

Embedded Analytics Webinar Series



Session 1: The Value of Embedded Analytics

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Meet your Presenters



Jeff Heslop
Embedded Analytics



Jeff Pierick
Chief Technology Officer



What you'll learn: Webinar Series Overview

- Focus: How you and your company can leverage the power and value of embedded visual data analytics to empower your customers
- Objective: Provide you with a complete roadmap for the successful implementation and deployment of your embedded visual data analytics capabilities

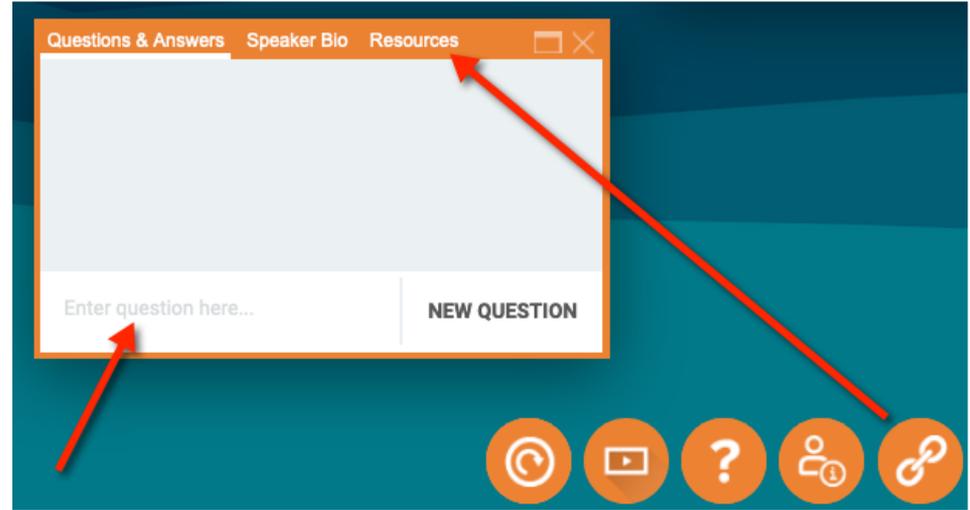
<https://www.tableau.com/learn/series/embedded-analytics>

- July 10: Discover the value of Embedded Analytics
- July 17 : Prepare for an Embedded Analytics implementation
- July 18 : Visual design best practices for Embedded Analytics
- July 24 : Seamless Embedded Analytics integration
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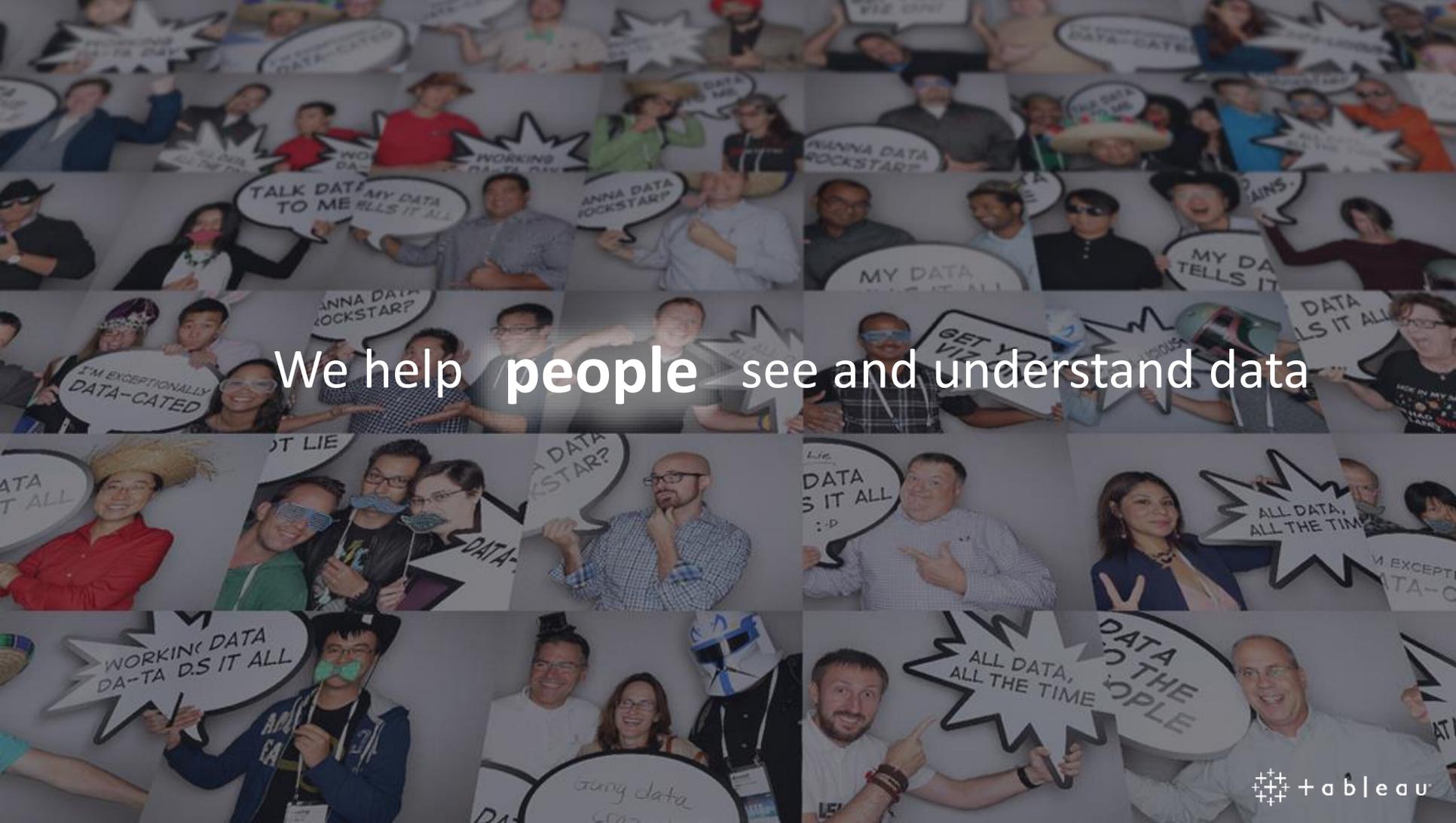
JULY 2019						
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7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

Housekeeping

- You can submit your questions throughout the presentation by clicking on Q&A window.
- Make sure to check out the “Resources” section for additional info and links.



- Webinar recording will be made available via email and on-demand at <https://www.tableau.com/learn/series/embedded-analytics>



We help people see and understand data

We are innovators

Tableau Customers

Communications, Media & Technology



Financial Services



Services



Public Sector



Retail & Consumer Goods



Healthcare & Life Sciences



Manufacturing



Energy & Resources



Travel & Transportation



› ABOUT OSI DIGITAL



**OSI Digital selected
As one of the Tableau
Partners of the Year - 2018**

**OSI Digital provides
purpose-built business and
technology solutions that
optimize performance
to enable data-driven
outcomes for our customers**

25

YEARS OF EXPERIENCE

1400

GLOBAL PROFESSIONALS

1000+

CLIENTS SERVED

3500+

PROJECTS COMPLETED

▶ WHAT IS EMBEDDED DATA ANALYTICS?

Embedded analytics is the use of reporting and **analytic capabilities** in **transactional business applications**. These capabilities can reside outside the application, reusing the analytic infrastructure built by many enterprises, but must be **easily accessible from inside the application**, without forcing users to switch between systems.

The Gartner logo is displayed in a large, bold, blue sans-serif font. A registered trademark symbol (®) is located at the end of the word.

A **new generation of embedded BI** technologies gives AD&D pros unprecedented **power to weave** not just interactive but also **actionable** reporting and analytics into the fabric of apps and business processes. The new embedded BI tools, thus, **close the loop between analysis and action within discrete apps**.

EXTERNAL EMBEDDED DATA ANALYTICS

Analytics are being embedded in all kinds of software. As a result, the ecosystem is changing, and with it so is our relationship to analytics. Historically, analytics and BI have been treated as something separate ... but increasingly, **analytics are becoming an integral part of software experiences**, from online shopping to smart watches and to enterprise applications.

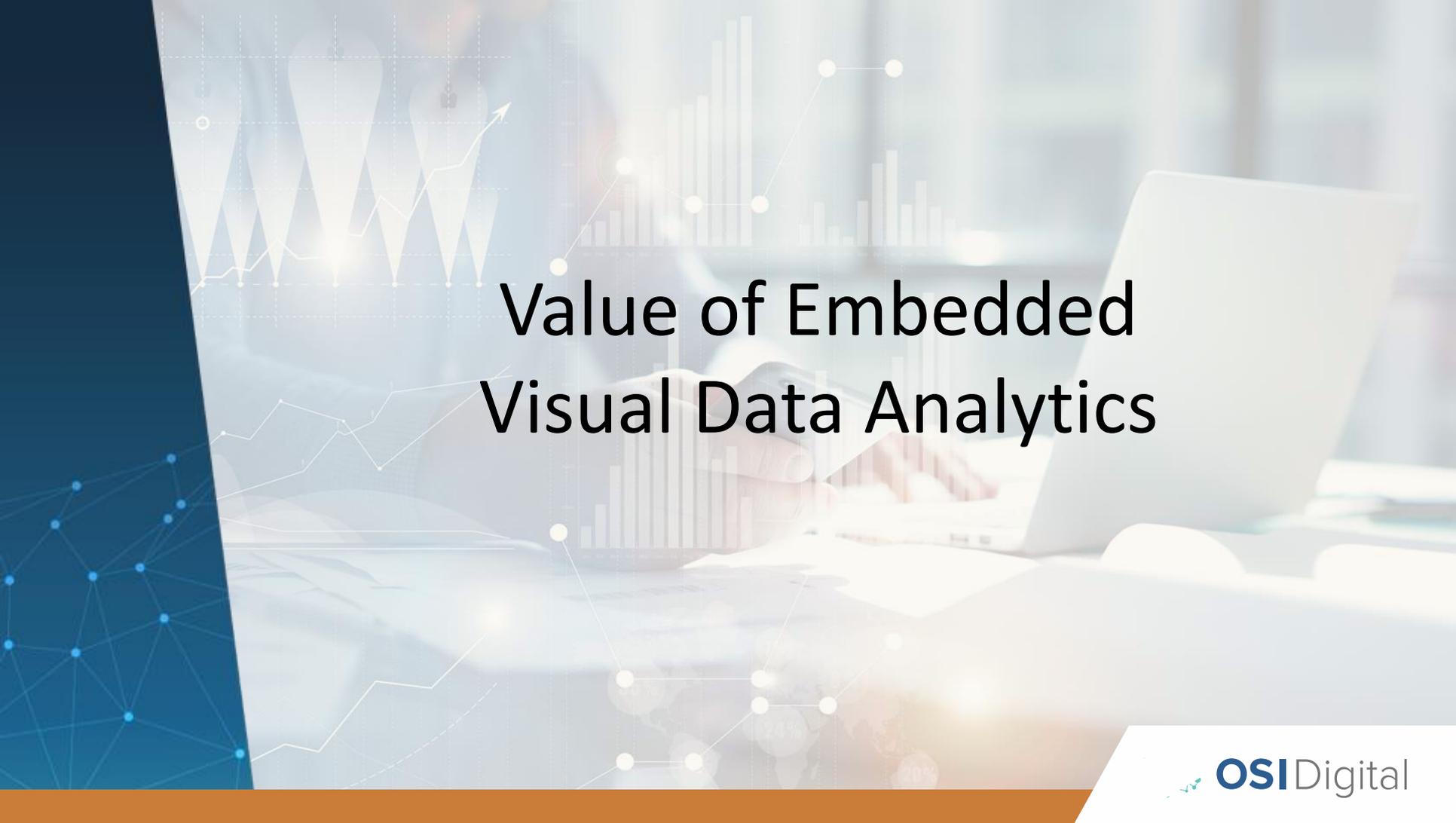


ABERDEEN
GROUP

DATA.
ANALYTICS.
CONTENT.

In the recent past, analytical capabilities were generally a 'nice-to-have' for software companies aligning their product roadmaps to users' needs.

With the rapid advancement of technology in the business world today, most users have grown **accustomed to larger volumes of data**, and have seen greater exposure to more **sophisticated data rendering and visualization**.

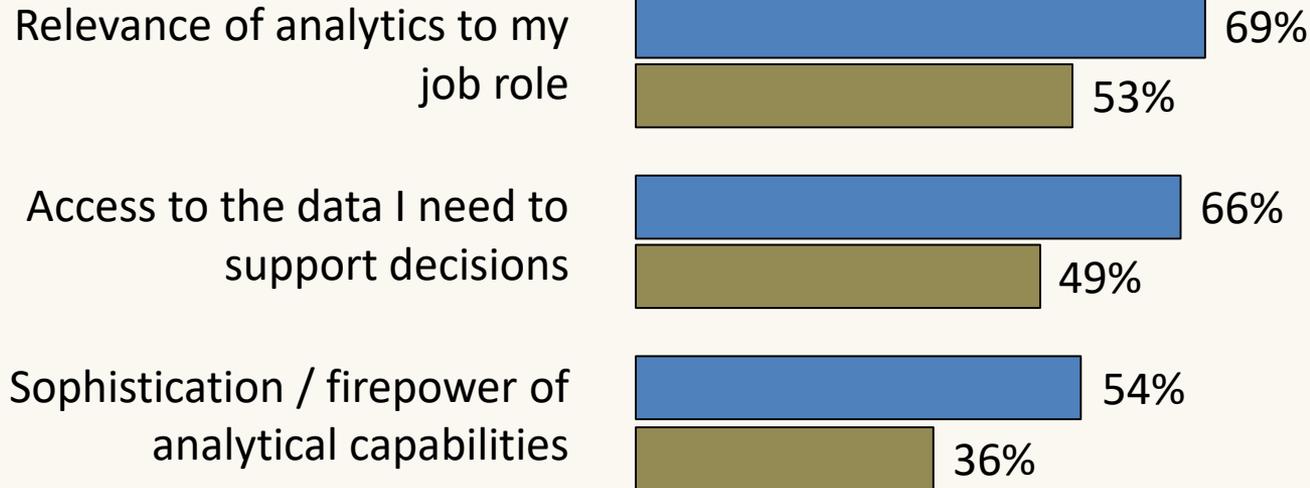
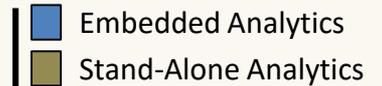
A person in a business suit is working on a laptop. The image is overlaid with various data visualization elements, including a line graph with an upward-pointing arrow, a bar chart, and a network diagram with nodes and connecting lines. The background is a blurred office setting.

Value of Embedded Visual Data Analytics

INSIGHT IN THE MOMENT

Insight in the Moment: Analytics Embedded at the Point-of-Decision

422 Responses



› DIFFERENTIATION FROM COMPETITION



- Client: Brand marketing firm for Fortune 500 enterprises
- Challenge: Produce meaningful information for client quarterly business reviews
- Issues:
 - Manual and inefficient data preparation and dashboard development process
 - Data analytics a significant selling point for their major competitors
 - Customers leaving due to lack of confidence in data and processes
- Solution:
 - Implemented Tableau for the production of their customer analytics
 - Delivered dashboards for the most important KPIs

› INCREMENTAL REVENUE



- Client: Through IoT devices, video analysis, advanced analytics, and driver coaching, the customer helps vehicle fleet operators improve performance and reduce liability costs
 - Reviewed and evaluated over 250 M driving events
 - Reduced fuel consumption by 2%
 - Saved \$220K for one rapid transit carrier
 - Reduced collisions by 50% reduction
 - Lowered one customer's accident claims from \$3 M to \$760 K
- Offering
 - Delivered standard set of dashboards for all customers
 - Developed custom dashboards for specific customers resulting in incremental revenue

➤ GAINING CUSTOMER INSIGHTS

In an increasingly customer-centric world, the ability to **capture and use customer insights to shape products, solutions**, and the buying experience as a whole is critically important.... Customer data must be seen as **strategic**.

McKinsey
& Company

What data do my customers use most often?

How much more time do customers spend on the site?

Are there upsell or cross-sell opportunities?

Can this information help segment my customer base?

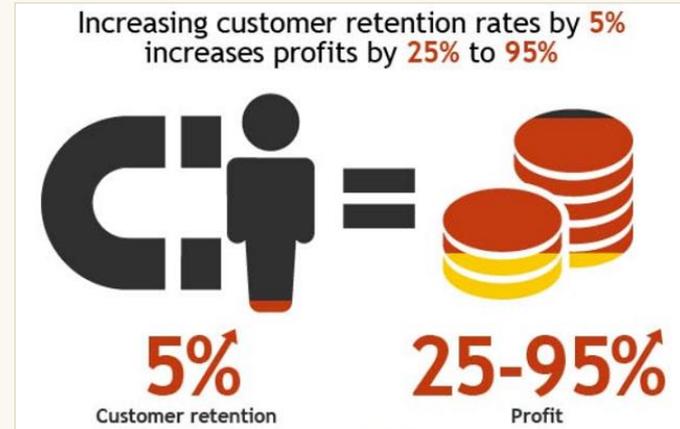
Can this help drive my product roadmap?

GALLUP

According to our analysis, companies that apply the principles of behavioral economics **outperform their peers** by 85% in sales growth and more than 25% in gross margin.

► BENEFITS OF EMBEDDED ANALYTICS

- Improves overall customer experience
- Differentiates a company from its competitors
- Drives incremental revenue
- Keeps users more engaged
- Provides additional information about customer behavior and application usage
- Increases customer retention
- Increases customer total lifetime value



Buy vs. Build

› BUY VS. BUILD COMPARISON

Consideration	Buy	Build
License costs		✓
Development costs	✓	
Support costs	✓	
Total cost of ownership	✓	
Speed to market	✓	
New features and capabilities	✓	
Stability of overall solution	✓	
Maintaining strategic focus	✓	

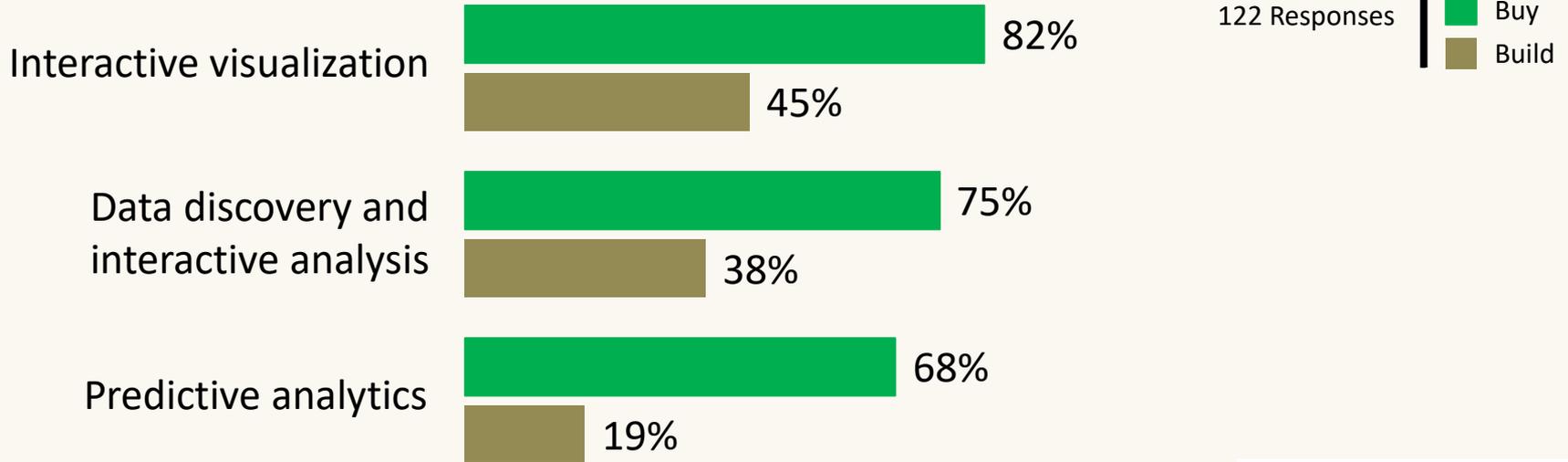
▶ LEADING REASONS FOR BUY VS. BUILD

Insight in the Moment: Analytics Embedded at the Point-of-Decision

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DATA.
ANALYTICS.
CONTENT.

122 Responses



► STRATEGIC DECISION – BUY VS. BUILD

- Lower ongoing costs for maintenance, upgrades, and support of analytics capabilities
- Accelerate velocity of development and time-to-market
- Gain competitive advantage from delivering contemporary state-of-the-art analytics developed by a company whose entire business is focused on leading edge data analytics platforms
- Lower opportunity cost by keeping your development and support staff focused on your core competency

› KEY TAKE-AWAYS

- Value of external embedded visual data analytics
 - Empower your customers using engaging and interactive access to data
 - Differentiate yourself from the competition
 - Drive additional revenue
 - Increase customer retention and total lifetime value
- Buy vs. build
 - Accelerate time-to-market and agility
 - Leverage ever-growing catalog of advanced capabilities
 - Minimize your total cost for maintenance, upgrades, and support
 - Focus your team on core knowledge and capabilities

Q & A

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Next Steps

Learn more

<https://www.tableau.com/embedded-analytics>

<https://www.osidigital.com>

Try

<https://www.tableau.com/trial>

Register for the next sessions

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