Explain it to Me like I’m a CFO: What’s the ROI of Embedded Analytics?
Prepare to Pivot :: The Changing Role of the CFO

CFOs, your time has finally come. Accenture deems this the year that CFOs across all industries will make the transition to being true “Architects of Business Value,” as their focus shifts from reducing costs to creating business growth. That’s right, “Bean Counters” no more, your true value is being recognized for once and for all.¹

Of course, as a financial leader in one of the most rapidly evolving sectors in the world, you probably pivoted a long time ago—early-on becoming of the 81% of CFOs that are now partnering directly with CEOs to drive transformational change via strategic planning and decision-making. And, as a SaaS leader—you also probably were ahead of your peers in understanding the importance of technology in enabling those processes, while simultaneously reducing complexity. 72% of CFOs now confirm that big data and analytical insight are critical to decision-making.
But...have you considered that data and analytics are not just the keys to planning for growth—but rather, might be the actual keys to growth? Gartner estimates that, through 2015, more than 90% of business leaders will view content information as a strategic asset, yet fewer than 10% will quantify its economic value.² Are you part of the 90% of business leaders that recognizes their data as an asset? Better yet, are you part of the 10% that knows how to quantify its value?

If you’re a SaaS “Architect of Business Value” with growth on the brain—now is the time to invest in embedded analytics, harvesting the full value of the data that already exists within your core product. Turn the page to get a better understanding of the market opportunity for data products and services; how analytics can help you create business growth; and what key attributes to look for in an embedded analytics partner solution.
Just the Facts, Please :: The Embedded Analytics Market Opportunity

We know you want the numbers. And they’re impressive. Read on to see why embedded analytics should be your next investment.

Fact 1  Data and Analytics Investments are Accelerating
Of your peers, 82% plan to increase their investment in big data and analytics within the coming year, per Accenture.¹

Fact 2  Cloud Investments are Increasing in Lockstep
Those same CFOs, 85% in total, cite cloud and software-as-a-service as their top investment area for FY’16.¹

Fact 3  SaaS Analytics are Leading the Nexus of Forces Creating Business Opportunity
Sixty-four percent of North American and European software decision-makers specifically list increasing the use of analytics within business applications as a high or critical priority, according to Forrester.³

The cloud and analytics are two of the “Nexus of Forces” that Gartner claims will create new business opportunities.⁴

Fact 4  SaaS + Embedded Analytics Will Shape the Future of Business Applications Innovation
The cloud/SaaS and embedded analytics have been identified by Forrester as two of the five technology pillars that will shape the future of business applications innovation.³

Fact 5  Monetizing Data is THE KEY to Driving Business Growth and Value
IDC forecasts the Big Data products and services category growing at a CAGR of 26.4%, eventually reaching $41.5 billion. Six times the growth rate of the overall tech sector.⁵

What’s the ROI of Embedded Analytics?
Let’s recap. SaaS and analytics investments are exploding. And you have a SaaS product, full of monetizable data—from which you can architect business value, while creating massive ROI, with embedded analytics.

Convinced yet? Turn the page to learn the three top benefits embedded analytics can deliver to your organization.
Value Driver # 1 :: Net New Revenue Creation

The value you can achieve with embedded analytics compounds exponentially over time. Make the investment, and you’ll be reaping rewards for years to come.

Analytics can be a powerful differentiator—giving you a competitive advantage. An advantage that can be exploited over and over again to help you land net new business and create new lines of revenue, offering upgrades or even launching new data products.

It’s a process we like to call Agile Revenue Development.

Start customers at your basic tier, then walk them up the analytics maturity model, collecting enhanced returns along the way. Double down on your initial offering: releasing advanced analytics with ad hoc reporting; monetizing benchmark data gleaned across customer instances; and integrating third-party data to become a leader in delivering industry macro-indicators.

“...we are empowering our customers with GoodData’s tactical, operational, and strategic insight to change how the industry as a whole makes decisions.”

—Sid Shetty, VP Global Services
Value Driver # 2 :: Increased Lifetime Customer Value

Embedded analytics don’t just help you land new customers—they also help you keep the customers you have, reducing churn while increasing lifetime customer value.

Customers that engage with analytics are stickier. They use the product more, and they feel better about it. When renewal time comes, or upgrade discussions take place, they’re loyal. Why? Because analytics prove their own value—delivering critical insights to users of all skill-levels across organizations, while strengthening your relationship with those customers. It’s a personal touch that motivates your customer to become a better customer.

Need some proof points? Let’s talk about:
Customer Engagement: GoodData’s average daily user rate rivals that of popular consumer apps, at 30%. Customers like ServiceChannel have increased engagement from 30% to an incredible 80%.

Customer Satisfaction: GoodData customer AppDynamics achieved a Net Promoter Score of 85 after integrating embedded analytics within their product. FCm Travel Solutions reports that, since adding analytics, their customers have “never been happier.”

Customer Lifetime Value: GoodData analytics are the #1 reason why customers from Bolder Thinking and Oversight Systems upgrade to higher subscription tiers. Demandbase increased conversion by 200% with the addition of analytics.

Embed GoodData analytics within your products and be rewarded with an ROI your investors will love.
Value Driver # 3 :: Reduced Financial and Operational Risk

We’ve talked a lot about growth—but let’s not forget that growth and cost reduction aren’t mutually exclusive. Partnering with an embedded analytics solution provider can help you achieve rapid growth and returns, with minimal cost and risk.

Think about it. What kind of capital and human resources would it take for you to build-in the capabilities yourself? What kind of risks would you take on venturing into new areas, where you have less institutional knowledge and expertise from which to borrow? How long would it take you, and what would be the opportunity costs?

The Powered by GoodData Program gives you access to an industry-leading analytics distribution platform, with a hyper-engaging user interface your customers will love. Our HIPAA and SOC Type II compliant cloud architecture ensures the safety of your customers’ data, eliminating business risk. With easy integration, cloud-based deployment, and an average implementation time of less than 90 days—it’s a powerful tool to accelerate your path to productizing and monetizing analytics. Want the deep dive? Check out Powered by GoodData: Monetize Data with Embedded Analytics.
For an easy cost-benefit analysis on the build vs. buy discussion, take a look at the chart below. Then contact GoodData to start the conversation about how you can architect business value into your solution and your business—monetizing data with embedded analytics.

<table>
<thead>
<tr>
<th>DEVELOPMENT REQUIREMENTS</th>
<th>BUILD YOURSELF</th>
<th>PARTNER WITH GOODDATA</th>
</tr>
</thead>
<tbody>
<tr>
<td>TIME TO MARKET FOR V1</td>
<td>1 Year</td>
<td>3 to 5 Months</td>
</tr>
<tr>
<td>MINIMUM FEATURE SET</td>
<td>10 “Dashboards”</td>
<td>1 to 3 Product Tiers</td>
</tr>
<tr>
<td>UPDATE RELEASE CYCLE</td>
<td>Annual</td>
<td>Monthly to Quarterly</td>
</tr>
<tr>
<td>SECURITY PATCH CYCLE</td>
<td>Fire Drill</td>
<td>Daily Operations</td>
</tr>
<tr>
<td>CAPITAL EXPENSE</td>
<td>HW/SW for Data Center, Databases, etc.</td>
<td>None</td>
</tr>
<tr>
<td>OPERATING EXPENSE</td>
<td>Maintenance Team, Support</td>
<td>GoodData Payment</td>
</tr>
</tbody>
</table>
Invest in the Bottom Line

GoodData, recognized for OEM Analytics in Gartner’s October 2015 Magic Quadrant for Business Intelligence and Analytics Platform, and as a leader in The Forrester Wave: Agile Business Intelligence Platforms, Q3 2015, offers an industry-leading business intelligence platform and deep Go-To-Market expertise. The Powered by GoodData partner program helps ISVs quickly create new revenue streams and increase customer retention—embedding advanced, self-service analytics directly into existing SaaS solutions.

GoodData delivers the market’s most complete multi-tenant analytics distribution platform, coupled with a hyper-intuitive user interface your customers will love. With fully-responsive, embedded analytics customized to meet your (and your customers’) brand and business needs—GoodData guides users to fast discovery and adoption using interactive recommendations.
Related Assets

- Explain it to Me like I’m a CEO: What’s So Great About Embedded Analytics
- Explain it to me Like I’m a VP of Product: How to GSD with GTM Planning for Embedded Analytics
- Explain it to Me like I’m a Product Manager: How to Successfully Launch an Embedded Analytics Product
- Powered by GoodData: Monetize Data with Embedded Analytics

Suggested Resources

- Powered By GoodData On Demand Demo
- Growing a Cash Crop: How to Turn Data Into Dollars
- CITO Research: A Guide to Data Monetization
- Blue Hill Research Report: GoodData’s Role in the Next Era of Analytics: Data Monetization

Customer Success Stories

- Travel: FCm Travel Solutions
- Health: MediGain Billing and Reimbursement
- MarTech: Autopilot, Demandbase, Influitive
- Operations: Zendesk, Bolder Thinking

Discover why SaaS leaders like SendGrid and Demandbase are choosing GoodData as their analytics partner.

Contact GoodData today to learn more.

2 Gartner “Why and How to Measure the Value of Your Information Assets”, Douglas Laney, 4 August 2015


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