

**Embedded Analytics  
are a true multiplier to the  
value of your application**



## Introduction:

# Analytics is how digital business is done

As virtually all organizations chart their course to becoming digital businesses, they will need to make many changes to how they operate. Perhaps the most impactful change from this transformation is the move away from running organizations based on gut instinct to operating businesses based on analytics and metrics delivered by digital systems.

A business's move to analytics has a huge and fundamental impact on the software and applications it depends on. Every piece of application software needs best-in-class embedded analytics to meet this demand and improve the value delivered to the organization. Applications without analytics are barriers to business success, resulting in competitive disadvantage. This is why application software vendors are rushing to include analytics in their offerings.

Aside from the most obvious reasons behind the embedded analytics land rush, there are many other benefits that are less obvious. Of potentially far greater importance is the increase in the value of the business when the software vendor enhances its application with embedded analytics.

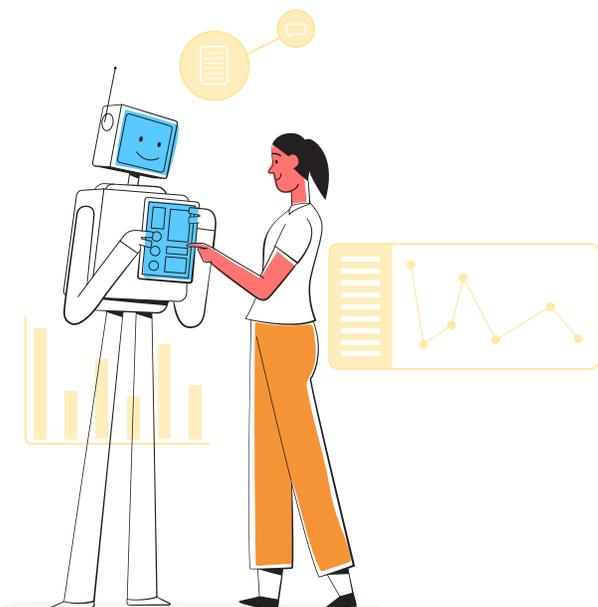
## Increasing the value of the business: Embedded analytics are a multiplier

The fundamental difference between applications and systems with analytics and those without goes well beyond the software itself. The quality of the analytics component directly impacts the value of the software company. As digital transformation creates upheaval, the value of analytics to customers and partners is so substantial that those applications that don't have that functionality will be left behind. Customers will choose to move forward with analytics-enabled applications. With these metrics, the vendor-customer relationship becomes deeper and stronger. Customers utilizing analytics will be far more loyal to the software vendor.

Competitively, the inclusion of embedded analytics within a software application is an important demonstration of market leadership. As soon as analytics become available, the customer sees instant value. Analytics becomes such a powerful part of the value equation, that a software vendor's stock price will often come to reflect the value of providing analytics.

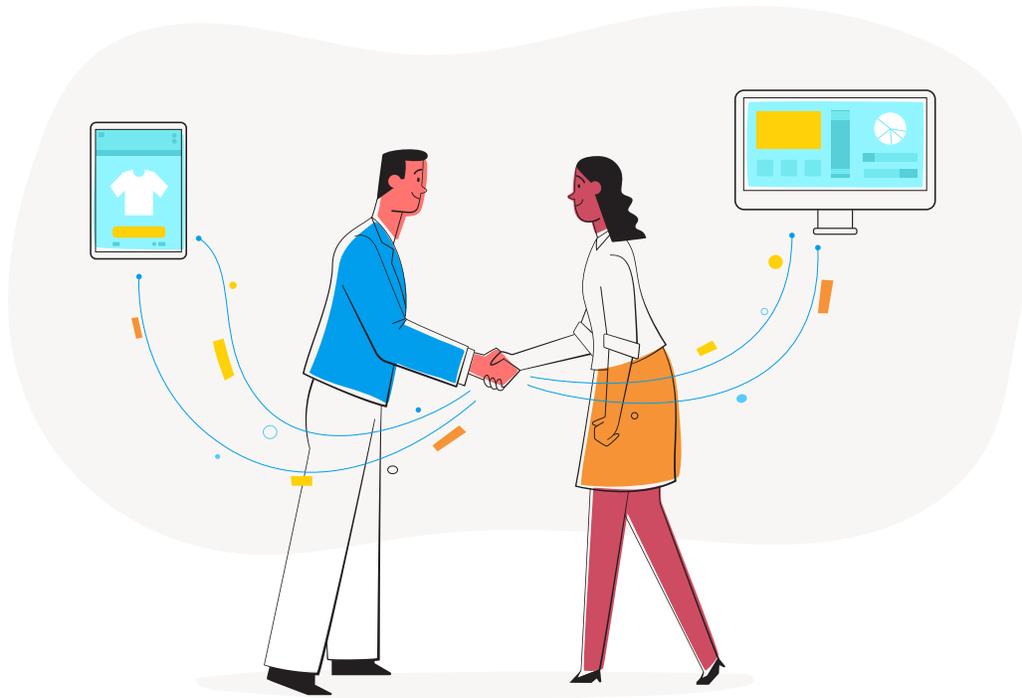
An excellent example of how embedded analytics increases value and supports an improved competitive position is Elster, formerly a division of Melrose Industries. A leading provider of thermal gas solutions for all types of customers, the division added software and data analytics solutions to its smart meters. Working with [Yellowfin](#), Elster was able to move beyond a basic set of product solutions and bring to market a full suite of analytics that leverages its investment in connected meters. Shortly thereafter, the business was [purchased](#) by Honeywell and that analytics capability is now part of Honeywell Operating System Gold, an integrated management process platform.

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## Embedding analytics: Options to consider

For many organizations that are either in the business of delivering application software or utilize an application to drive their customer interaction, the choice to embed analytics functionality looms large. Typically, the decision process consists of just two options: build or buy. And based on the need for fast technical integration and the latest features as well as time-to-market pressures, most businesses decide to use the buy option.



However, the binary build vs. buy focus is too limited to drive the entire decision process. It's important to move beyond the programming/technical task of adding analytics to a more comprehensive perspective that considers all aspects of this critical project. Your business decision must consider the entire process—from technical integration and rollout to the support of customers. Success requires much more than just bolting on some software; it demands that a true partnership with the company that is supplying the analytics functionality.

Your analytics partner must show its commitment with a flexible approach to the entire process of partnership. Rather than trying to fit each relationship into a cookie-cutter business and technical model, each relationship must be built based on its specific, unique needs. To start, there should be a joint design process, where the goal is an optimal solution that maximizes the financial and functional return from the effort. A collaborative process that leverages the unique skills and knowledge of both parties must be the model for the partnership.

## A checklist: What to look for in an analytics partner

To start the process of embedding analytics, it is important to look at specific capabilities and aspects of the analytic software and vendor that will provide a better solution for your customers. The following checklist is a starting point for evaluating your options.

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Choose a partner that already has advanced innovation and technologies in place.

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Analytics technology is advancing quickly. To ensure your analytics-enabled product will be in the best competitive position, you want a partner that has the most advanced capabilities already in its product. These include:

- **Automated analytics:** Leverages technology to provide maximum value to your customers as quickly as possible.
- **AI and machine learning:** Provide continuous improvement to the solution being delivered.

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Seek out strong analytics technology and functionality. These considerations are your starting point:

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- **Data integration:** You can simplify data integration by making sure the analytics tool includes RDBMS, NoSQL and use of APIs.
  - **Application integration:** The analytics software should support integration via web connectors, JavaScript and custom web services.
  - **Security integration:** It should also provide integration with common directories used for access control such as LDAP, Active Directory and custom authentication models.

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Optimize the integration project. Because analytics can be a key differentiator for the business, speed is essential. Focus on:

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- **Time to market:** It is critical that your partner have the technology, tools and processes to get your integrated solution to market quickly.
  - **Improved ROI through faster delivery:** Faster completion of the integration project will have a substantial positive impact on ROI.

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Don't forget about factors for ongoing success. You don't want a vendor that will sell you a tool and then forget about you. You want to work with a true business partner that offers:

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- **Flexible business and cost models:** Trying to force an integration project into a single cost or business model will negatively impact the project.
  - **Comprehensive services:** A real partner will have a complete set of services that range from the initial planning activity to customer support.
  - **Support for brand clarity:** The brand of the analytics vendor may be visible or hidden. This should be flexible and support each partner's needs.
  - **Support for multi-tenancy:** With a wide range of infrastructure models in use today, support for many architectures is essential.

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**Review third-party evaluations.** Reviewing what independent analyst firms such as Gartner, Forrester and Business Application Research Center have to say is essential. Do they see the potential partner as a leader in embedded BI? Is it a proven vendor?

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# Yellowfin delivers a true partnership for embedding analytics

Based on the partnership attributes listed previously, Yellowfin is a market leader that has the combination of technology, processes and partnership expertise to take your application to the next level. The company is an ideal partner for application providers that want to embed analytics quickly and effectively. This true partnership starts with a commercial model that grows as you do and the optimization frameworks that enable you to go to market with embedded analytics that will have the greatest beneficial impact in the quickest possible time. And its support after delivery is a true differentiator.

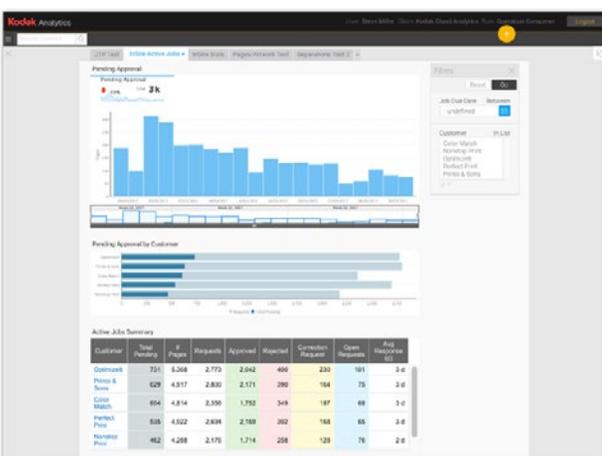
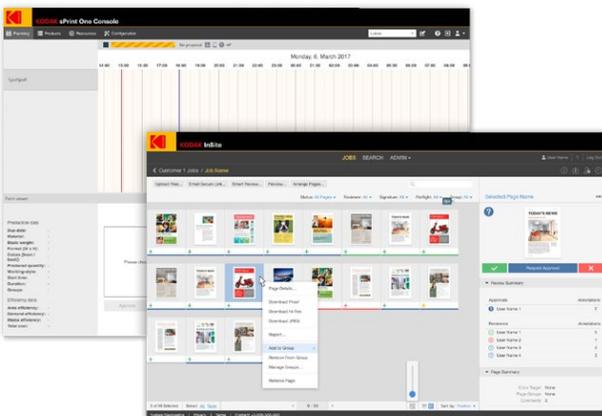
Yellowfin provides critical state-of-the-art technologies including AI, machine learning, automated analytics, data and application integration, and effective security tools. One of the most innovative products of the Yellowfin Suite is **Yellowfin Signals**. Taking the next step beyond dashboards focused on just monitoring, Signals augments analytics and discovers the most important changes in trends in real time. It delivers personalized and relevant alerts according to the user's role. These alerts act as early warning signals that identify critical changes in the business as they are happening.



Yellowfin's technology is lauded as one of the best analytics software offerings available. Gartner ranks the company among the top five analytics **platforms**, BARC ranks it No. 1 for **Embedded BI**, and Forrester named the company an "**Embedded BI Specialist**," recognizing Yellowfin's innovative technology.

Yellowfin's Kodak partnership is proof of this commitment. Kodak wanted to create competitive advantage by allowing its customers to spot inefficiencies in printing workflow. The two companies jointly developed the **Kodak PRINERGY offering**, the printing industry's first analytics-enabled workflow management solution. Kodak customers can now see, in real time, analytics on print passes, color usage and much more. With full visibility of the printing process, customers can quickly lower operating costs. PRINERGY, which has been deployed to 25,000 customers in more than 30 countries, has become a major competitive advantage for Kodak.

Yellowfin provides critical state-of-the-art technologies including AI, machine learning, automated analytics, data and application integration, and effective security tools.



## Key takeaways

**Businesses today must respond to a fundamental set of changes as far reaching as the Age of Steam, the Industrial Revolution and other megatrends that completely rewrote the rules of business. As today's organizations begin their transformation to digital businesses, they are using analytics to provide the objective, timely and detailed data necessary to be successful.**

The dependence on analytics will impact nearly every business process and the software that supports it. As a result, both independent software vendors and other businesses that interact with customers via a web portal or customer-facing application are moving quickly to embed analytics capabilities into these systems. Most are working with a software partner that has proven and highly capable analytics tools that can be included within existing applications. However, not just any vendor will do. Businesses are looking for analytics software from companies that are true partners, with the technology, services and commitment to long-term success.

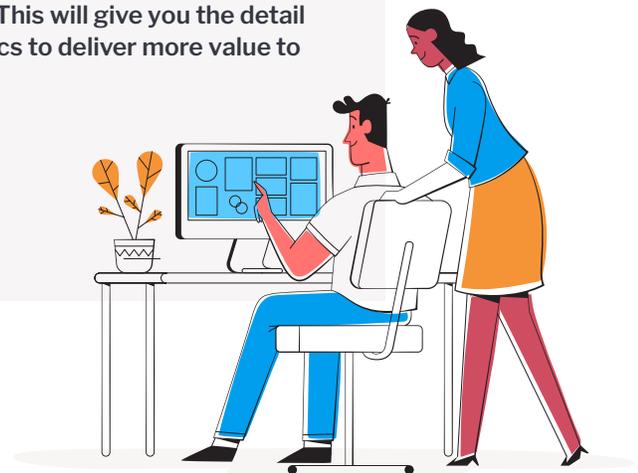
For many, like Kodak, Yellowfin's analytics suite and comprehensive services offering—supported with a highly flexible partnership model—is the right answer. Yellowfin technology has been recognized as a best-in-class offering by many leading analyst firms, and successful engagements with BMC, Pitney Bowes, Honeywell and many others demonstrate the success that is possible.

As today's organizations begin their transformation to digital businesses, they are using analytics to provide the objective, timely and detailed data necessary to be successful.

To help you see the power of analytics and how it will enhance your current application, Yellowfin provides a free one-on-one session with its technical team. This will give you the detail and insight necessary to make the right choice for embedding analytics to deliver more value to your customers.

To set up this valuable interactive session, please go to <https://www.yellowfinbi.com/tech-target-embedded-demo>

For additional information on embedded analytics, see: [www.yellowfinbi.com/solutions/developer/embedded-analytics](http://www.yellowfinbi.com/solutions/developer/embedded-analytics)



Yellowfin is a global Business Intelligence and analytics software vendor with a suite of world class products powered by automation. Continually recognized as an innovator, Yellowfin is ranked among the Top 5 analytics platforms across all 15 Gartner Critical Capabilities for Analytics and Business Intelligence Platforms, 2018 and No 1 in Embedded BI by BARC. 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)