



Embedded, AI-powered analytics for ISVs:

How to engage customers
and drive business growth



**Customers are in the dark.
Help them step into the
AI-powered light.**



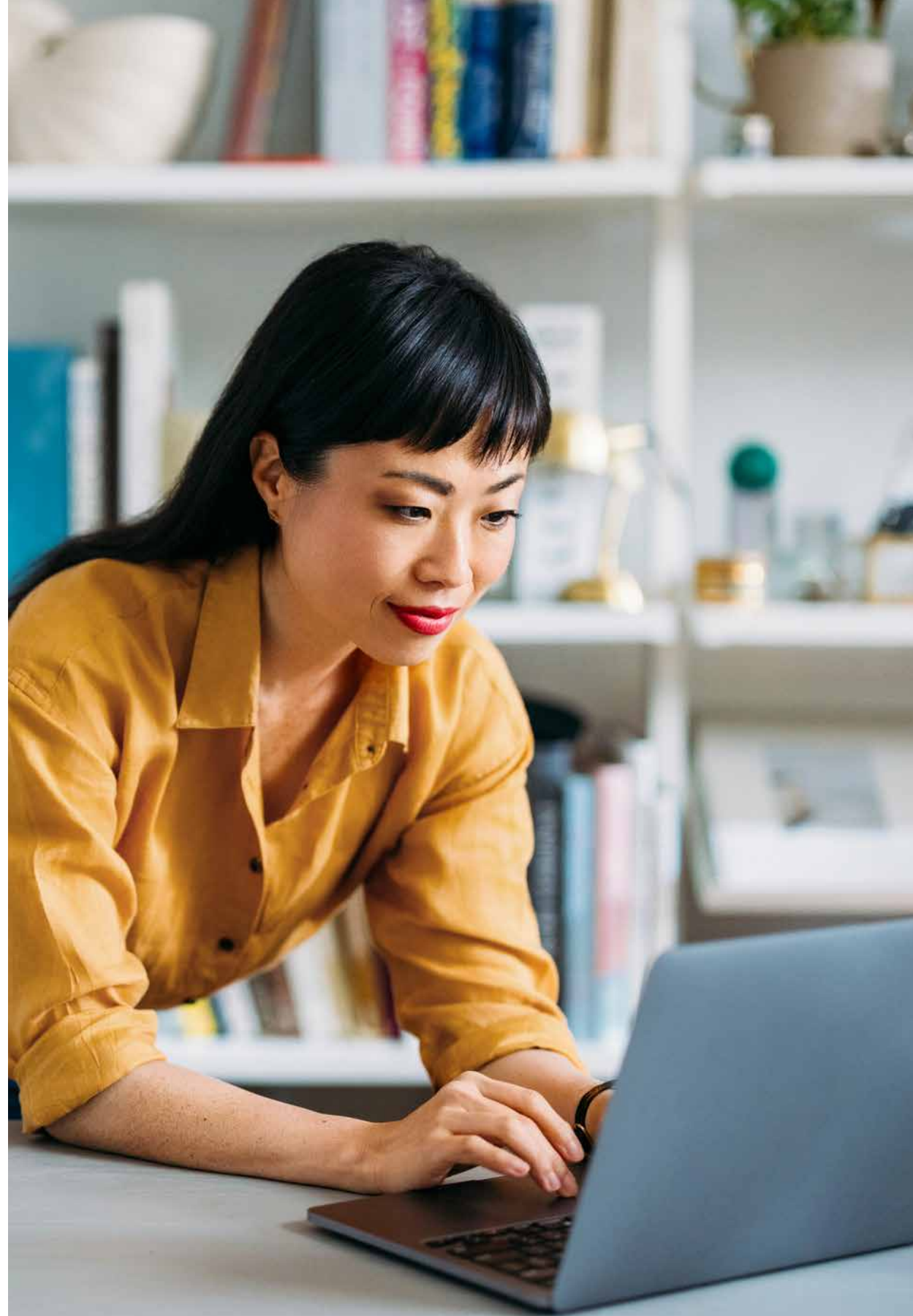
Embedded, AI-powered analytics is no longer a luxury for ISVs.

It's a must-have.

If you're looking to create differentiated products that deliver actionable insights to customers, then listen up — this ebook is for you. When implemented effectively, embedded analytics tools integrate seamlessly into the host solution without compromising speed, efficiency, or scalability.

All it takes to get started is some thoughtful planning and purposeful integration. Let's get going.

[Learn about the Qlik approach to embedded analytics](#)



CHAPTER 1:
Planning
Considerations



CHAPTER 2:
Buying or
Building



CHAPTER 3:
Product Selection



CHAPTER 4:
Maintenance
and Scale



Understand your customer, uncover new opportunities

You might think vetting and choosing vendors is the first step, but not so fast. Before you look for your perfect match, it's crucial to ask yourself these three questions: **What are you building? Who is it for? Why are you building it?**

Follow this foolproof process



Understand market opportunities and customer needs

No matter where you are in the process, ask yourself how you can help customers make faster, better decisions with data. Then look at your current offering, see what's missing, and determine what data insights could make a difference for customers. Uncovering these opportunities can improve customer satisfaction — and help you monetize your data with new or premium services. Pro tip: Don't assume all customers are the same or want the same outcome. Understand them inside and out as individuals through interviews, surveys, and in-depth research.



Outline the offering

This is the *what* and the *why*. Start by identifying product must-haves (e.g., a search bar for ad hoc queries). Next, see what product elements and capabilities are premium — nonessential features that help differentiate your product or offering in the market (e.g., predictive analytics and contextual search using GenAI). Finally, determine what's out of scope. Avoid the awkwardness and anxiety of last-minute requests (aka scope creep) with predefined specs and deliverables.



Define metrics and goals

These are essential for measuring performance and ROI. Any embedded product should include a dashboard that monitors those critical areas. In general, we can put metrics in two buckets: user experience and business.

User experience: These help you understand whether the investment works for the actual people who use it. Examples include customer satisfaction or Net Promoter Score (NPS); sessions, features, or components used; active customers; content engagement; and many more. In turn, these metrics can help drive continuous improvement.

Business: These directly correlate to organizational outcomes such as generating revenue, reaching ROI, and making informed decisions. Examples include data accuracy, operational efficiency, sales performance, market reach, and uptime.



Key takeaways

Don't skimp on research:

Gather rich details on stakeholders and end users, their needs, and how they work.

Start with clear goals:

Be realistic and ensure goals align with performance and business objectives.



What are you building?
Who is it for?
Why are you building it?



To buy or to build? It's not a trick question.

Building	Buying
PROS	PROS
Complete control of owned architecture Full alignment with existing app experience	Faster time to market SaaS lets in-house teams focus on building customer value Access to best-in-class tools Rebrandable UX reduces learning curve
CONS	CONS
Higher TCO Requires self-managed infrastructure and a dedicated team Less flexible, can take years to develop Frequent maintenance and updates or scaling siphons core team energy	Customer data is stored in the vendor's SaaS platform

At a glance, the winner is clear: buy. A SaaS analytics solution frees your team up for innovation without adding long-term costs. Of course, any decision comes down to your team's exact needs, capabilities, resources, and goals.

Additional considerations

Embedded architecture

Simply put, know what your customers need. If your customer is just starting out, cost and scalability are top concerns. In that case, the plug-and-play nature of a no-code solution — which allows you to build applications with zero coding and minimal knowledge — is the way to go. If your customer has more to invest or needs a more specialized, customized solution, then a pro-code route is ideal.

Customization and branding

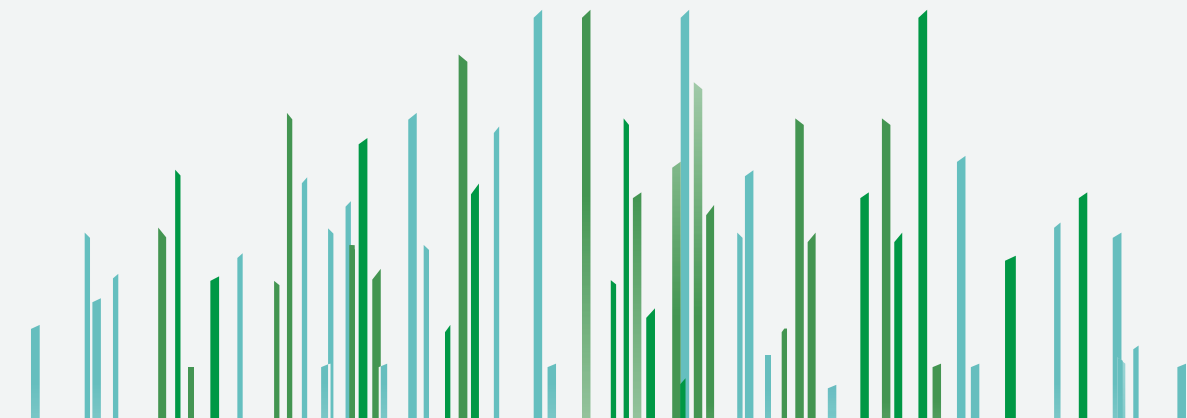
From working with your existing systems to looking like your company's brand, make sure your analytics solution blends seamlessly. Trust us: Your developers will thank you.

Data integration

Ensure that whatever analytics solution you choose can handle multiple data sources and maintain data quality. Data integration is the crucial foundation that helps you unlock your data's full potential and helps customers make better, more informed decisions.

UX design

Think beyond dashboards and reporting. What do end users and developers need? Follow best practices for design — such as consistency, clarity, simplicity, and affordances — and provide personalized, adaptive experiences.





Key takeaways

Thoughtfully consider before you build or buy:

Your resources, needs, and timeline should determine the way. But build your analytics in-house only if you have the time and the people, and if you only need basic analytics capabilities.

Keep it simple with SaaS:

No more updates, security patches, or scaling. Your vendor will take care of maintenance, so your team can focus on the big picture.

Choose the right architecture for you:

Go with no-code for rapid implementation and ensure there are low- and pro-code options to support deeper customization if needed.

Prioritize customization and branding:

Ensure the chosen solution works seamlessly with your app's look and feel for a premium, branded experience.

Optimize data integration and UX:

Integrate data sources effectively and design a UX that goes beyond dashboards to create intuitive, embedded solutions.



Choosing embedded analytics partners who let you do you

So, you've decided to buy your embedded, AI-powered analytics solution after all. Now, all that's left is choosing which one. No biggie, right? Here are nine criteria to help inform your decision.

If you're building your embedded solution, skip to Chapter 4

1 Data integration

How flexible is the data architecture? If you're starting with a new product, changes will happen often, making architectural agility an indispensable ability. Avoiding complete updates to your data pipeline will be important as the product evolves. Whether through APIs or prebuilt connectors, keeping data open ensures consistent performance, enables scalability, and lets you update with ease.

2 Embedding options

Which analytics tools are embeddable? Does the solution have the flexibility to embed sheets, graphics, or entire apps? In other words, can you offer a full authoring and self-service environment for power users? Consider what customer experiences require AI and analytics, their specific context, and what level of compatibility is required. Of course, the best tools use the latest tech and techniques (e.g., React, Svelte, and Angular) — and should be flexible enough to work in legacy systems.

3 AI and analytics

What types of analytics does the product support? While most vendors offer analytics options, it's crucial to ensure they specialize in what you need. Explore their value-added features and predictive capabilities to determine the right fit for your goals. Traditional business intelligence (BI) is better suited for descriptive and diagnostic analytics using static dashboards and historical reporting — not real-time, AI-driven processing. More advanced analytics, like AI and ML, deliver deeper insights, automation, and predictive capabilities.

4 Customization

What parts of your analytics tools are customizable? Top-tier tools let you create a custom, white-label UI that blends with your host application with minimal coding, letting you deploy your analytics insights faster and at a lower cost.

5 Extensibility

What APIs or plug-in frameworks are available? And how much custom coding is needed to integrate bidirectional communication?

6 Privacy

Which security protocols does the host application need or provide by design? Factor in how well the tools handle customer data isolation, customer offboarding, or data deletion and encryption. Likewise, ensure the tool complies with relevant industry security standards, offers everything necessary to govern and secure access, and integrates with the solution's authentication provider.

7 Orchestration and automation

How easy is the solution to automate and manage? Your solution should integrate with your DevOps tooling and sync with the software lifecycle, including version updates, new customer onboarding, and offboarding via workflows.

8 Systems architecture

What's the infrastructure footprint required by the analytics tool? Make sure your footprint can meet colocation and sovereignty requirements as well as auto-scale with growth. Know who manages solution uptime, availability, and security, too. Need a cheat code? SaaS does all of this for you.

9 Vendor

How much experience does the vendor have with embedded, AI-powered analytics and working with ISVs? Do they deploy tools infrequently used for integration? Uncommon tools often don't support embedded deployments and come with extra risks and costs. Side note: You should ask if they offer flexible or value-based pricing that aligns with your business model and a services package that supports implementation, onboarding, and engagement.



Key takeaways

Nail down criteria:

Finalize your must-have features and use them to evaluate potential solutions.

Create a vendor shortlist:

Narrow your list based on your specific project needs.

Evaluate cost considerations:

Understand what pricing models are available and which will work best for your budget.

Run a proof of concept (POC):

Plan a small POC to validate your vendor choice before full deployment.



Scaling and automating and monitoring, oh my!

You've made it this far; you've got this. Now that you've successfully produced your embedded solution, it's time to ensure your investment can adapt and grow with your business over time.

Key takeaways

Automate deployments, upgrades, and updates:

Simplify workloads with time-saving functionality and keep your application relevant for end users.

Be proactive with monitoring:

Keep an eye on important performance metrics in real time to identify issues before they cause problems.

Get feedback:

Regularly gather, analyze, and integrate insights from end users.

Set a scaling strategy	Automate updates and invest in upgrades	Monitor performance	Incorporate feedback	Stay ahead
Keep your analytics relevant and effective	Streamline your team's workflows while optimizing your investment	Track what works and fix what doesn't	Listen and learn from your end users	Be proactive, not reactive
<ul style="list-style-type: none"> Set metrics to monitor user growth, usage intensity, and peak demand to forecast scaling needs. Use tiered data refresh options for different user types to keep performance high without overwhelming resources. 	<ul style="list-style-type: none"> Choose a SaaS or managed solution for built-in updates to avoid downtime and manual patching. Plan quarterly reviews to assess features, update configurations, and check for deprecated components. Ensure updates and new features don't disrupt existing workflows. 	<ul style="list-style-type: none"> Catch slowdowns or errors in real time before they impact users. Set alerts for crucial metrics like response time, data latency, and user activity. Capture client browser telemetry for the whole solution to track user experience (i.e., use a tool that lets customer browsers report back what they experience for performance). 	<ul style="list-style-type: none"> Set quarterly check-ins with end users to gauge feature relevance, ease of use, and performance issues. Analyze how users engage with features to identify areas for simplification or added functionality. Rank user feedback by impact and feasibility, focusing on quick wins and high-value adjustments. 	<ul style="list-style-type: none"> Implement A/B tests to validate feature improvements without disrupting the user experience. Offer customization options so users can adjust settings based on evolving needs.



Conclusion

Wrapping up

Embedding AI-powered analytics into business applications is no joke, but there's no reason to fret, either. The process outlined in this ebook — research, planning, vetting, choosing, proving, and updating your investment — is worth it. With a seamless, integrated analytics platform on your side, get ready for a transformative user experience. Expect stronger decision-making. And best of all? Customers will love you.



About Qlik

Qlik transforms complex data landscapes into actionable insights, driving strategic business outcomes. Serving over 40,000 global customers, our portfolio leverages advanced, enterprise-grade AI/ML and pervasive data quality. We excel in data integration and governance, offering comprehensive solutions that work with diverse data sources. Intuitive and real-time analytics from Qlik uncovers hidden patterns, empowering teams to address complex challenges and seize new opportunities. Our AI/ML tools, both practical and scalable, lead to better decisions, faster. As strategic partners, our platform-agnostic technology and expertise make our customers more competitive.

[Book a demo today](#)

