

Approaches to Embedded Analytics



Summary Results | March 2021

SURVEY SUMMARY

Between December 2020 and March 2021, Gatepoint Research invited selected Product Management and Development executives to participate in a survey themed *Approaches to Embedded Analytics*.

- ▶ Candidates were invited via email and 100 executives have participated to date.
- ▶ Management levels represented are all senior decision makers: 10% hold the title CxO, 19% are VPs, 37% are Directors, and 34% are Managers.
- ▶ Survey participants represent firms from a wide variety of industries including business services, financial services, healthcare, media, manufacturing (general and high tech), public administration, retail trade, telecom services, transportation, utilities, and wholesale trade.
- ▶ Responders work for firms with a wide range of revenue levels:
 - 27% work in Fortune 1000 companies with revenues over \$1.5 billion
 - 15% work in large firms whose revenues are between \$500 million and \$1.5 billion;
 - 7% work in mid-market firms with \$250 million to \$500 million in revenues;
 - 51% work in small companies with less than \$250 million in revenues.
- ▶ 100% of responders participated voluntarily; none were engaged using telemarketing.



EXECUTIVE OVERVIEW

The capability to visualize, benchmark, and interact with business data within applications from any device, anywhere - embedded analytics - is a game-changing competitive advantage for most enterprises. How are companies enacting and leveraging this capability?

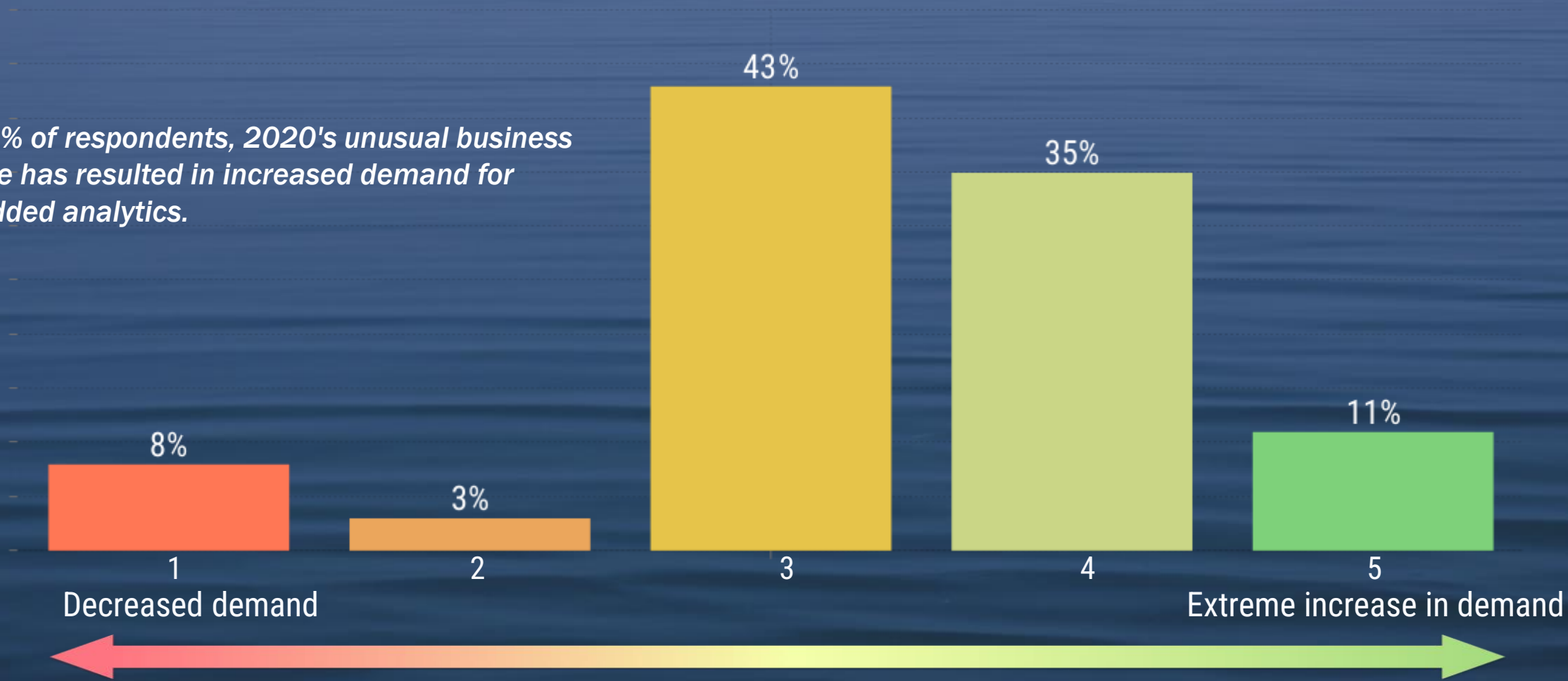
This survey asks respondents to report:

- Have the events of 2020 affected the demand for embedded analytics in your products?
- How are you extending embedded analytics to your customers today? What are the business drivers for embedding analytics in your products?
- How would you rate the overall value, including TCO and ROI, of your embedded analytics solution?

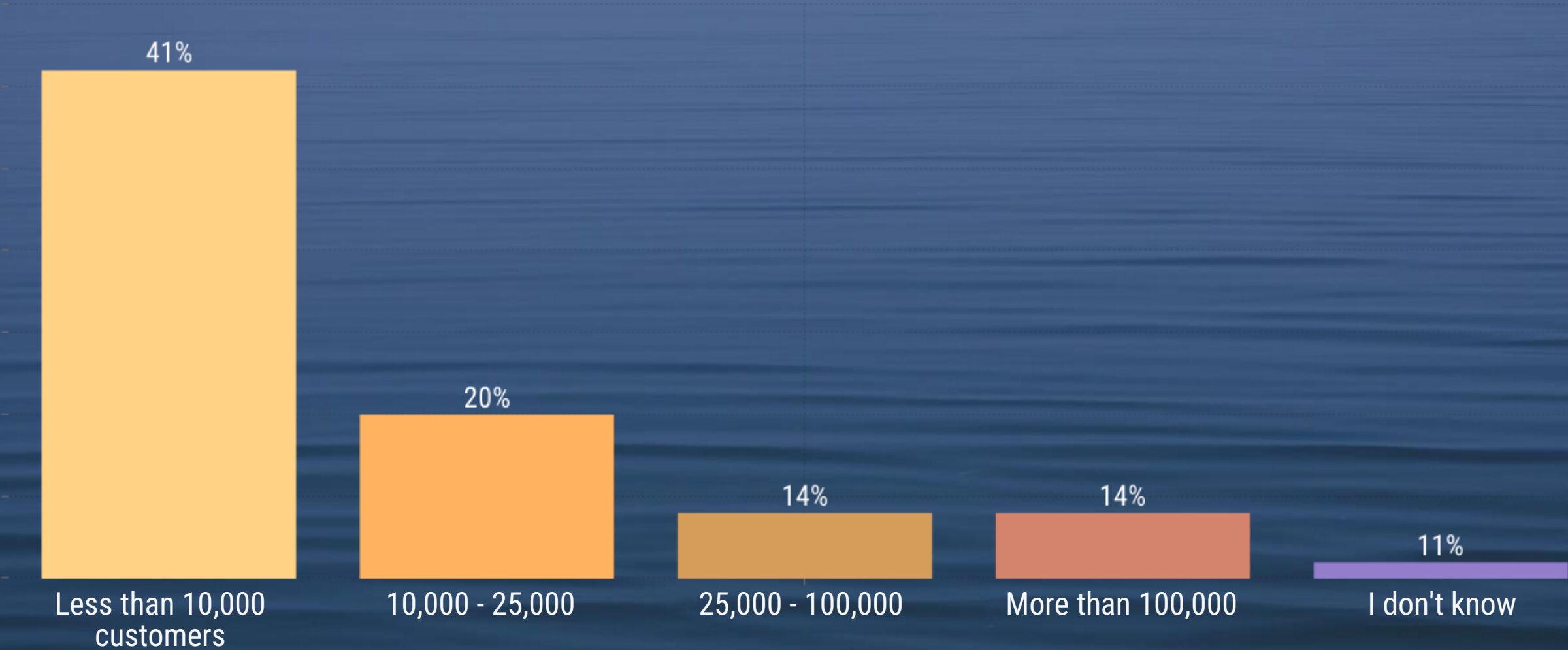
How have the events of 2020 affected the demand for embedded analytics in your products?

(Rate 1 to 5, 1 = Decrease in demand, 5 = Extreme increase in demand)

For 46% of respondents, 2020's unusual business climate has resulted in increased demand for embedded analytics.

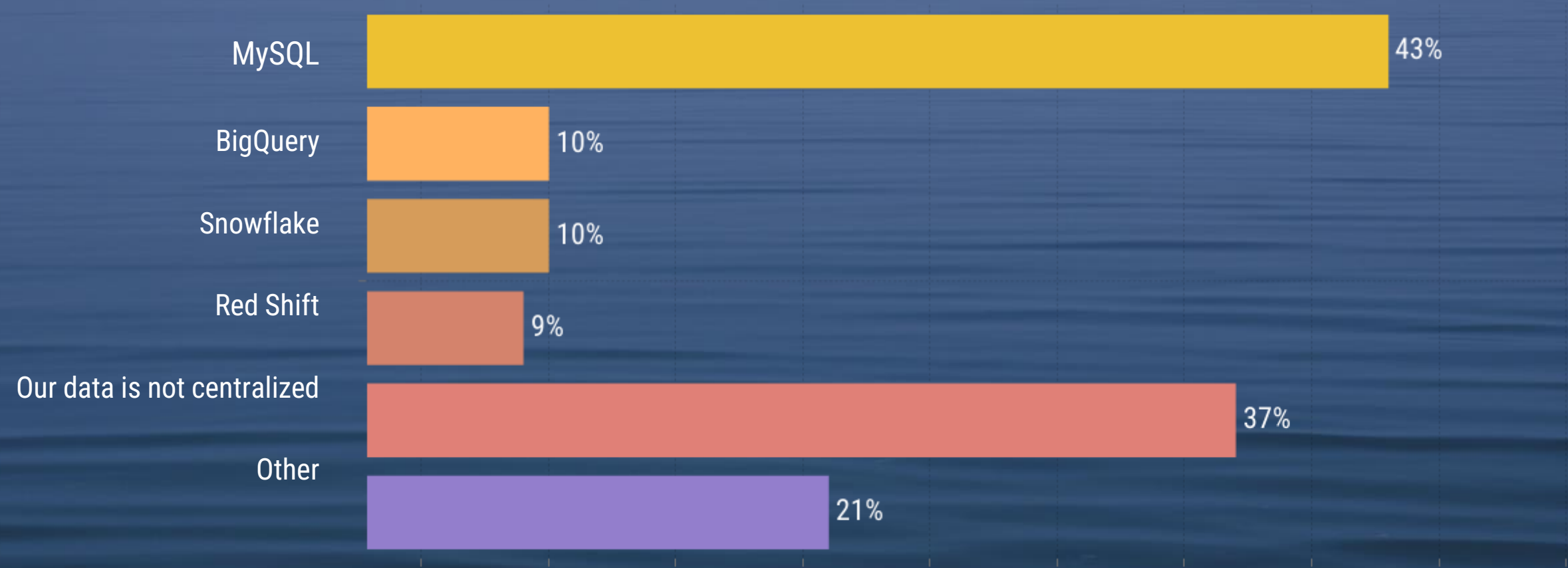


How big is your customer base?



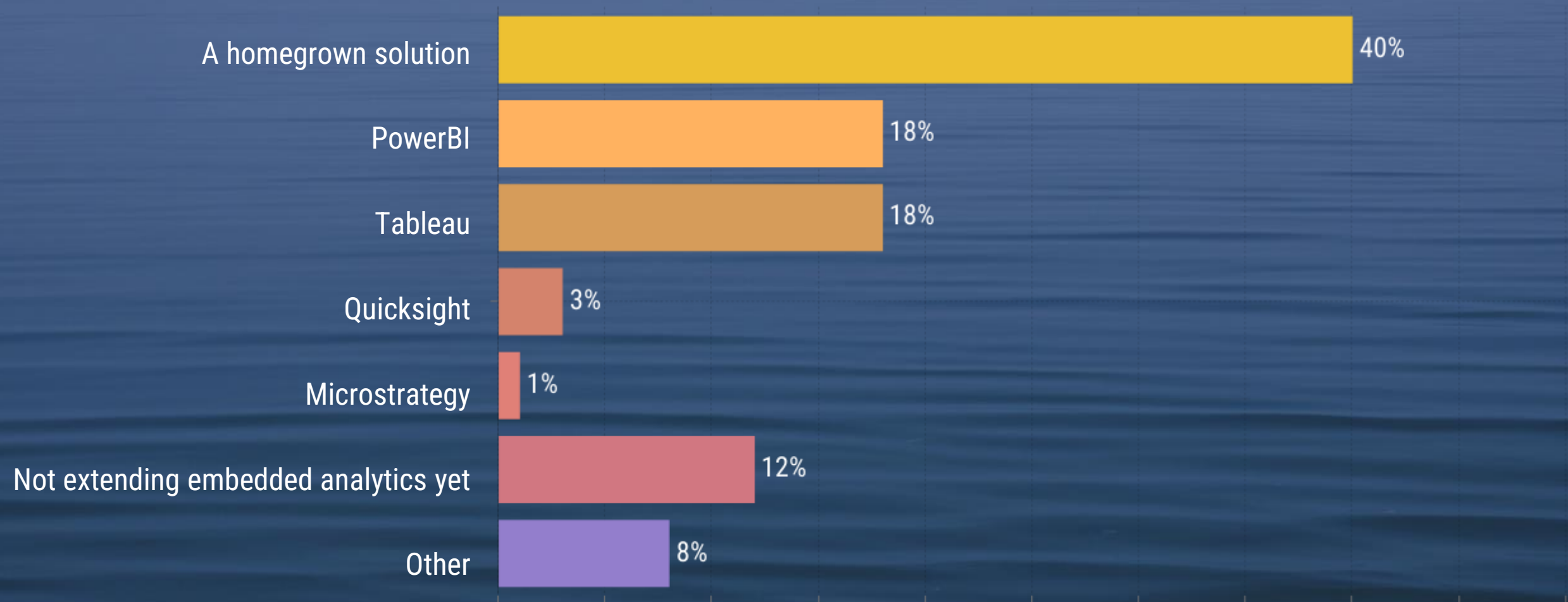
48% of the organizations in the survey have more than 10,000 customers; 14% report over 100,000 customers.

Where is your data centralized?



43% centralize their data on MySQL, but nearly as many respondents (37%) report they do not centralize data at all.

How are you extending embedded analytics to your customers today?

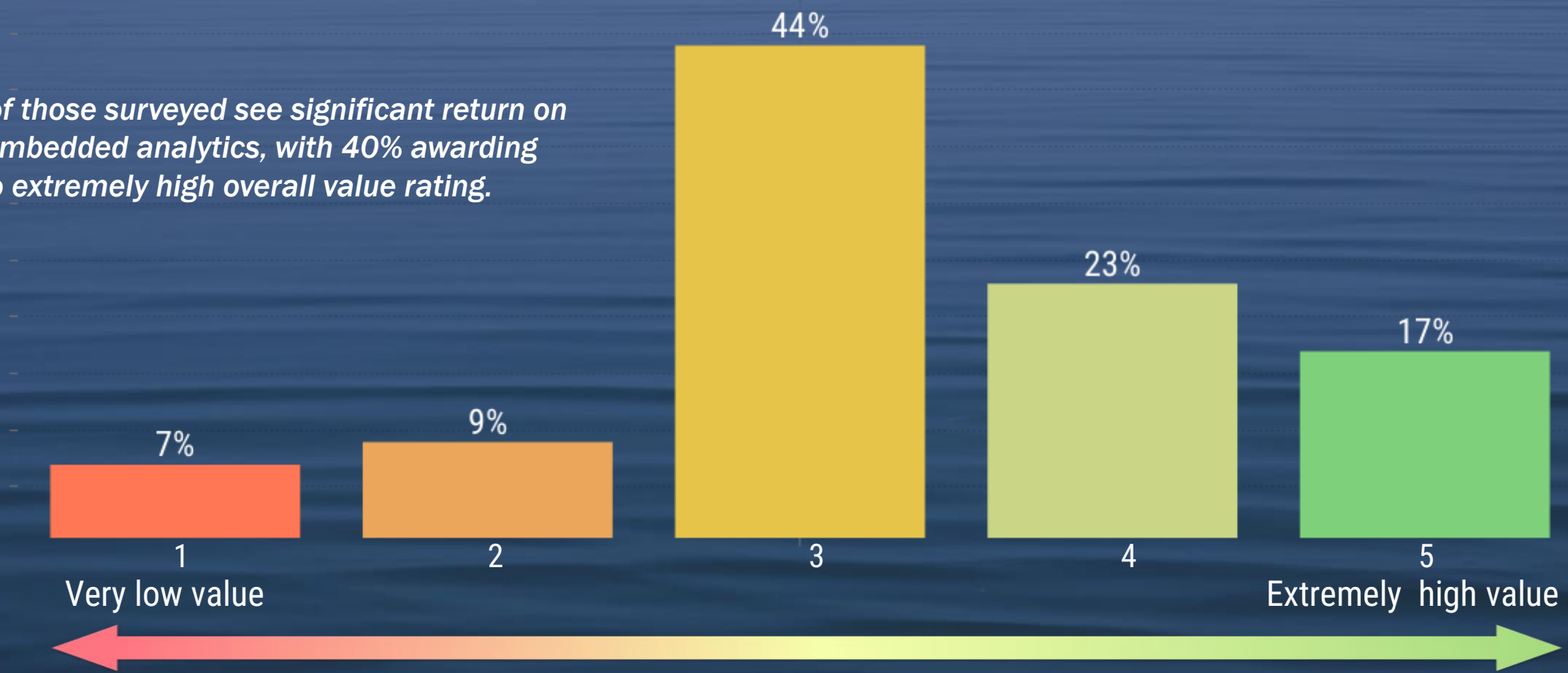


Many organizations in the survey (40%) rely on a homegrown solution to extend embedded analytics; another 12% do not extend embedded analytics at all.

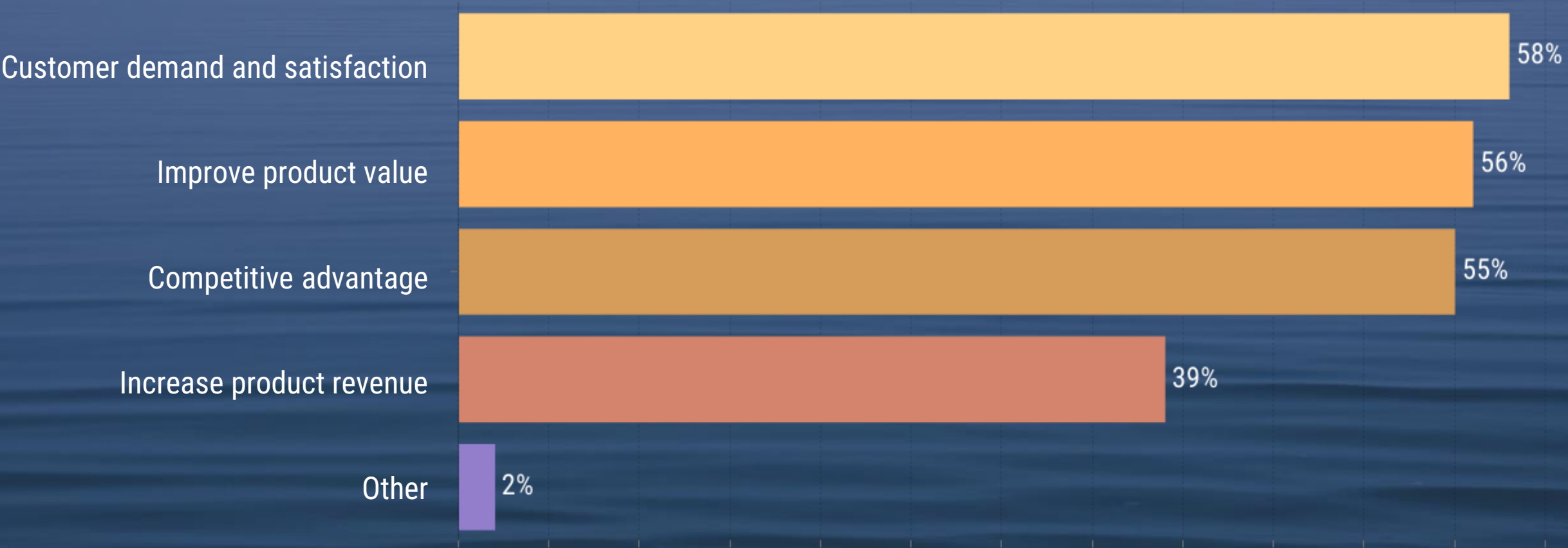
How would you rate the overall value, including TCO and ROI, of your embedded analytics solution?

(Rate 1 to 5, 1 = Very low value, 5 = Extremely high value)

Most of those surveyed see significant return on their embedded analytics, with 40% awarding high to extremely high overall value rating.

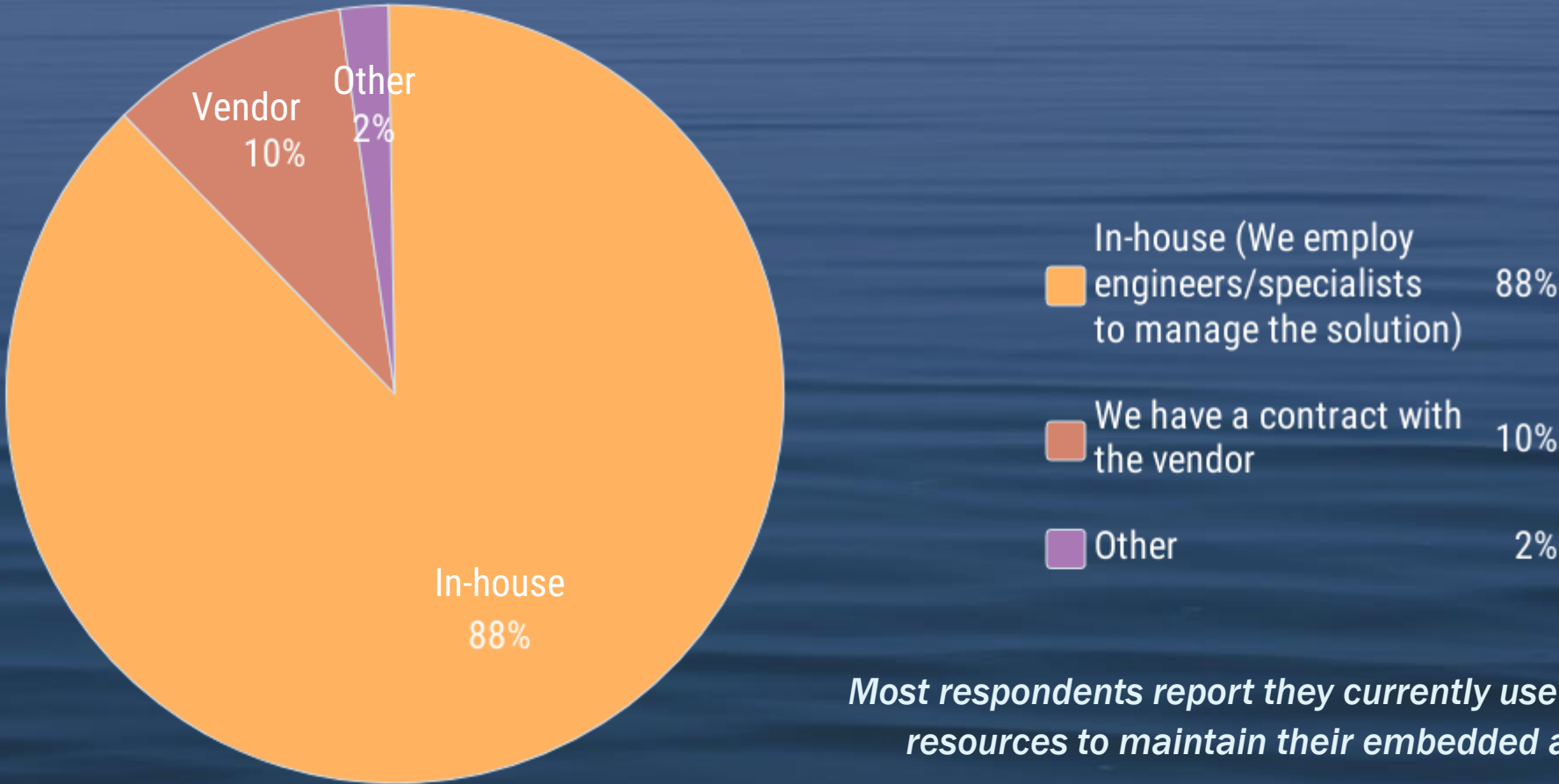


What are the business drivers for embedding analytics in your products?



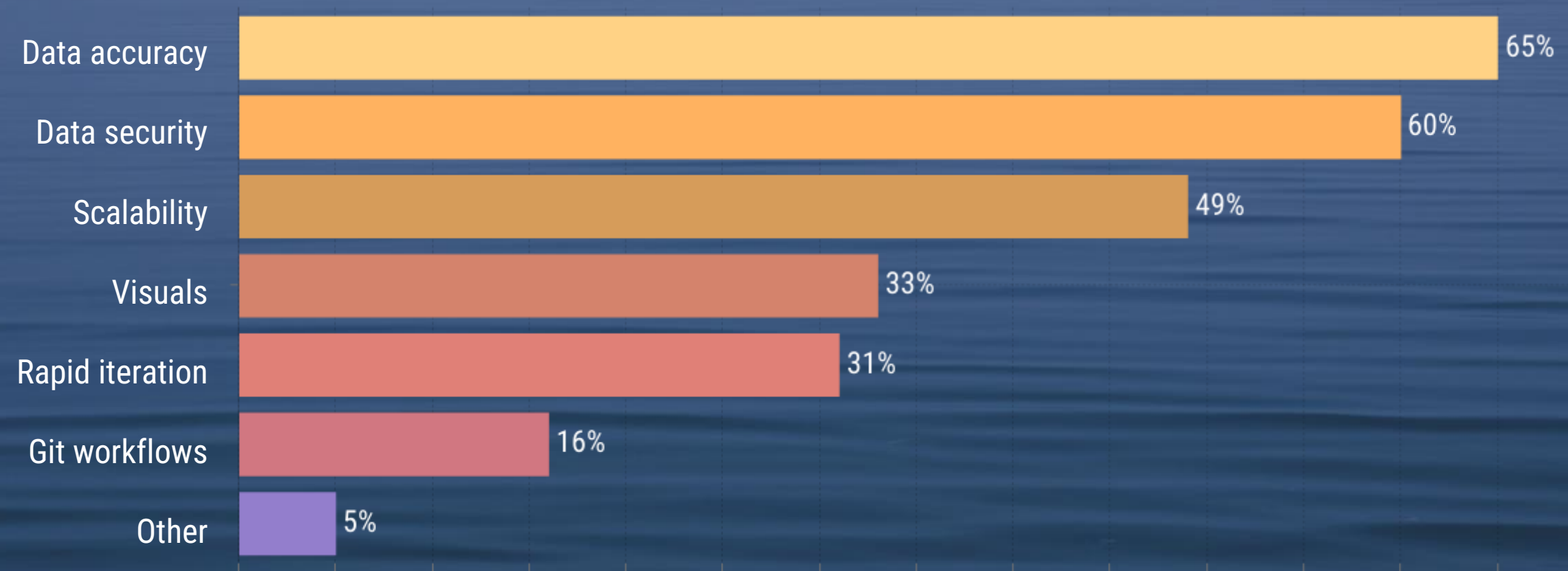
Most respondents cite 3 leading business drivers for embedded analytics, awarding all three almost equal importance: customer demand/satisfaction, improved product value, competitive advantage.

How do you maintain or enhance your embedded analytics solution currently?



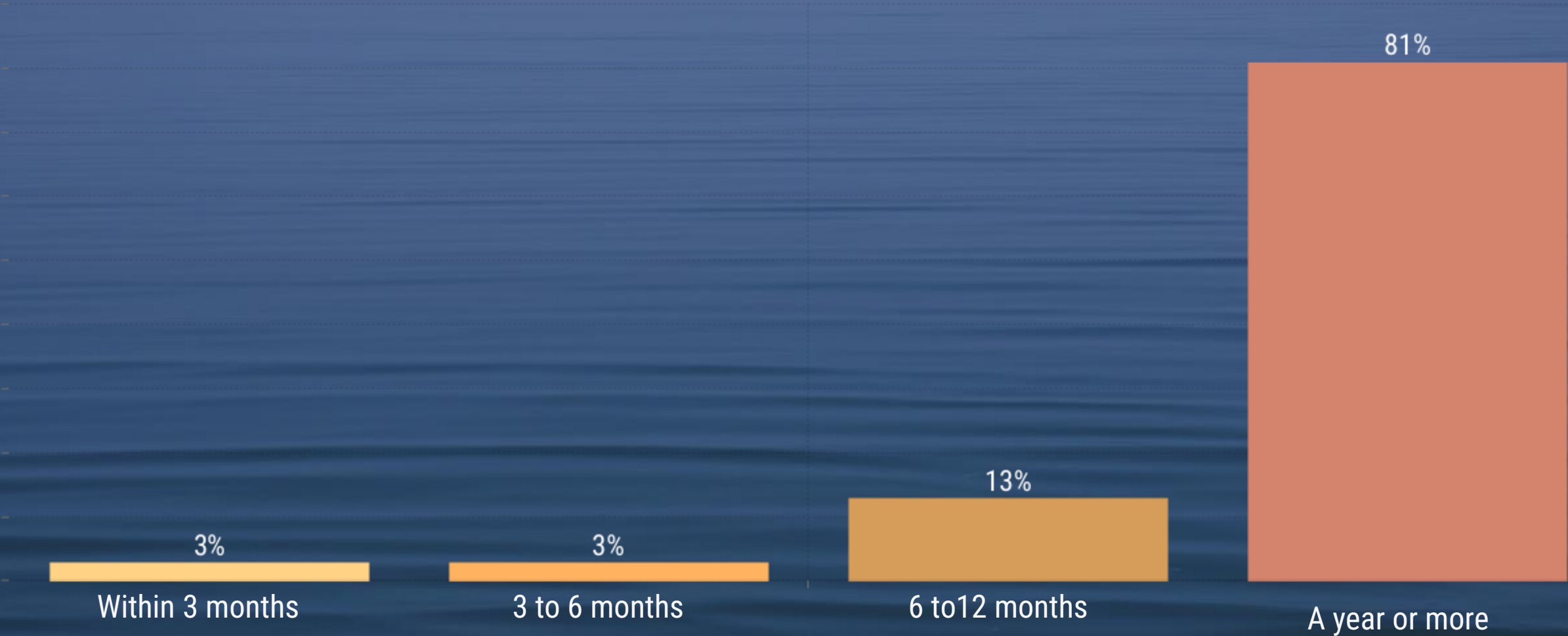
Most respondents report they currently use in-house resources to maintain their embedded analytics.

What is most important in an embedded analytics solution?



Respondents demand, above all else, that an embedded analytics solution maintains data accuracy and data security. Nearly as important: scalability.

When do you plan to upgrade or replace your embedded analytics solution?

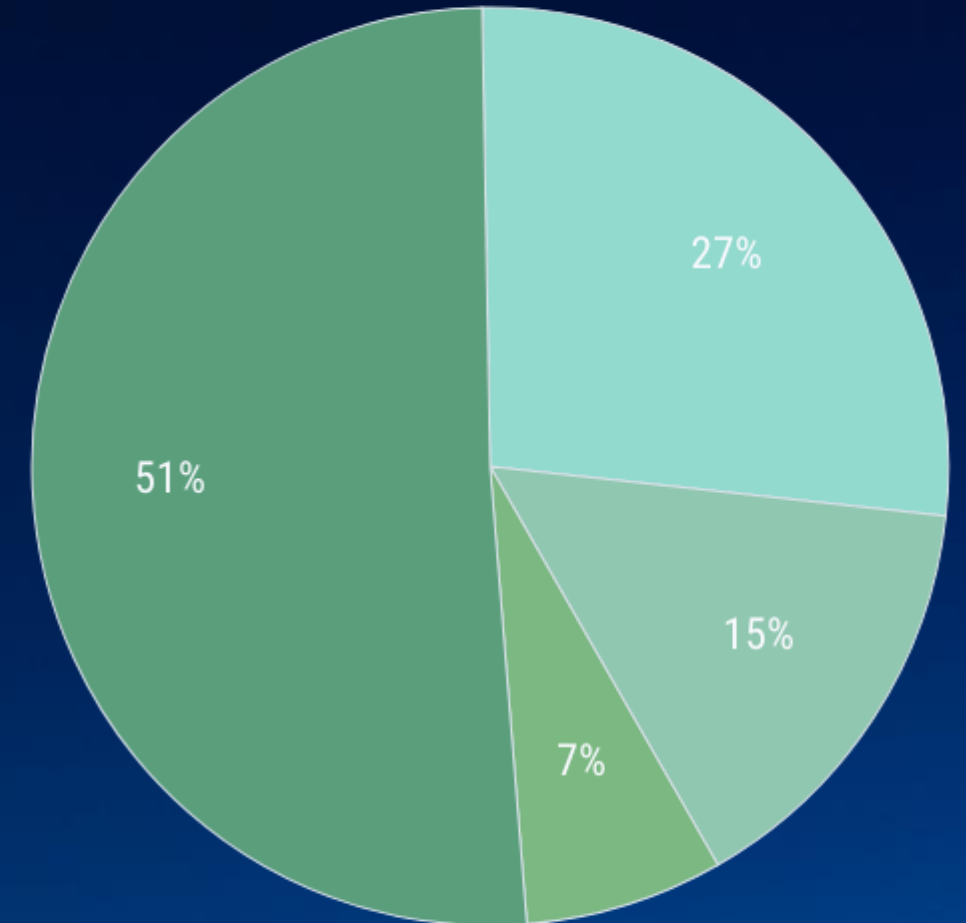


Just 19% of respondents plan to change their embedded analytics solution with the year.

REVENUE

27% of those surveyed work in Fortune 1000 companies with revenues over \$1.5 billion.

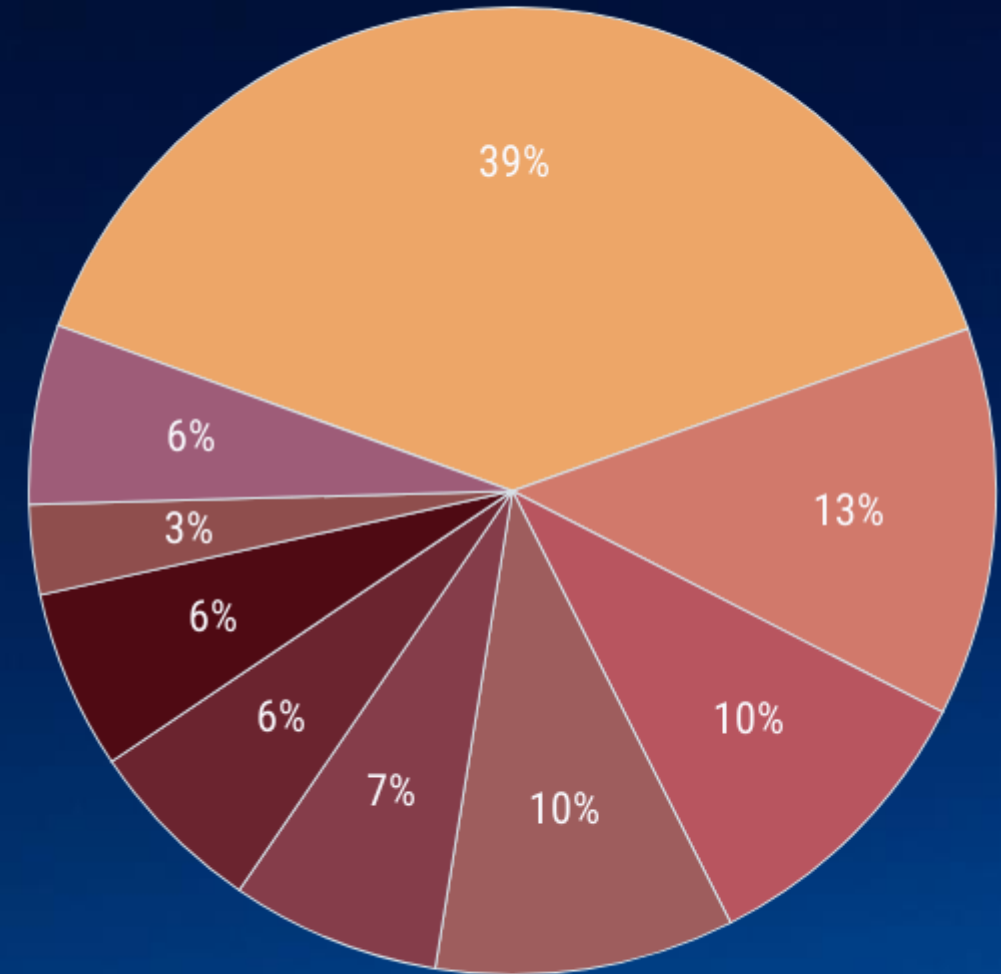
>\$1.5billion	27%
\$500 million - \$1.5 billion	15%
\$250 - 500 million	7%
<\$250 million	51%



INDUSTRY SECTORS

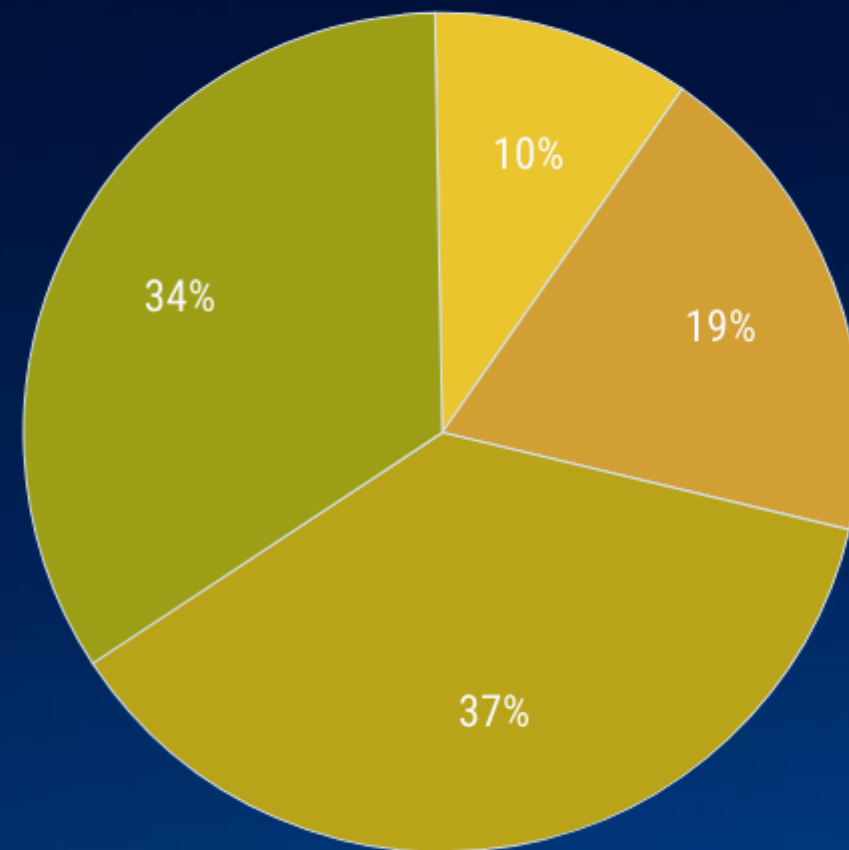
Responders represent a wide variety of industries.

Business Services	39%
Mfg - High Tech	13%
Financial Services	10%
Healthcare	10%
Mfg - General	7%
Transportation	6%
Wholesale Trade	6%
Utilities	3%
OTHER: Public Administration, Retail Trade, Media, Telecom	6%



JOB LEVEL

66% of survey respondents hold director or executive level positions in their organization.





Google Cloud offers Looker, a cloud-based, enterprise platform for BI, data applications, and embedded analytics that enables real-time exploration and sharing of insights and can be extended and customized into third party workflows or applications.

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