

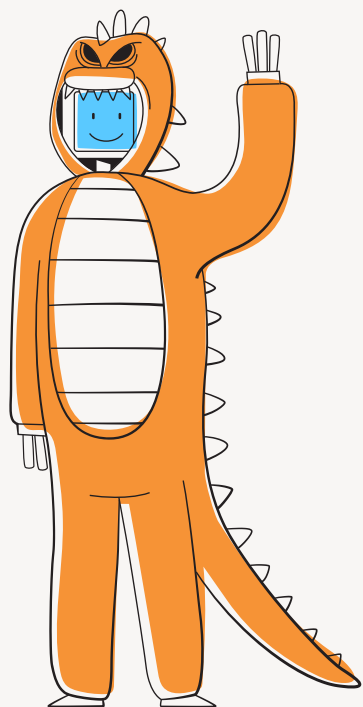
# How to Choose the Best Embedded Analytics Solution to Modernize Your Application

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Your Complete Comparison Guide



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# Why modernize your application with embedded analytics?

If you are looking to modernize your application to improve competitiveness, then one of the quickest wins you can have is to embed sophisticated analytics that will wow your existing and prospective customers.

The world is becoming increasingly data-centric and C-suites are demanding to know the ROI of their software investments. Choosing to embed an analytics solution is a simple and effective way to meet these customer needs.

## The big benefits of modern embedded analytics

There are five key benefits to embedding a modern analytics solution:

1. **Sustainable competitive advantage over your peers**
2. **The ability to create an amazing analytical experience for your customers**
3. **Additional revenue streams via upsell opportunities**
4. **The ability to get to market fast**
5. **Allows you to focus your resources on uplifting your core product**

Modern embedded analytics can be a 'shop window' into your application and showcase its value. With access to those insights, your customers will be able to optimize their operations, increase their competitive advantage, reduce expenditure, and generate revenue. When you provide ROI like that, your customers won't want to leave. This paper will explore in more depth the key factors and considerations when choosing between embedded analytics vendors.

## What you need to look for

Not all BI and analytics tools are well suited to the embedded use case. There are a few factors to consider:

1. **Integration**
2. **Security**
3. **Design flexibility**
4. **Product vision**
5. **Commercials and ongoing support**

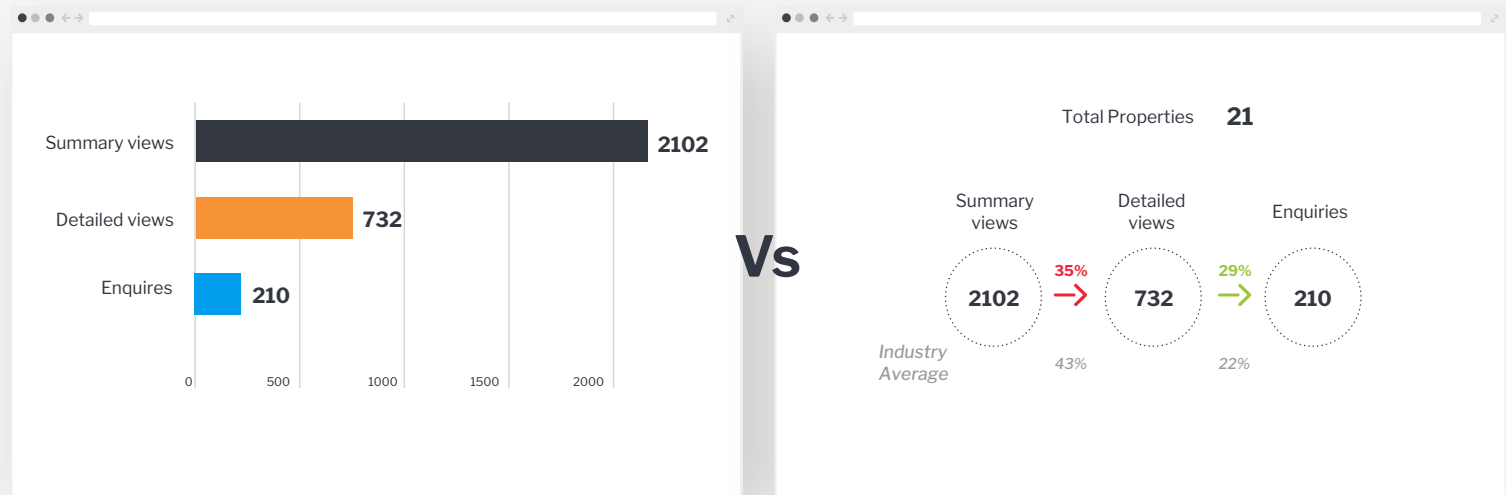
# Customer-centric analytics is the key to success

*‘The most important single thing is to focus obsessively on the customer.’*

- Jeff Bezos

Dashboards and reports can typically meet your customers’ standard requirements. But you need more than basic dashboards to ensure you future-proof your application’s analytics. You want to deliver the best customer experience, so look at embedding sophisticated dashboards that can be built around the workflow of your application.

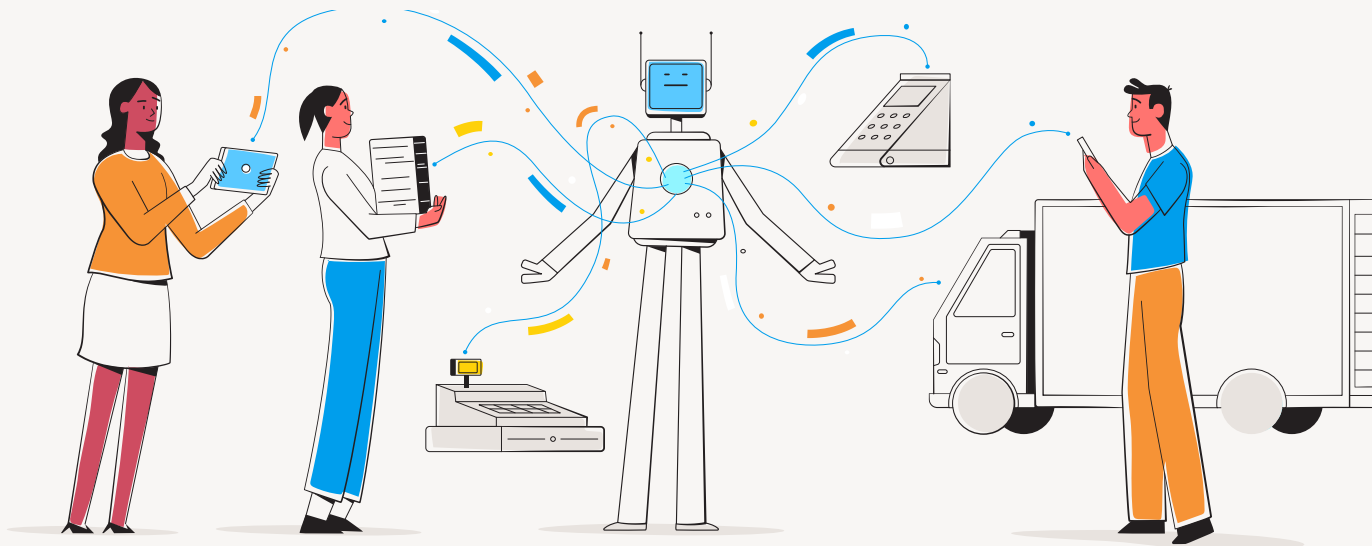
For example, if you provide real estate listings and you want to enable your customers to understand the performance of each of their property listings (and where to spend more advertising dollars), building analytics around that experience can provide far more value.



# How your customers **consume data** is changing. That means the way you offer analytics needs to change too

YouTube, LinkedIn, our favourite news channels etc. all deliver information via a feed. You get snippets of information that you can take action on quickly. You choose what to engage with and what to dismiss. As you're looking to build your analytical application, look at vendors that can help you provide an experience for your customers that leverages how information is consumed today. This allows your application to have the best possible chance of initial adoption and long-term stickiness.

As you look at your application roadmap, also consider what you can do beyond just surfacing information, and how to use that data as part of the application workflow. People don't usually want to manually switch between applications. Think about how you can use analytics to automate the next steps for your customers. If your real estate listings were showing performance below average for a particular property, with a click you could enable your customer to increase their advertising spend. Or, if you are a retailer and your analytics highlighted a low stock level, then with one click you could pass that value to your ordering system to instantly replenish. If you are using analytics to drive action, you're enabling an enhanced experience, competitive differentiation, and greater value for your application.



# Get to market **fast** and stay ahead of your competition

Modernizing your application stack, moving your customers from on-premise to the cloud or changing to a subscription-based pricing model can all be accelerated by embedding an out-of-the box analytics solution from an established vendor. To achieve the benefits you seek as quickly as possible, you want to get to market fast, but making the right long-term choice is critical.

The first question is usually: should you build rather than buy? The answer is - not unless you plan to become an active participant in the BI and analytics sector. The pace of change in this market is significant - continuously raising the bar customer expectations. If you can commit resources to those demands long-term, then it could be an option. If not, look to an established player to partner with and focus on what you do best.

Buy into a product vision. Dashboards have been around for a long time and, on the face of it all, vendors may look similar. However, analytics is going through a step-change. Find a partner that has the vision that will keep you ahead of your competition in the long term, and keep up with the changing needs of your customers.

When you embed an analytics platform, the vendor should be focused on building your brand, not theirs. It should be a business partnership that they are committed to for the long term. You are looking for a long-term integration with your application so look at what support the vendor offers you and find out whether embedded analytics is a core offering of theirs. That will give you insight into whether they are able to support you with real expertise. A quick test: find out whether you can fully white label the analytics solution.

At the end of the day, embedding analytics into your application is about building your business and providing value to your customers. If the BI and analytics vendor is set up to help you achieve that goal, you have found a great partnership.

# Your **options** for embedding analytics products

There are several different types of analytics vendors in the market today and their product offerings have different strengths and weaknesses and lend themselves to different uses.

## Developer Vendors

Developer tools are aimed at technical developers who want to highly customize their analytics. Building reports and dashboards requires deep coding expertise, and integration can be complex and requires specific technical skills. An example of this type of vendors include Logi Analytics and Pentaho.

## Data Discovery Vendors

Data discovery analytics tools focus on visual exploration and traditional dashboarding. While promoting that they are easy to use, they are not extensively customizable and often lack the ability to truly white-label their solutions. The desktop-server architecture makes it difficult to scale, particularly for SaaS applications. Tableau and Qlik are examples of these types of vendors.

## Specialist Vendors

Specialist tools offer developers reports and dashboards that can be coded with an easy to use interface. They would also have a centralized administration console and an API library. However, they typically lack robust enterprise governance, fine-grained security, and multi-tenancy options. Specialist tools also have little to no options for white labelling embedded analytics. But crucially, given their narrow focus, they're not as invested in innovation that will drive unique competitive advantage, such as AI-driven and machine learning led innovation. An example of these types of vendors include Looker and Sisense.

We will compare all of these types of solutions against one more option - the modern analytics vendor known for its innovation and strength in the embedded market - Yellowfin. While specific functionality will differ from vendor to vendor, this comparison guide aims to provide a high level view of the typical capability of these groups of vendors across product, architecture and partnership.

# Yellowfin vs. the Rest

Be certain that your chosen vendor has the product capability and integration options that your application needs.

	Criteria	Developer Vendors	Data Discovery Vendors	Specialist Vendors	Yellowfin
Product	Analytics Functionality	- Focus on highly coded developer reports and dashboards	- Focus on visual exploration and traditional dashboarding	- Focus on high code developer reports and dashboards	- Full breadth of analytics functionality covering traditional reporting, publishing and sharing, visual exploration, AI-powered dashboards, augmented analytics, and data storytelling. - Ability to provide different functionality to different groups of users (e.g. existing vs. new customers)
	UI and Ease of Use	- Modern UI - Low ease of use - Customizable	- Modern UI - High ease of use - Not customizable	- Modern UI - High ease of use - Customizable	- Modern UI - High ease of use - Customizable
	Ease of Embedding/Integration	- Complex embedded options - Dev skills needed to embed and integrate	- iFrame-based embedded options - Lacks rich APIs - Little to no white-labelling	- iFrame-based embedded options - Rich APIs - Little to no white-labelling	- Rich APIs - Easy to embed - Can truly integrate Yellowfin products with your application and workflows - Full white-labelling
	Augmented/ML Capability	- Little to no augmented analytics or machine learning capability	- Little to no augmented analytics or machine learning capability	- Little to no augmented analytics or machine learning capability	- Leader in augmented analytics - Operationalize machine learning models through integrated Data Science capability - Provide a clear differentiated analytics offering and capability to your customers
	Ease of Management	- Lacks APIs for governance and management	- Lacks APIs for governance and management	- Rich APIs to govern and manage - Centralized administration console	- Rich APIs to govern and manage - Centralized administration console



# Yellowfin vs. the Rest

Ensure that your chosen vendor will enable your combined solution to scale and grow as you need.

	Criteria	Developer Vendors	Data Discovery Vendors	Specialist Vendors	Yellowfin
Architecture	Scalability	<ul style="list-style-type: none"> <li>- Lacks clustering architecture</li> <li>- No high availability and failover</li> </ul>	<ul style="list-style-type: none"> <li>- Desktop server architecture</li> <li>- Difficult to scale</li> </ul>	<ul style="list-style-type: none"> <li>- Immature clustering architecture</li> </ul>	<ul style="list-style-type: none"> <li>- Native clustering architecture with support for elastic scaling, high availability, and failover</li> <li>- Zero downtime upgrade</li> </ul>
	Deployment	On-premises	<ul style="list-style-type: none"> <li>- On-premises</li> <li>- Cloud</li> </ul>	<ul style="list-style-type: none"> <li>- On-premises</li> <li>- Cloud</li> </ul>	<ul style="list-style-type: none"> <li>- On-premises</li> <li>- Cloud</li> <li>- Hybrid</li> <li>- Provide a mix of solutions for existing and new customers when moving to SaaS cloud model</li> </ul>
	Security	<ul style="list-style-type: none"> <li>- Lacks enterprise governance</li> <li>- Lacks fine-grained user, content, and data security</li> </ul>	<ul style="list-style-type: none"> <li>- Lacks enterprise governance</li> <li>- Lacks fine-grained user, content, and data security</li> <li>- Lacks multi-tenancy</li> </ul>	<ul style="list-style-type: none"> <li>- Lacks enterprise governance</li> <li>- Lacks fine-grained user, content, and data security</li> <li>- Lacks multi-tenancy</li> </ul>	<ul style="list-style-type: none"> <li>- Enterprise security model and governance</li> <li>- Approval workflows</li> <li>- Fine-grained user, content, and data security</li> <li>- Native multi-tenancy</li> </ul>
	Localization	<ul style="list-style-type: none"> <li>- Little to no multi-language support</li> </ul>	<ul style="list-style-type: none"> <li>- Good multi-language support</li> </ul>	<ul style="list-style-type: none"> <li>- Minimal multi-language support</li> </ul>	<ul style="list-style-type: none"> <li>- Multi-language support within product and content</li> </ul>

# Yellowfin vs. the Rest

It's not just about the software, ideally your chosen vendor will provide the you with services, support and commercial terms to suit your go-to-market.

	Criteria	Developer Vendors	Data Discovery Vendors	Specialist Vendors	Yellowfin
Partnership	Services	<ul style="list-style-type: none"> <li>- Lacks ISV specific services programs</li> <li>- Little to no, go-to-market strategy assistance</li> <li>- Lacks commercial model fit</li> </ul>	<ul style="list-style-type: none"> <li>- Lacks ISV specific services programs</li> <li>- Lacks go-to-market strategy assistance</li> <li>- Lacks commercial model fit</li> </ul>	<ul style="list-style-type: none"> <li>- Lacks ISV specific services programs</li> <li>- Little to no go-to-market strategy assistance</li> </ul>	<ul style="list-style-type: none"> <li>- Yellowfin Quick Start Program</li> <li>- GTM Strategy</li> <li>- Global Partner Network</li> <li>- ISV Consulting Services</li> </ul>
	Support	<ul style="list-style-type: none"> <li>- No support, community, or on-demand learning</li> </ul>	<ul style="list-style-type: none"> <li>- Good Community</li> <li>- Little to no embedded specific support</li> </ul>	<ul style="list-style-type: none"> <li>- Good Community</li> <li>- Support often available in single regions</li> </ul>	<ul style="list-style-type: none"> <li>- Support teams across all major regions (US, Europe, AsiaPacific) offering 24x6 coverage</li> <li>- Yellowfin Community for support, tickets, and resolutions</li> <li>- Yellowfin University for on-demand courses and learning</li> <li>- Yellowfin Wiki for documentation</li> <li>- Yellowfin Youtube for on-demand videos</li> </ul>
	Pricing	<ul style="list-style-type: none"> <li>- No embedded pricing strategy</li> </ul>	<ul style="list-style-type: none"> <li>- Complex and geared to the enterprise market</li> </ul>	<ul style="list-style-type: none"> <li>- Complex pricing and not flexible to embedded partner's commercial model</li> </ul>	<ul style="list-style-type: none"> <li>- Flexible pricing to suit the way you sell that isn't a barrier for customers</li> <li>- Modeled to fit an existing and new customer base where applicable</li> </ul>

# The Yellowfin Goal

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*To deliver the best analytical experience for your end customers*

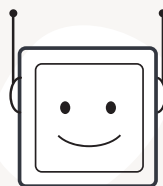
# The Yellowfin Product Suite

Yellowfin is a single application that has five core products, all seamlessly integrated together but which can exist and be deployed separately.



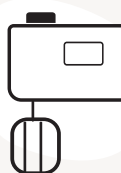
## Yellowfin Data Dashboards

Monitor and analyze business performance in real time. Easy to build highly interactive dashboards



## Yellowfin Data Discovery

Explore data and outliers visually that share insights with others. Supports both traditional reporting and modern BI analysis.



## Yellowfin Data Prep

Prepare data for analysis. Extract data from multiple sources, transform, shape and load into a target database ready for analysis.



## Yellowfin Signals

Automatically discover and surface the most important changes in data as it happens, using AI powered pattern detection and relevance scoring.



## Yellowfin Stories

Create Data Stories that provide the context behind the numbers. Long form narrative combined with data provides better business insight.

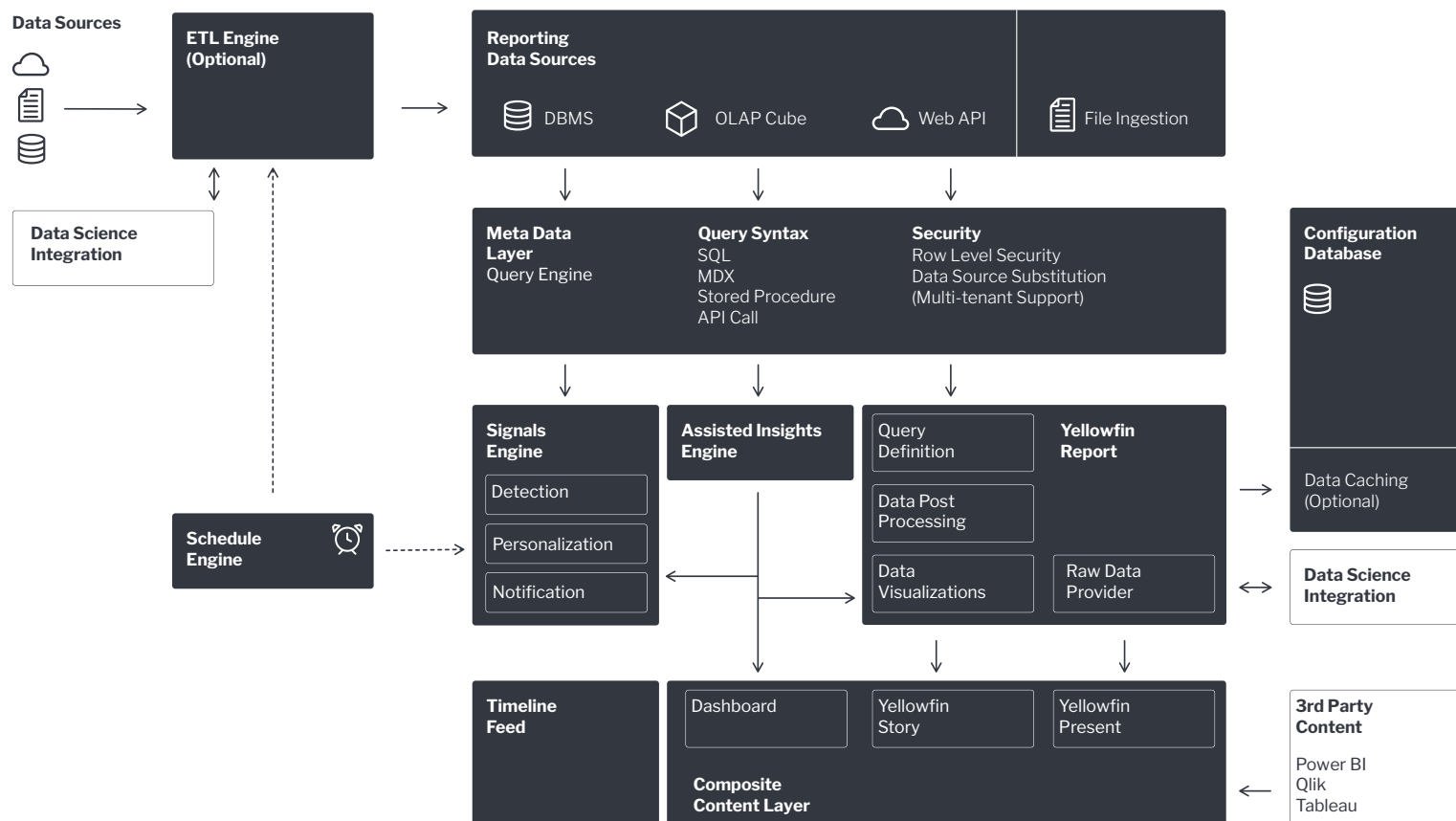
When you choose Yellowfin, you get a world-leading software suite that delivers innovative capabilities to help you modernize quickly and keep you ahead of the competition. Everything in the Yellowfin Embedded Analytics package comes as standard. No hidden costs. No surprises. And you can use any or all of the products in the integrated solution and turn off any features you don't want to use.

When embedding Yellowfin into your application, choose between our world-leading analytics or the addition of AI-powered by Yellowfin Signals.

# Yellowfin Technical Architecture

You have the full extent of Yellowfin's analytic capabilities available to your customers. What you use will depend on your customers' needs and your offering. With Yellowfin, you have the ability, at any time, to roll out more of Yellowfin's capabilities to your customers as part of your core offering or charge them a premium for additional capabilities.

For example, you might deliver reporting and dashboarding within your application, but later decide to offer the [Assisted Insights Engine](#) - which assists users in their data exploration - as a premium product to help your customers get to insights faster. This gives you the option of adding new revenue streams and ensuring your customers have access to the capabilities they need.



# The Yellowfin advantage

The Yellowfin suite for embedded analytics is unique in its ability to meet the needs of your whole organization, from developers to product managers, and executives alike.

## For Developers

Making it easy to develop analytic content to your end users:

1. Single platform, seamless integration
2. Multi-tenant and secure
3. Open & extensible
4. Flexible deployment, massively scalable

## For Product Managers

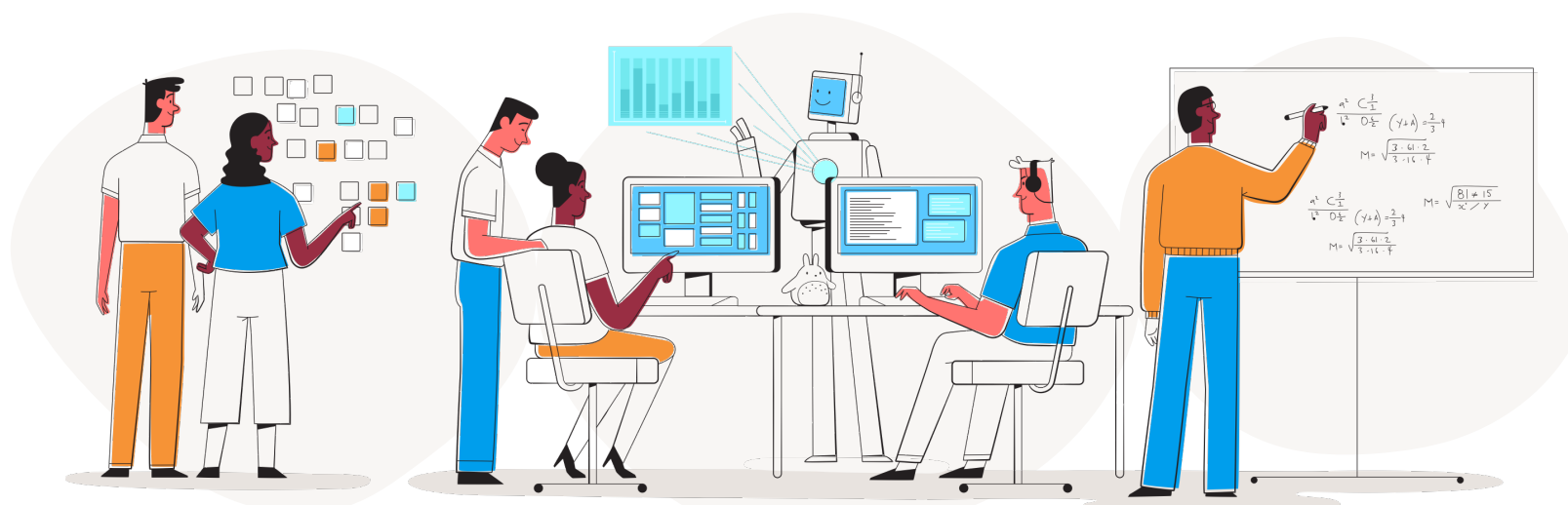
Embed world class analytics your customer will love:

1. AI + BI = Competitive advantage
2. Get to market fast
3. White labelled BI
4. Low total cost of ownership

## For Executives

Commercials that make sense:

1. Aligned to your business model
2. Create new revenue streams
3. Trusted by 100s of software companies worldwide



# Commercials **tailored** to you and your business

**Your commercial model is your revenue strategy, so you don't want that upended by new, embedded analytics in your application.**

At Yellowfin, we know the tough decisions you will go through when deciding whether you'll include the embedded analytics in your core application or make it an add-on module. Then there is figuring out how you will charge current customers if it will be part of your core offering, or how you will up-sell your current customers if the analytics will be an add-on module. And how will you price for new customers? All these questions are particularly hard when you are upgrading from legacy reporting.

You need to mitigate the risk of adding a new module to your application, know the ROI on your investment, and charge your customers for the analytics in line with the commercial model you decide on for your application, not your analytics vendor's commercial model. That's why Yellowfin has a flexible ISV commercial model. We work to fit your commercial model as closely as possible - whether you're dealing with current customers, new customers, or simply adding new capabilities - so buying your application with embedded analytics is a seamless experience. Yellowfin has already built commercial models that suit and help organizations moving from legacy business intelligence to modern analytics.

Some of these include:

- 1. Modular pricing** - Charge your customers an additional cost for the analytics module
- 2. Base pricing** - The analytics is bundled into your product
- 3. Functional split** - Charge multiple fees for each component of the analytics app
- 4. Data split** - Charge customers only for the type of data they access
- 5. Content split** - Charge customers for the content they use

We want to build a partnership to help you succeed for years. When you win, we win too.

# Quick Start (QS) Delivery Support

It's not just about software, we've built the framework to help you successfully take your Yellowfin powered application to market. Embedded partnerships include all of the following:

Development	Marketing	Delivery Support Services	Commercial
<ul style="list-style-type: none"><li>• Full Access to Partner Portal and Materials</li><li>• Full Access to Support Team</li><li>• Integration Training</li><li>• ISV On-Board Training</li><li>• Yellowfin University Access</li></ul>	<ul style="list-style-type: none"><li>• Customer story published across Yellowfin media</li><li>• Press Release across Yellowfin PR Channels</li><li>• Social media marketing across Yellowfin digital channels</li></ul>	<ul style="list-style-type: none"><li>• ISV QS Foundation</li><li>• ISV QS Health Check</li><li>• ISV QS Integration</li><li>• ISV QS Content</li><li>• ISV QS Marketing Positioning/Analytics Sales Enablement</li></ul>	<ul style="list-style-type: none"><li>• Development licenses</li><li>• Unlimited non-production licenses</li><li>• Sales Demo licenses for product demos</li><li>• Commercial agreement built around your application</li></ul>



# Get to market fast

Yellowfin also offers an ISV Quick Start program to get your new embedded analytics product to market in the best possible way, in the fastest time.

No matter your experience and stage in the development process or go-to-market cycle, Yellowfin can tailor its ISV Quick Start Program to meet your specific needs. Quick Start is a comprehensive seven step program that equips you to deliver best practice embedded BI quickly, without compromise.

The customizable modules are:

## 01: Foundation Workshop

Plan for success from the start by outlining key product and sales objectives, integration and authentication checklists, Yellowfin content development requirements, as well as go-to-market planning including marketing strategy, messaging and go-live dates.

## 02: Seamless Integration

Ensure security and a seamless user experience by selecting the most appropriate authentication, security and User Interface (UI) integration options.

## 03: Content Sprint

Work with BI experts to develop stunning best practice reports and dashboards that deliver insights to your clients.

## 04: Go-live Support Planning & Training

Once your product development is complete, ensure your clients enjoy a flawless ongoing experience.

## 05: Application Branding

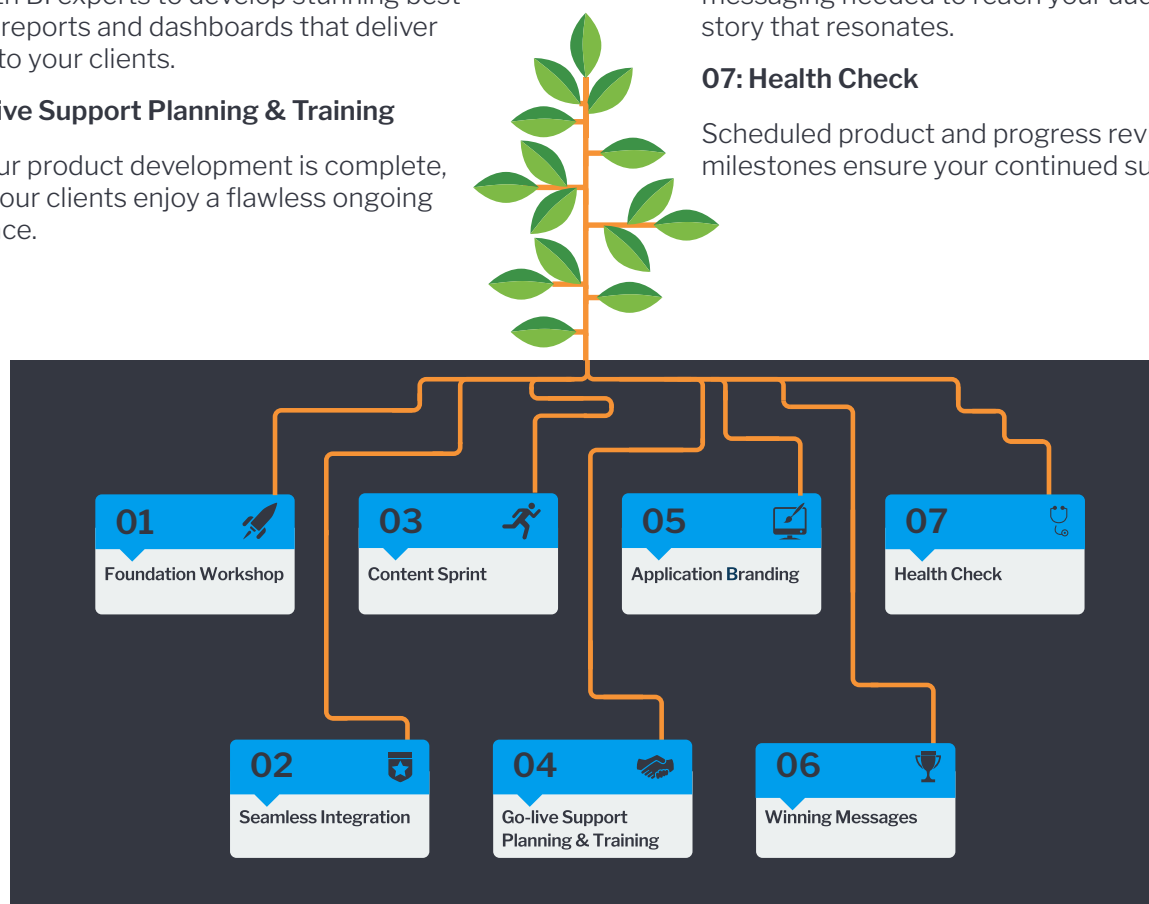
Style Yellowfin to match the design of your application.

## 06: Winning Messages

Identify the marketing strategy, tactics and messaging needed to reach your audience with a story that resonates.

## 07: Health Check

Scheduled product and progress reviews at major milestones ensure your continued success.



# Successful embedded solutions



BMC, an IT service management enterprise business, embedded Yellowfin analytics into its BMC Helix (formerly Remedy) ITSM product. By embedding Yellowfin, BMC offers smart reporting on customer IT service management data. This empowers their customers to make decisions faster and optimize their services as they monitor their KPIs. BMC chose to completely white label Yellowfin so users get a seamless experience within the Helix application.

Yellowfin was a catalyst for moving their customers from an on-premise Business Object solution to BMC-owned analytics and currently has over 1.6M users and counting.

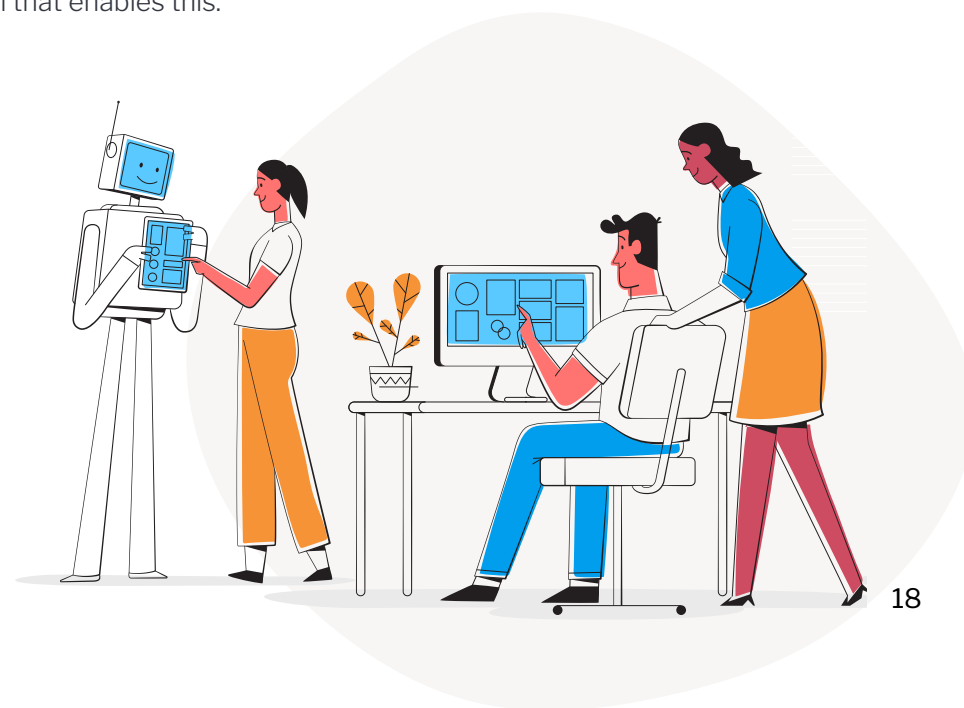


NTT TechnoCross provides a big data analytics and ETL solution under the name InfoCabina Yellowfin Cloud. They chose to embed Yellowfin as their analytics offering and pair it with Apresso's DataSpider ETL tool to enable their clients to start performing big data analytics quickly. The package is a fully managed cloud platform hosted on Amazon Web Services (AWS).

By choosing Yellowfin, NTT TechnoCross were able to deliver world-class analytics to their clients immediately. They didn't have to spend years in development to catch up with the world's leading analytics platforms. They knew that attracting big data customers would require a fully-developed analytics platform and selected Yellowfin after much analysis of several vendors.



UnderwriteMe is a global fintech organisation that uses digital technology to transform the way life insurance is bought and sold. Underwriters used to gain access to updated underwriting data on a monthly basis, and this data is crucial to understand how their rules have performed. But UnderwriteMe was able to give underwriters the ability to rapidly create brand new rules and amend rules to suit their own philosophy within minutes, interact fully with live cases, and create customised reports and dashboards with drill down capability for more detailed analyses. Their up-to-date Management Information is available every fifteen minutes instead of once a month – previously unheard of in the insurance industry. Yellowfin is the front-end analytics and data visualisation tool that enables this.



# What our ISV **partners** say about Yellowfin



“When we discovered Yellowfin, we saw the potential for embedding their analytics into our platform to offer beautiful dashboards that could be quickly understood by technical and non-technical operators alike.”

**Allan Brown, Vice President and General Manager**

Kodak Unified Workflow Solutions

**CIVICA**

“We live in a time of almost infinite data. More data isn’t the answer... we need better collaboration and clearer stories. That connection and cooperation, wrapped around the BI tool, turns Yellowfin from a simple technology partner into a transformative partner.”

**Simon Jones, Managing Director**

Civica



“We’ve been extremely impressed. [Yellowfin] is leaps ahead of any market-leading competitor products for embedded BI and analytics that we have tested.”

**Edward Kilby Technical Architect**

TEAM



“Yellowfin meets our need for flexibility. The BI platform can be customised to meet the reporting needs of different clients, and it has more functionality than many of its competitors.”

**Kim Redvstall, Director of Corporate Development and Strategy**

Summit Innovations



“We chose to embed Yellowfin because it makes our software stand out in the marketplace. Our customers love Yellowfin’s extensive visualisation options, which helps them to intuitively interpret information, and save time and money.”

**Steve Voller, CEO**

Altuity

# Analysts **praise** Yellowfin for its embedded capabilities

Yellowfin is ranked Number 1 in Embedded Analytics and Operational BI by BARC in 2018. BARC delivers some of the most extensive and respected research within the BI industry with BARC's The BI Survey being the world's largest annual survey of BI end users.

Yellowfin was also recommended by 100% of end users surveyed by BARC. Yellowfin's BI suite has consistently top-ranked in its assigned Peer Groups<sup>1</sup> for Innovation seven years in a row, Ease-of-Use and Operational BI five years in a row, and Collaboration four years running.

Forrester, a leading research brand, stated that "Yellowfin, an embedded BI specialist, is a solid choice for all enterprise BI use cases".

In addition, Nucleus Research named Yellowfin a Leader on their Value Matrix 2018 and said, "All Leaders in this Matrix and vendors with Leader potential are demonstrating mature embedding strategies."

With a proven track record of innovation and endorsements for embedded analytics capabilities, partnering with us means you'll stay ahead of the curve (and ahead of your competition) with experts by your side.

From the Gartner Magic Quadrant for Analytics and Business Intelligence Platforms 2019, "Yellowfin's single platform includes one of the broadest ranges of capabilities, spanning data preparation, reporting with scheduled distributions, visual exploration and augmented analytics."<sup>2</sup>



<sup>1</sup>Yellowfin has ranked first for the Embedded BI KPI within the Self-service reporting-focused product Peer Group in the 2018 study.

Yellowfin has ranked first for the Operational BI KPI within the Data discovery-focused product Peer Group for the second year in a row, and continues to be a leader for this KPI for the fifth year in a row. Yellowfin consistently emerges as top ranked or leading for the Innovation KPI within "Data discovery-focused products", "Self-service reporting-focused products", and "Americas-focused vendors" for the seventh year in a row. Yellowfin has ranked first for the Ease-of-use KPI within the Data discovery-focused product Peer Group in the 2018 study, and continues to be a leader for this KPI within the Self-service reporting-focused product Peer Group for the fifth year in a row.

<sup>2</sup>Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

# What's next?

Now you have seen your options and what's possible when you embed modern analytics, and you know how Yellowfin can help you achieve success, book a no-obligation demo to see Yellowfin in action for yourself.

## Technical Demo

No obligation demo with one of our technical consultants to see if Yellowfin is the right solution for your application.

## Resources

You can find all the resources you need when considering embedding Yellowfin analytics here:

### Try Yellowfin on your Environment

Free 30-day evaluation license

### Try Yellowfin in the Cloud

Try Yellowfin on your **AWS** and **Azure**

### API Toolkit

Documentation on our APIs

### Yellowfin Wiki

Our complete guide, full of information on how to embed Yellowfin into your application

### Yellowfin University

Make the most of Yellowfin with guided tutorials and videos

### Yellowfin Community

This is where our embedded customers hang out, get answers, submit ideas – join in!

### The Ultimate Guide to Embedding Analytics

Download the complete guide to embedding analytics into your application





Things change. Know why.

Yellowfin is a global Business Intelligence and analytics software vendor with a suite of world-class products powered by automation. Yellowfin is recognized as an innovator by the world's leading analyst firms. More than 27,000 organizations and more than three million end-users across 75 countries use Yellowfin every day. For more information, visit [www.yellowfinbi.com](http://www.yellowfinbi.com).

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