THE BIG PAYOFF OF APPLICATION ANALYTICS

How 5 Companies Created Value and Boosted ROI

An application with outdated or missing analytics won't do in today's data-driven world.

Why? Your customers can't access their data the way they want to. Reports take too long to create and share. And they consume valuable IT resources with maintenance and custom requests.

Without an effective analytics solution, your company and your customers will struggle to capitalize on collected data. And without that data, they can't generate insights through visuals and self-service or efficiently create reports. Even more so, your company loses out on providing distinguishable value in your application that sets your business apart from your competitors.

This e-book is for business and product leaders who are looking to create more value in their application with their data. You'll learn how delivering an integrated analytics experience optimizes data analysis and reporting for higher customer satisfaction. You'll also see how investing in analytics for your application is essential to your ability to innovate, drive market differentiation, generate new sales opportunities, and increase your return on investment (ROI).

Take a look at five companies that were at this analytics crossroads with their application. Weighing their business needs and resources, they questioned whether to build their own solution or invest in an embedded analytics solution. Though each of these companies has a unique story, they all found immeasurable value by adding embedded analytics to their application.

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symbox

CREATE DIFFERENTIATION AND COMPETITIVE ADVANTAGE

Symbox—a business process management (BPM) provider in the UK—helps large enterprise teams orchestrate and automate complex business processes. With customer service critical to their digital business platform, they don't miss a step when it comes to keeping their application focused on their customers' needs.

No real-time data analytics and solution delivery challenges

A red flag went up when the Symbox leadership learned their professional service team was billing significant hours to create custom reports for their customers. The team wasn't staying focused on delivering expertise on their core BPM product. They realized their customers didn't have the real-time data analytics to serve their reporting needs.

To address these problems, it was clear that they needed better reporting and analytics functionality. However, this requirement introduced another challenge—whether to build their own analytics solution or to buy one—without over-extending development resources.

Symbox had concerns about how much it would cost to build, how long it would take, how they would maintain it, and what sacrifices they'd have to make to their core business. Without the necessary development skills, the Symbox team realized it would take much longer to build their own solution, making it impossible for them to quickly go to market. Also, they simply didn't have the resources to maintain and enhance their own solution over time.

> "We've always had a customer-centric approach, with a strong focus on delivering quality. Now, we also have a strong competitive advantage and deliver an even more valuable product.

PAUL GIBBONS
HEAD OF PRODUCT MANAGEMENT, SYMBOX

Greater application value and distinction over competitors

Set on the decision to buy—not build—their solution, Symbox chose embedded analytics. By leveraging their existing investments and infrastructure, the embedded solution reduced operational costs by 50 percent over building their own. Because they embedded the analytics layer in their application, they were able to quickly roll out the new analytics capabilities with a faster time to market.

The Symbox team knew they were taking a risk by adding analytics to their application, but they couldn't pass up the opportunity to better serve their customers. With the new analytics layer, customers now have access to real-time data and, with self-service capabilities, the ability to build and share their own reports. By creating a superior analytics and reporting experience for their customers, Symbox was able to redirect their professional service team to their core business.

As a result of adding analytics capabilities to their application, Symbox gained an advantage that none of their competitors—even the biggest ones—had achieved. The added value in their application resulted in greater user engagement and a 25 percent sales increase in the average order.

THE BOTTOM LINE

50%
saved on operation costs by buying versus building

25%
increase in the value of an average order

Scotland-based Youmanage provides data, processes, and policy guidance to managers and HR professionals in a single solution. Through their HR software application, the company promises better people management and better legislative compliance.

IT-consuming homegrown analytics and limited user experience

Youmanage's homegrown analytics were draining their extensive development resources. Whether their development team was building custom reports or maintaining the application, they often had to relearn the code before making any changes, resulting in drawn-out development cycles. As a workaround, they restricted the number of preset reports their customers could use. Their customers were further limited without basic capabilities to aggregate their data or create visualizations. The analytics were simply inadequate, leaving end-users with a poor and frustrating experience.

The development team was so overwhelmed by their analytics problems that they had little time to improve and add value to the core application. Knowing how much their analytics were holding back both development and their customers, Youmanage leadership knew it was time for a change.

> Our customers are delighted with the new reporting functionality. Those who want to dig deep into the data have the ability, and those who want to pull a few reports quickly can easily go into the product and do that too.
>
> **CRAIG HYND**
> MARKETING EXECUTIVE, YOUMANAGE

Significant development gains and self-service analytics functions

Putting their home-grown analytics in the past, Youmanage invested in an embedded analytics solution for greater sustainability and compliance. For the development team, the biggest win was the 75 percent decrease in development time, giving them a faster time to market. Their analytics investment frees up significant time, so the team can focus on their core application and respond to ad-hoc reporting requests faster than before. It also securely handles their customer data, enabling them to hide specific columns of information from unauthorized users and to create white-labeled dashboards.

In keeping with their promise to provide a better customer experience, the Youmanage team chose the embedded analytics solution for its self-service capabilities. With self-service analytics, their customers now have greater in-depth access to and visibility of their data, as well as increased reporting functionality without heavy involvement from the development team.

By choosing embedded analytics, Youmanage customers are much happier with their application experience. As an added bonus, Youmanage achieved greater product differentiation and a 50 percent increase in deal size.

THE BOTTOM LINE

75%
decrease in development time

50%
increase in deal size
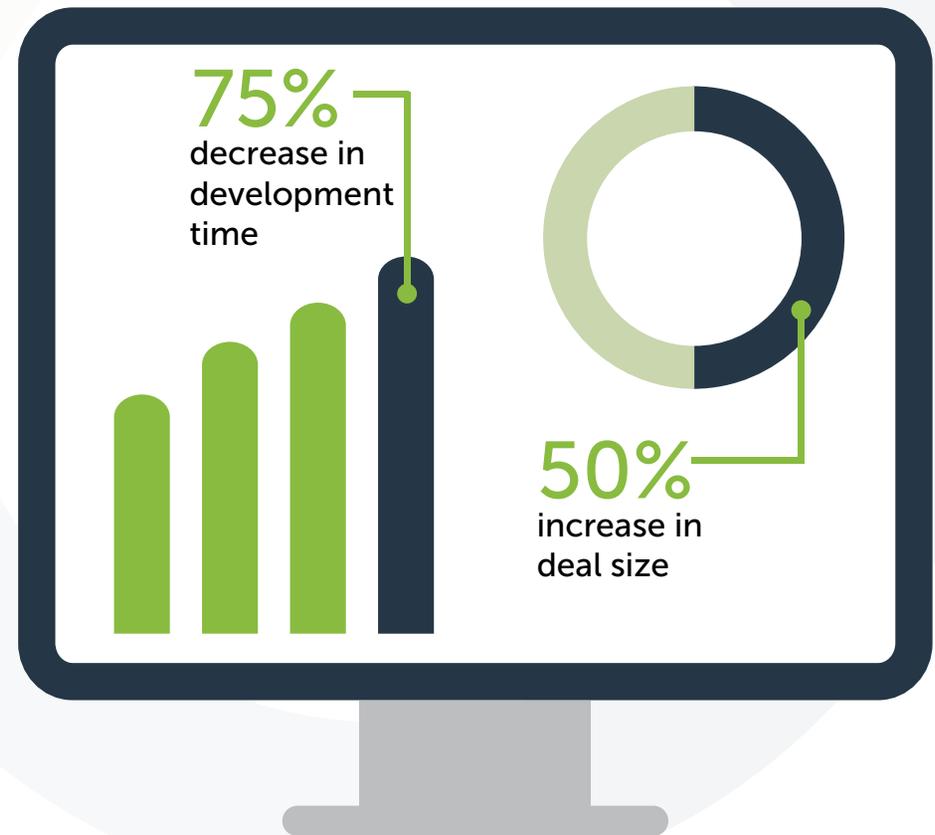
BRING NEW LIFE—AND REVENUE—TO OLDER APPLICATIONS

Based in Colorado, Medical Group Management Association (MGMA) enables leaders of medical groups to analyze data from their individual practices and benchmark cross-industry data. Because of the company's mission to create meaningful change in healthcare, analytics are critical to the practices, providers, and patients they serve.

Outsourced analytics development and a backlog of customer requests

MGMA's customers were unhappy with DataDive—the company's flagship product. Despite the application catering to self-service capabilities, the analytics did not have the features and functions their customers needed to analyze their data.

To solve their problem, the company hired a consulting firm to develop a custom analytics solution for DataDive. But soon the MGMA team found themselves drowning in a backlog of customer requests. The consulting firm was taking too long to fix critical issues. Also, making application updates outside of new product releases was extremely costly.

The team realized they needed a more financially stable solution so they could innovate faster and increase customer satisfaction.

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> After launching, DataDive accounted for 76 percent of the total data product revenue, making it MGMA's most profitable data product to date.
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> "
>
> **MIRANDA BENDER**
> SENIOR MANAGER,
> BUSINESS INTELLIGENCE, MGMA

Faster time to market and happier customers

Breaking free from the consulting firm, the MGMA team switched to embedded analytics and hasn't looked back. Their customers are much happier with the more dynamic data analysis and reporting capabilities, giving them a more satisfying user experience.

MGMA's development team is also much happier. Within just days, they complete ad-hoc customer requests that once took weeks to deploy. This agile approach keeps existing engineering resources focused on developing core intellectual property. The team adds features more cost effectively throughout the year. They also cut two months off of the annual software release cycle they had with their homegrown analytics solution. As a result, they achieve a significantly faster time to market.

The embedded analytics solution has enabled MGMA to develop a new use structure and licensing model for their product. Their customers now purchase multi-user licenses instead of single-user licenses. As a result, MGMA reaches a wider customer base, and DataDive continues to be profitable and competitive in the marketplace.

Over the course of seven years with their embedded analytics solution, MGMA has expanded their customer base and increased their product revenue by 12 times. Their DataDive application accounts for 76 percent of the total data product revenue.

THE BOTTOM LINE

12x
increase in product
REVENUE

CENTRALIZING AND SCALING ANALYTICS CAPABILITIES

Franklin American Mortgage Company (FAMC) is one of the largest financial and mortgage institutions in the US. The foundation for their success is built on the company's steady focus on offering strength, stability, and unparalleled customer service.

De-centralized analytics and a time-consuming, manual reporting process

Despite the company's success, FAMC was burdened by the siloed model of its operational reporting solution. The model restricted access to the data that their users needed, forcing them to create multiple versions of similar reports and data assets. Also, it lacked the capabilities to duplicate complex report formats and layouts required for its government-compliance forms.

The development team lost valuable hours trying meet the requirements of the government forms. They also spent critical hours manually running and distributing reports during the day, at the cost of slowing down their servers. Their operational reporting solution incurred significant development times, could not achieve the required report formats, and stifled analytics sharing and reuse. The FAMC team was ready to find a new way to manage their data and reporting processes.

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> It was very simple to set the schedules up, and to add and remove users. Scheduling reports has saved us trouble. [It's also] reduced the time and effort enabling our employees to focus on our customers who are trying to buy homes. Considering our multiple divisions, we've probably saved the time of one employee per week just running and distributing reports. If every report that we now have scheduled was manual, it would take all day, every day to do it.
>
> "
>
> **ANGELA FOX**
> MANAGER OF DATA DEVELOPMENT,
> FRANKLIN AMERICAN MORTGAGE
> COMPANY

Optimized data sharing and streamlined reporting across divisions

Despite a newer version of their operational reporting solution becoming available, the FAMC team chose an analytics and reporting solution they could embed into their core Java application. This solution enabled the company to create a centralized data and reporting center across their three divisions.

As a result, FAMC employees now produce professional, precision reports in real time that meet strict internal and governmental requirements. Teams securely share custom data sets and reports—enabling data reuse—as well as create highly detailed sections in them. And, by scheduling reports to run at night, they optimize computing resources to efficiently distribute them across divisions.

The gains they made in productivity and service saved FAMC about 40 hours per week in running, distributing, and scheduling their more than 1,700 reports. By streamlining the reporting and branding needs of their three divisions, they saved over 2,000 hours of work each year across the enterprise.

THE BOTTOM LINE

Franklin American MORTGAGE COMPANY   HOME   SOURCES   LIBRARY   REPORTS

HOURS SAVED EACH WEEK

40

HOURS SAVED EACH YEAR ACROSS THE ENTERPRISE

2,000

ServiceKing
COLLISION

MEET INFRASTRUCTURE CHALLENGES HEAD ON

Service King operates over 300 collision repair centers in 24 states across the US. The company built its reputation on providing exceptional automotive service in each of its centers, which were managed through its innovative enterprise management platform.

Growing pains and no access to real-time metrics

Service King expanded quickly when it added more than 250 repair centers in several states. Its infrastructure couldn't keep up and neither could its teams.

Employees at each location were spending 30 – 60 minutes every day manually gathering the information they needed to report on their center and associated insurance carriers. They had no way to aggregate their data and report the information in a consistent way across all locations. The company had used analytics before but didn't want a swivel-chair approach of having to work between two applications to get the analytics and reporting capabilities they needed.

> " The most common term I have heard is 'game-changer.' This technology is a game-changer because it is not just presenting interesting metrics. The dashboards provide unparalleled context, richness, and depth. "

DEREK KRAMER
CHIEF INFORMATION OFFICER,
SERVICE KING

Automated data gathering and reporting processes to real time

Using its existing infrastructure, Service King embedded an analytics layer seamlessly right into its proprietary software. This solution gives the company centralized, real-time access to 70 key business and location metrics across 10 different systems. Now executive and operational leaders review benchmark categories across locations, regions, and the enterprise. As an added benefit, they can see this information right from their mobile device.

The automated data gathering and reporting process occurs with near-real-time updates, saving location teams 25 – 60 minutes each day. With a complete view across the enterprise, Service King has increased productivity, real-time feedback, and efficiency.

THE BOTTOM LINE

25-60 MINUTES SAVED
EVERY DAY
FOR 300+ CENTERS

25 - 60 MINUTES

x300
OF THEIR
CENTERS

THE BOTTOM LINE OF
APPLICATION ANALYTICS

When you add analytics to your application, you get immeasurable results as demonstrated throughout this e-book. And when you choose embedded analytics, you stand to gain the following benefits:

- **Centralize analytics and reporting:** With an analytics layer embedded in your application workflow, you can centralize and automate analytics and reporting processes in near-real time as Service King discovered. You also gain visibility into your data to create insights and distribute reports across levels and teams within your organization as Franklin American experienced.

- **Achieve a faster analytics roadmap:** With embedded analytics in your application, you save on operational costs—as MGMA, Symbox, and Youmanage realized—over building your own analytics solution. You also achieve shorter release cycles and a faster time to market. This experience is further confirmed by third-party research, which has found a 50 percent decrease in operational costs and a 75 percent reduction in development time by embedding analytics.

- **Deliver a superior user experience and optimize resources:** As MGMA, Symbox, and Youmanage found, users gain more dynamic data analysis and reporting capabilities. They get greater customization and controls, freeing up your development team to focus on your core application. You achieve an increase in user adoption, engagement, and overall satisfaction with fewer resources.

- **Gain a competitive advantage:** As Symbox experienced, embedding analytics opens the door to better differentiation and profitability in the marketplace. And as MGMA discovered, it creates potential new licensing and product sales opportunities. Third-party research supports this notion, showing that companies have increased their average selling price (ASP) by as much as 25 percent.

As each company presented in this e-book found, the big payoff of adding analytics to their application wasn't only to their bottom line. It was also in the value added to their operations, their end-user experience, and business models.

THE PATH TO EMBEDDED ANALYTICS, THE PATH TO VALUE

Logi Analytics partners with you to create an analytics experience that will exceed your customer expectations, providing incredible flexibility while giving you ultimate control. The Logi Analytics solution uses your infrastructure and security to efficiently connect to a variety of data sources. It's designed to embed within your application for a seamless end-user experience.

Empower your software teams with the most intuitive, developer-grade embedded analytics solutions and dedicated experts invested in your success. Learn more about why companies trust Logi Analytics to provide the power behind possible.

Ready to see our visualizations in action? Visit our Interactive Dashboards.

Logi
A N A L Y T I C S