

EVERYDAY TOOLS EMBEDDED WITH BI: STRONG, STABLE, AND STICKY

ISVs and solution providers take note: Your customers need better analytics, and we're not just talking about reports and dashboards. The research shows that top companies are leveraging a broader set of data prep, visualization, and discovery capabilities to drive greater user adoption and deliver repeatable performance.



Embedded Analytics Leaders Are:

2.2x

more likely to embed capabilities for data preparation

96%

more likely to be satisfied with the relevance of their analytical capabilities

2.2x

more likely to embed interactive data visualization capabilities

89%

more likely to see an increase in operating profit greater than 10%

2.1x

more likely to have greater than 80% of their workforce active with analytics

**as compared
to All Others.**



[Read the full report: The User's Guide to Embedded Analytics, September 2015, Aberdeen Group](#)

The bottom line: From the perspective of business users, BI may have previously been exclusively a consumption-only proposition, but things are changing. Users are now more active throughout the process of converting data into insight. Leading ISVs have recognized this user evolution and are delivering more usable, more powerful, and better-tailored embedded analytics capabilities.