pairing systems, and more.**

# Accounting Service Provider

**A premier portfolio accounting service provider for Registered Investment Advisors (RIAs) needed an analytics tool that their customers could use daily and self-sufficiently.**

## The Challenge:

With a flagship product already in place, the company needed a new way of interacting with data that their customers would feel comfortable using. They needed to be able to layer information that was licensed from others and information that they input themselves and attain a new level of value from the results. The end goal was to add smart analytics and insights for their customers.

## The Solution:

After attempting to build their own solution and then testing five different solutions, the company chose Sisense. The look and feel of the product and the sheer ease and responsiveness of it was exactly what they needed for their customers. They also found that they were able to go from the concept stage to getting their final service ready to use and launch within just two months.

## EMBEDDED ANALYTICS IN ACTION

Customers needed direct access to accurate, up-to-date data to make business decisions.

**IT integrated the analytics engine into their product.**

**BI Experts used Sisense's Elasticube to clean up, strip back, and simplify the amount of data they were using, more than halving the 500 GB of data that was clogging up their SQL Server.**

**BI Experts whitelabeled and pre-configured dashboards for non-technical customers.**

**They were able to go from the concept stage to getting their final product ready to use within just two months.**

**Customers now engage with interactive dashboard views that let them explore their data and drill down into details.**

**The company moved from business metrics to business intelligence, doubling sales revenue.**

# Global Financial Services Company

**A large financial services company provides a variety of online intelligence products to listed companies the world over.**

## The Challenge:

With a flagship product already in place, the company needed a new way of interacting with data that their customers would feel comfortable using. They needed to be able to layer information that was licensed from others and information that they input themselves and attain a new level of value from the results. The end goal was to add smart analytics and insights for their customers.

## The Solution:

By embedding Sisense's interactive reporting into the platform, this company now offers their customers a way to combine and drill down into their data, and to manipulate and interpret this in ways that just weren't possible in their industry before. Not only does this improve the quality of their insights, but it also makes it easier than ever to communicate these insights across the organization.

## EMBEDDED ANALYTICS IN ACTION

Product Development provides a range of online intelligent products to subscribing companies around the world.

**The analytics engine is connected to the insight flagship product.**

**Intuitive viewing dashboards are setup to access customer data.**

**IT develops a web interface for customers to access their new analytics insights.**

**Subscribing companies are offered access to insights where they interact with their data and get insights to their business.**

**The flagship product can now increase revenues for the company.**

# Airline Crew and Flight Schedule Management

Specializing in airline crew and flight schedule management solutions, this company supports tens of thousands of aviation professionals at global, regional, cargo and charter airlines.

## The Challenge:

The company lacked the ability to extract data for comprehensive analytics. Their software collected millions of data points from each customer during normal use, but the data was not being leveraged enough for analysis and insight.

## The Solution:

With Sisense to serve as their business intelligence provider, the company gained powerful embedded analytics while saving scores of development hours to build an analytics platform internally. Using Sisense has provided a more competitive market position and allowed them to concentrate on their core product while empowering customers to get exactly the information they need to make more informed, reasoned, and profitable decisions.

## EMBEDDED ANALYTICS IN ACTION

Existing and potential customers were requesting comprehensive business intelligence as a feature of the product.

**The analytics engine was integrated with the existing PHP platform and PostgreSQL databases.**

**Intuitive viewing dashboards were setup to access personalized customer data.**

**IT developed a web interface for customers to access their new analytics insights.**

**Customers create their own reports for analytics and to resolve problems in real time.**

**The company is now in a more competitive market position, concentrates on it's core efforts, and gives customers exactly what they need.**

# Leading Transportation and Shipping Company

**A transportation and shipping company has been very successful over the years at improving their customers' shipping execution.**

## The Challenge:

The company needed integration technologies that could enable transportation managers to see if an order had shipped, what happened with it, and if there were any issues that need to be attended to. This extremely tactical system approach worked great for employees on the warehouse floor, so they wanted to extend it as a service to their customers to monitor day to day performance.

## The Solution:

Sisense is used as the backend to collect and store customer data from hundreds of disparate data sources. This data is interpreted into standardized items using the company's systems and then processed by Sisense platform. The easy integration with Sisense allows the company to offer their customers a way to interact with the data – to drill down, filter, to clean up data so it can be analyzed. Sisense enables integration at a “click of a button,” so they can easily add new data and new customers in minutes.

## EMBEDDED ANALYTICS IN ACTION

Management needed to integrate and visualize hundreds of disparate data sources by nontechnical people.

**The analytics engine became a powerful backend solution to collect and store customer data from hundreds of disparate data sources: SAP, Oracle, Excel and a homegrown ERP systems on a mainframe.**

**The analytics engine was also connected to warehouse management systems in order to process and track packages.**

**The service was able to set up his first usable dashboard in just one week.**

**The data from enterprise management software and warehouse management systems is pulled into the dashboards and sent to transportation providers and customs clearance officials.**

**Shipping companies with useful and visualizations to drill down, filter, and uncover insights from their data in hours, rather than waiting weeks or months for IT.**

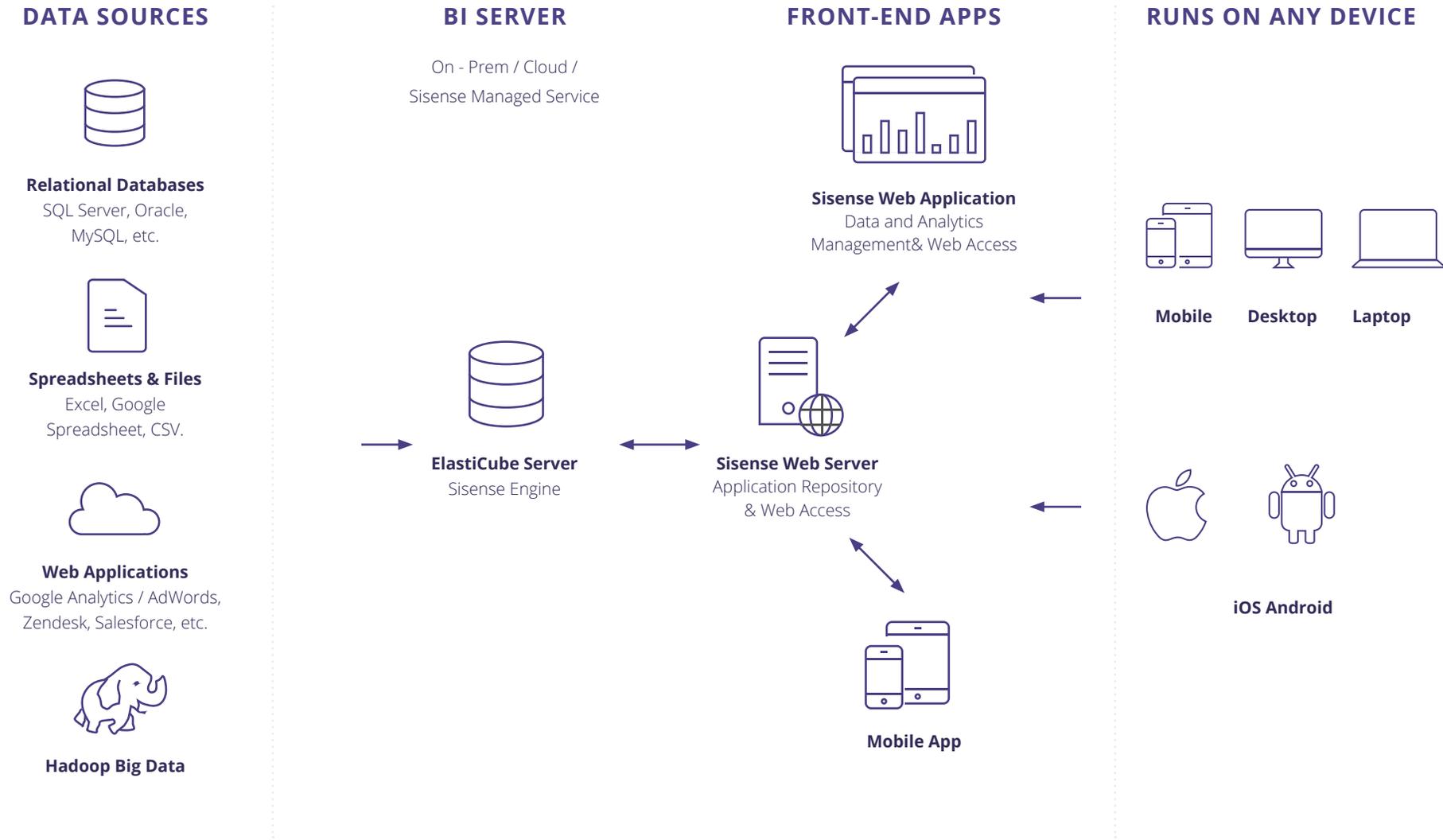
**The Company has energized their current customer base with upselling possibilities.**

# Partner with the Best:

## Sisense's Embedded Analytics Solution

***Sisense meets all the needs of a best-in-class embedded solution*** with a fully extensible, Single-Stack™ analytics solution. Our patent-pending Single-Stack™ technology provides an end-to-end software that lets you easily prepare, analyze and visualize complex data without any additional tools. Your users will gain insights from your application's data with a customizable interface that is controlled by row-, dashboard-, and user-level security.

# Sisense's Architecture for Embedded Analytics



# Sisense is Positioned **Highest for Ability** to Execute in the Visionaries Quadrant of the Gartner Magic Quadrant for Analytics and BI

Gartner's annual Magic Quadrant on Analytics and Business Intelligence Platforms is often considered one of the most well-researched and highly-regarded points of reference to understand the layout of the BI landscape. This year, Sisense was named a Visionary in the report for the ability to ingest data from a range of data sources and bring early innovations to the market.

**Gartner**

Sisense offers data preparation, analytics and visual exploration of complex data mashups. The company received an additional \$80 million in venture capital funding in 2018, bringing its total to \$200 million. Although Sisense has historically focused on small and midsize customers, it is increasingly pursuing enterprise accounts. Sisense's reference customers use it primarily for the OEM or embedded BI use case, followed by agile, centralized BI provisioning (42%). Sisense 7.3 was released in November 2018. The Elastic Data Platform enables the seamless blending of data both in memory and in database. Hunch is a newly released AI capability that can be embedded into applications to analyze terabytes of data to a neural network of a few megabytes to identify patterns and outliers. Sisense remains a Visionary. The company scores high in the Visionaries quadrant, Execute, with improved scores for product, management and support.

**STRENGTHS**

- Complex mashups: Sisense enables customers to ingest data from multiple sources, while also cleansing and transforming data into a single in-database for some high-performing use cases. The company's proprietary caching and processing for fast performance. It is a key differentiator for a percentage of reference customers who use Sisense.
- Early innovation: Sisense has been an early innovator in insight generation, integration with Analytics, and data science. This reflects this innovation by embedding AI capabilities to identify root causes of quality problems in manufacturing. The company also includes proactive alerting about anomalies.
- Customer satisfaction, culture and execution: Sisense has the highest ratings for customer and sales experience. Reviewers put Sisense top for value delivered. Reference customers also consider Sisense one of the top vendors for support, time to resolution, expertise and upgrade experience. This can be attributed to the company's culture and employee engagement, which gave the highest ratings.

**CAUTIONS**

- Gaps in core functionality: Sisense's product lacks visual grouping and advanced analytics for citizen data scientists. Additionally, there is no undo functionality.

Reference customers also consider Sisense one of the top vendors for operations, which includes support, time to resolution, expertise and upgrade experience.

# Unique Business Benefits of Sisense Embedded Analytics Solution



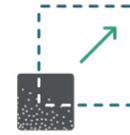
## **Fastest Time-to-Market**

Connect to your data sources in a click, create a drag-and-drop data model and immediately start building customer-facing, HTML5 dashboards, and reports.



## **Complete Customization**

Use comprehensive API first design to customize to your business, such as SSO, embeddable widgets and dashboards, and role level security for groups and individuals.



## **Unparalleled Scalability**

Scale with memory-optimized columnar databases that can comfortably handle terabytes of data, many users, and concurrent queries.



## **Granular Data Governance**

Control user access and define exact permissions on a need-to-know basis by limiting access of database, row, dashboard or user level.



## **Agile Analysis**

Drill down to the most granular raw data across all data sources, and add tables from multiple sources without creating aggregations, indexes, or summary tables in advance.



## **Lowest TCO**

Mitigate the need for internal R&D teams to support constant changes for end users, and scalability to cope with significant growth in data, users, and queries.

# Sisense Feature Overview

## **Advanced Embeddability**

Users can embed components of a dashboard into any web-based application from the entire layout to individual visualizations or widget

## **Mobile Embeddability**

Users can embed Sisense widgets within their own mobile apps

## **Full Customization & White Labeling**

Sisense API allows users to create custom visualizations from popular Javascript libraries and provides complete support inwhite labeling and re-branding

## **Minimal Hardware Costs**

Designed for commodity hardware regardless of data size

## **Time-to-Market**

Sisense architecture encourages quick and agile implementation processes so you'll be able to achieve fast time-to-market and ROI

## **Minimal Operational Cost**

Minimal IT intervention, easily handled by non-technical end users

## Explore Other Resources

### Additional Resources

- [The Ultimate Guide to Embedded Analytics](#)
- [Download Free Trial](#)
- [Product Demo](#)
- [Schedule 90-minute POC](#)
- [Tutorials](#)
- [Why Sisense](#)
- [RFP Template](#)

### Related Webinars

- [100% ROI in 6 Months A Case for Embedded Analytics](#)

### Related Whitepapers

- [5 Do's and Don'ts of Embedded Analytics](#)
- [A Beginners Guide to Embedded Data Analytics](#)
- [3 Use Cases for Embedded Analytics](#)

### Developers Community

Access the help of thousands of developers from around the world, including the experts and solution architects at Sisense.

- [Developers Community](#)

### Embedded Use Cases

We see our embedded customers as partners and provide dedicated support, training, and maintenance as it's needed when it's needed. That's why leading companies all over the world have chosen Sisense as their embedded analytics tool.

- [Read Case Studies](#)