

# EMBEDDED ANALYTICS IN ACTION

More and more data-driven businesses are deploying embedded BI and analytics solutions as a value-added offering to their customers. Learn how ISCS, Urban Airship, and Campus Logic are using Powered by Looker to rapidly implement the right analytics solution for their customers, while managing costs and staying focused on their core business priorities.

## The Rise of Embedded Analytics

Although the concept of embedded analytics has been around for years, demand for embedded analytics solutions has recently gained substantial momentum - and it isn't hard to see why. Businesses are becoming more-data centric. Customers are becoming more data-savvy. The datasets available for analysis are bigger and far richer than what was available even a few years ago. It all adds up to an opportunity to create a valuable experience for the customer — an experience that can help to guarantee customer satisfaction and loyalty, and to maximize customer value — if, and only if, your business has the right toolset to create that experience.

Meanwhile, software as a service (SaaS) has given rise to a new set of use cases for embedded analytics. It's no longer just about account or usage statements. SaaS providers are looking for ways to differentiate themselves from the competition; in-depth and easy-to-use analytics for the customers makes a good differentiator. But it goes deeper than that. For many online businesses, the data they can provide to customers is an asset with monetary value in its own right. As a result, embedded analytics frequently becomes a standalone product or line of business.

## The Implementation Dilemma

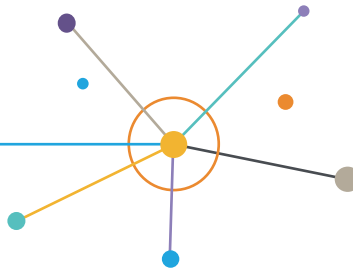
Within SaaS organizations, product managers and development teams face intense pressure to deliver and continuously improve their core products. The product manager designs a solution that has to both meet the customer's requirements and carve out a unique market position. Product managers have to stay on top of changing customer needs and emerging threats from competitors. And they have to define and articulate a consistent brand message. The development team, on the other hand, must deliver the product to the specifications laid out by the product manager. This involves an initial implementation and ongoing iterations as requirements change.

Introducing a new initiative like embedded analytics can be disruptive for both product managers and development teams. While product managers will often see the potential value in an embedded offering, they may lack the analytics experience they need to articulate the full solution. The development team, meanwhile, may be so focused on keeping the product current that they just don't have the bandwidth to develop a new value-added service.

## Build or Buy?

When taking on this kind of project, the first thing you have to decide is whether you want to build or buy the embedded solution. Taking the build approach allows you total control of the process while providing a solution that maps precisely to your business and its needs. But building your perfect solution can be time-consuming and expensive, with substantial up-front costs such as hiring outside experts to get the job done. That kind of project is bound to divert resources away from your core competencies. And it's not a one-time event. You will be on the hook for all updates and improvements over the lifetime of the solution.

While the buy approach won't give you the total control that you get when you build your own solution, it will get you up and running much faster. Buying an embedded solution lets your business leverage expert development resources without having to hire them. You don't have to invest everything up front; you can roll-out the solution and pay for its ongoing implementation based on user adoption. If you choose the right solution, you get a customizable, tested product that offers on-going maintenance and support, allowing your business to better focus on core competencies.



## The Right Solution

A growing number of businesses are using [Powered by Looker](#) to deliver analytics directly to their customers. The Looker data platform combines the advantages of buying and building an embedded analytics solution. It lets you skip the huge up-front investment and the diversion of time and resources away from your core business. With Looker, you can implement quickly while ensuring that the solution meets the full set of analytics requirements that your customers are asking for.

What sets Looker apart in enabling embedded analytics solutions is its delivery capabilities. Looker's APIs make nearly every function that Looker supports available via an embedded application (with full support for all functions coming soon). Looker provides easily embedded visualization or data tables, iFrame dialogue with parent pages, webhooks, native scheduling, alerting, and emailing capabilities to enable you to deliver

embedded analytics in any form right where your business needs it most—whether that means a single chart, a set of interactive dashboards, or a white-labeled version of the full Looker platform. Plus, Looker doesn't force you to move all your data to a new cloud environment or adopt new GUI-based functionality for modeling and logic. It sits directly on top of your database with a JDBC connection, and delivers data straight to whatever location is needed. And the LookML markup language provides modeling tools that make the solution both easy to implement and easy to modify. So your time and resource savings continue to add up over the lifetime of the solution, as you easily keep pace with rapidly changing customer needs and market expectations.

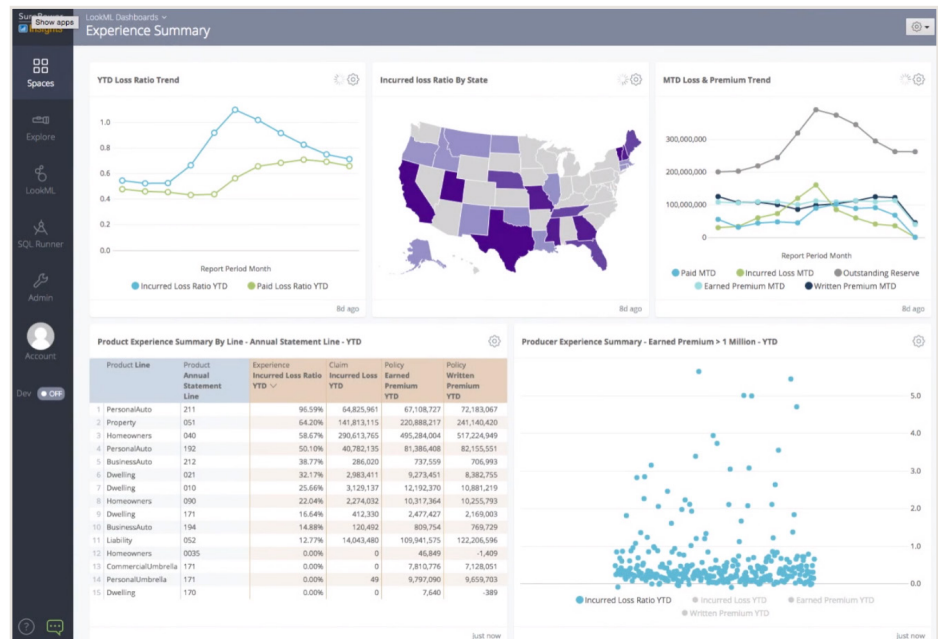
In the following sections, we explore how three companies, [ISCS](#), [Urban Airship](#), and [Campus Logic](#), are using Powered by Looker to put analytics capability into the hands of their customers.

Built on AWS as well as Looker, SurePower Insights easily supports the largest datasets belonging to any ISCS customer. And thanks to Looker's flexibility, ISCS can easily structure access to data based on role or other considerations.

## ISCS: SurePower Insights for P&C Insurers

ISCS provides software and services to the property and casualty (P&C) insurance industry. Their SurePower Innovation® cloud-based, enterprise suite serves as a platform for all of a P&C organization's insurance processing needs. The platform includes modules for policy administration, underwriting, claims, and billing as well as specialty modules for mobile and reinsurance.

ISCS wanted to find a way to improve the analytics options available to their customers. Specifically, they knew that users of their system needed to be able to customize the canned reports currently available to them to make the output more relevant /applicable to their business needs. In addition to modifying existing reports, they wanted to provide a way for customers to generate their own reports. They also needed an environment that could manage the very large data sets that some of their customers rely on. And the solution needed to be able to provide tiered access to analytics depending on role.



Leveraging Powered by Looker, ISCS deployed SurePower Insights, a new BI platform that includes predictive analytics to provide customers better insights into their data. Looker's flexible approach to data modeling enables SurePower Insights to provide users access to all of their data, including extensions, log and usage information as well as other data that would not typically be part of the schema for a standard BI solution. Since Looker integrates with existing permissioning systems, ISCS can be sure that users are only seeing the data they should see, as insurance regulations require. The platform also features the ability to push information to the users. For example, a claims person might want to know any time there is a loss over a certain amount SurePower Insights enables users to set thresholds and generate reports automatically any time they are met.

"We wanted Insights to enable a conversation with our customers and their data."

Barry Ralston  
AVP of Business Intelligence, ISCS

Using Powered by Looker, Campus Logic was able to deploy CampusMetrics, a fully functioning embedded BI environment, in about six weeks.

“There were two real reasons why we picked Looker. One was the ease of single sign-on. The other was the power of the model layer.”

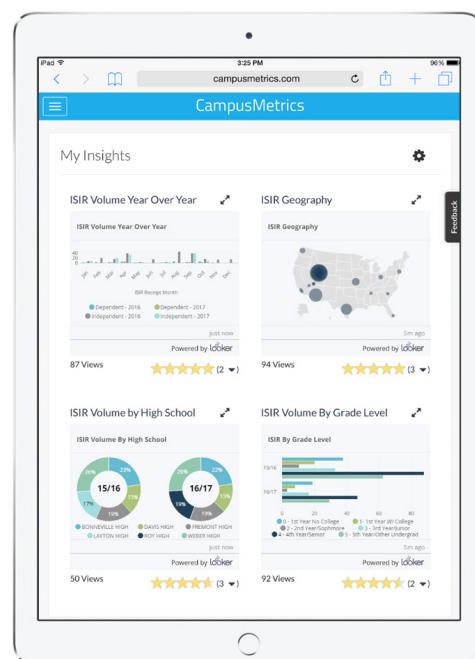
Chris Chumley  
Chief Operating Officer,  
CampusLogic

## Campus Logic: Streamlining Financial Aid with CampusMetrics

CampusLogic provides a cloud-based technology that simplifies the financial aid process for more than 60 institutions and 300,000 students. Students use CampusLogic’s personalized, mobile student engagement platform to easily navigate the complexities of financial aid qualification and application. Schools use CampusLogic’s StudentForms and AwardLetter products to streamline financial aid administration and to improve enrollment, efficiencies, and student satisfaction.

CampusLogic knew that both students and schools could benefit from insights locked within the data surrounding the financial aid application and administration processes. The right analytics environment would enable schools to better understand, and better serve, their student populations. In setting out requirements for an embedded BI tool, they wanted an environment that would allow for easy implementation and embedding of analytics, and that could be deployed quickly. They needed to be able to transform school data from different systems in a consistent way. And they wanted single sign-on to enable their customers to leverage existing sign-ons.

CampusMetrics delivers built-in dashboards and quick queries to provide institutions a better understanding of their student populations and to drive enrollment, make policy decisions, and adjust services to meet student needs. User organizations simply upload their ISIR (Institutional Student Information Record) data to CampusMetrics and they can have access to built-in dashboards and querying capabilities in as little as five minutes. CampusMetrics includes a comprehensive library of pre-built dashboards covering application volume, Pell Grant distribution, and geography mapping of ISIRs.



CampusLogic found that Powered by Looker’s LookML interface provided exactly the model layer they were looking for to simplify ingesting and integrating customer data from a wide variety of schools and supporting systems. Looker’s single sign-on was a perfect fit as was Looker’s subscription model, which mirrored CampusLogic’s own subscription model.

Using Powered by Looker, Urban Airship developed and deployed [Urban Airship Insight](#), an embedded solution designed specifically to support audience analysis leveraging mobile application and related data. Insight provides the full set of customizable reports and interactive dashboards Urban Airship customers need as data visualization tools to support independent data discovery and exploration.

“As innovators in mobile marketing we knew that we needed to partner with a company that could match our rate of innovation. Looker was a clear winner because of their great user experience and easy to implement technology. This allowed us to focus our efforts where we add value by making it easy and actionable for a marketer to grow and retain their mobile audience.”

*Neel Banerjee, Sr. Product Manager Urban Airship*

## Urban Airship: Insight for Mobile Apps

Urban Airship provides a mobile engagement platform that helps businesses connect more easily and effectively with their customers. The platform supports more than 40,000 mobile apps worldwide, coming from user organizations in a broad range of industries and markets. Urban Airship makes it easy for mobile application developers to implement and manage push notifications and in-app messages to drive actions across mobile or other customer touchpoints. In addition to a Message Center that enables full-page, in-app content marketing campaigns, the platform provides a Wallet solution to support digital campaigns that focus on customer loyalty, coupons, gift cards, and other criteria. The platform also allows users to connect streaming mobile user data directly to any business system, supporting real-time user-centric analysis and omni-channel marketing.

When Urban Airship set out to provide an embedded BI tool for their customers, they had in mind a fully capable audience intelligence solution. This environment would help their users determine why their mobile app audience is growing (or not), and allow them to create user-level engagement campaigns in minutes across mobile and nonmobile channels.

For such a solution to work, they needed, above all, to create a great user experience. They wanted to provide a set of BI tools that their customers would find accessible and engaging, and would readily use. The solution needed to support customer- and vertical-specific dashboards and ROI reports. It needed to provide simple ad-hoc query tools to enable the users to explore more deeply. And it needed to be built on a scalable storage and query architecture.



Insight gives Urban Airship customers the tools they need to power a multi-channel web and mobile campaign. They can identify customer segments most likely to buy, identify remarketing opportunities with users who have abandoned a conversion funnel, and determine why users have uninstalled their app. The reporting features enable users to measure the ROI of mobile engagement campaigns and export lists of users interested in a specific product or content item.

Insight relies on a full range of analytic functionality provided by Powered by Looker. Using Powered by Looker, Urban Airship was able to rapidly deploy this solution without losing sight of their core messaging platform solution.

# Who's Next?

As embedded BI and analytics solutions continue to gain momentum, a growing number of businesses will be exploring how they can leverage embedded BI and analytics as a value-added offering for their customers. Powered by Looker provides these businesses an option that combines the best of the build and buy approaches to embedding, and that enables them to put in place an analytics solution that is right for their customers, and in line with their budget and their core business priorities.



## Ready to Love Your Analytics?

Come see a live demo and schedule your free trial. Call 888-960-2331 or go to:

[looker.com/demo](https://looker.com/demo)

## About Looker

Looker is an inventive software company that's pioneering the next generation of business intelligence (BI). We believe in bringing better insights and data-driven decision-making to businesses of all sizes. The company has fast become the catalyst that is creating data-driven cultures at hundreds of industry-leading companies such as Yahoo!, Gilt, Warby Parker and Sony.

Looker is based in Santa Cruz, CA  
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