Embedded Data Analytics

A foreword by SC Moatti

In this new Age of Product, product leaders are tasked daily with driving a product towards success. In order to carry through a product strategy, though, there is no shortage of data needed to guide the decision-making process. Since the advent of digital product, there have been many ways for companies to collect and observe data, but spreadsheets can only go so far. One application, though, is truly changing the data game: Tableau Embedded Data Analytics.

No matter the stage of the product life cycle, data is an integral part of product strategy, execution, and continued operations. Collecting that data is the first hurdle and once gathered, every company will use their data differently. However, many companies don't even realize the extent of the benefits inherent within their data. That means missed opportunities, which translates into missed revenue. That's where this Ebook comes in.

As technology continues to expand, so do the ways in which data can be used. In a recent webinar series packed with powerhouse names like **ICIS** and **Grindrod**, Tableau presents new use cases for how product leaders can gain competitive advantage using Embedded Data Analytics. In one example, South African logistics giant, Grindrod, found that using Tableau "consolidated and cemented the solution as a product", while ICIS, a global source of independent commodity intelligence, shares how Embedded Data Analytics opens the door for new ways to monetise that data.

Data is the conduit to great strategy, but it's all in how the data is used. Any number of factors, both internal and external, can pivot product strategy, but Tableau EMEA Field CTO Francois Zimmerman neatly expresses that "after any crisis, such as Covid, what has worked in the past is no longer good enough."

You don't know what you don't know. Fortunately for product leaders, Embedded Data Analytics can deliver the "know" and the "how". Read on to discover new ways in which product leaders can push their digital acceleration to the next level with Tableau Embedded Data Analytics.

Keep accelerating,

About SC Moatii
Products That Count, Founder

SC Moatti is the managing partner of Mighty Capital, a Silicon Valley venture capital firm, and Products That Count, the most influential Product Acceleration Platform. Previously, she built products at Facebook, Nokia and Electronic Arts, used by billions. She also serves on boards of both public and private companies, including mobile technology giant Opera Software. A16z General Partner Andrew Chen called SC "a genius at making mobile products people love."

Turning Data Into Product

The essence of product management lies in the ability to solve problems for users, and data plays a large role in achieving that mission. Mrunal Shridhar, Senior Manager of Solution Engineering at Tableau, understands the importance of data to the future of business, and "is on a mission to change the way people understand data". Drawing from nearly a decade of experience in data and analytics, he leads a world class panel in a discussion on harnessing the power of data. This first session includes Tableau customers and experts like Tim Payne, Lead Solutions Engineer at Tableau, and Jim Horbury, Solutions Practice Lead at Interworks.

Over the years, data metrics and its application has evolved with the technology available to product leaders. The ability to listen to your customer and the ways in which they use your product was followed by tools that expand data on a macro level. The new frontier, however, lies in the ability to transform that data into meaningful, actionable insights.

Naturally, the next stage is finding ways to monetize that data. Shridhar says this can be something as simple as sharing data via an API, and illustrates the opportunities for direct and indirect revenue through internal and external use cases. This is where companies are finding advantage in embedded analytics.

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Increasingly, what we're seeing is a data revolution. Every company is looking into customer loyalty, business sustainability and competitive edge. With the advancements in technology, availability of skills in the marketplace, and changing consumer behaviors, we find more and more companies trying to tap into data.

Mrunal Shridhar
Senior Manager of Solution Engineering, Tableau

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Embedded Data is data and analytics integrated seamlessly with the content or service being delivered to the end user. It's data where they want it, on whatever device they want it, be it web page, software, or mobile. It's the ability to access data analytics without leaving the experience.

Tim Payne
Lead Solution Engineer, Tableau

On The Importance Of Data

Each company will approach data in a different manner, but regardless of the market, the goal is to create, find, and leverage opportunities. **One Tableau customer expresses the importance of using data to build engagement with clients and their end stakeholders.**

"The biggest challenge, for our clients, is the complexity and the volume of data that we hold. Masses of data that can help businesses understand things like market share, competitive position, level of portfolio risk, customer behaviors, lost opportunity, and customer retention."

Naturally, choosing the right data analytics tools is imperative to successfully navigating massive amounts of data. When it comes down to selecting the right tool for the job, they look for **client engagement, data interrogation, and ultimately, ease of use**.

The pandemic permeated every corner of society, affecting users in the home and in the office. In a heartwarming moment, Tableau's customer shares real-time applications of Tableau during this tumultuous year with an example illustrating the benefits to being able to drill deep into the data for actionable insights.

"In response to the COVID pandemic, we've been able to host forums and use Tableau to help organizations understand what's happening. They can very quickly see pockets of vulnerable customers and understand why that pocket is particularly vulnerable, such as an aging population. They can really drill down into the data and see the areas most affected."

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> **A real key factor was ease of use. It's really important that we can build engagement with our clients, but also that our clients can build engagement with their own stakeholders. The use of compelling visualisations really enables them to have better conversations, and Tableau allows us to present insights that demonstrate benefit in a really compelling and flexible manner.**
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> **Tableau Customer**

On The Trends Of Turning Data Into Product

While data and metrics may not be considered glamorous, according to Jim Horbury, the appetite among companies is strong and growing. **"Future-looking companies will set the bar very high"**, he says, and with companies becoming increasingly more data mature, organisations are looking for more creative ways to generate revenue. Combining sophisticated technology and machine learning with Tableau's embedded solutions allows companies "the opportunity to provide really compelling products". Mrunal Shriphar smartly states;

"With more and more organisations looking into harnessing the power of data, **going to market with data products is not just a matter of whether you should or not**. Now, it's about how fast an organisation can react and reach the market before others do, or before your customers look elsewhere. It is all about agility and flexibility to go to market."

It's clear then that staying ahead of the competition is imperative to success, especially when diving into an exciting and new growth market such as data as product. Jim says that "being realistic, setting expectations, and clearly defining success and failure" can aid product leaders in implementation. For effective adoption, he says to plan ahead and "**always think about automation**."

The prospective value of turning data into product is enormous. Jim shares that while many companies are actively exploring ways in which they can use data analytics, "a majority of conversations are gearing themselves towards embedded data and generating further insights". Further value is being discovered for marketing teams, with applications like building personas, typologies, and trend mapping.

While it can be tempting to quickly jump on trend, Tim Payne says **it's important to first understand why you are embedding data**. Using the old acronym "KISS", he advises those looking into embedded data for external analytics to "keep it simple" and make certain to first examine what skills are present internally to aid in a smooth adoption. In a final piece of advice to product leaders exploring embedded data, another Tableau customer states:

"First and foremost, the job of product management is to understand the customer's problems. Understand the jobs you need to solve for, then, understand why your data answers that question better than anyone else. Know your competitive advantage and prioritise things with the highest value to your customers. Use data tools like Tableau to prove and demo that value, and drive early engagement with your customers."

Featuring

Mrunal Shridhar
Senior Manager of Solution Engineering, Tableau

Mrunal Shriphar leads Tableau's EMEA solutions engineering team who are experts at helping people and organisations see and understand their data.

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When embedding Tableau, you've got more components in the mix. While it's ok to jump through hoops manually for the first VIP client, you don't want to be managing processes manually for the next 100 clients. Basically, we always talk about automation, scalability, and integration, right from the start.

Jim Horbury
Solutions Practice Lead, Interworks

Tim Payne
Lead Solution Engineer, Tableau

Tim is a lead solutions engineer at Tableau based in their London office. He is an expert at helping people and organisations see and understand data.

Jim Horbury
Solutions Practice Lead, Interworks

Having spent 18 years in technical and creative direction roles for UK-based advertising agencies, changes in the marketing and response measurement landscape meant change. This led to Jim being responsible for the development and implementation of ad-tech reporting solutions, which gave him his introduction to Tableau. Using this tool, he was able to visualise marketing performance data for a wide variety of travel, tourism and mobility clients.

Data Monetisation and Embedded Analytics

In the next installment of the Embedded Analytics Series from global data metrics leader Tableau, we dive into a roundtable on Data Monetisation with a brilliant panel of domain experts and thought leaders. Led by Senior Manager of Solution Engineering at Tableau, Mrunal Shridhar, the panel embarks on an in depth discussion on the importance of data monetisation, why it should matter to product leaders, and the ways in which Tableau can help on the journey to monetising your data.

Opportunities Within Data Monetisation

Within the world of product, the use of data metrics by product leaders is growing at an astronomical rate. With that growth comes immense opportunities, says Mrunal Shripar, and businesses need to recognize how and when to leverage this expanding data knowledge into larger economic returns.

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Monetisation means generating measurable economic benefits from available data sources through analytics.

Mrunal Shridhar
Senior Manager of Solution Engineering, Tableau

"Big or small, businesses around the world have data assets. These are assets that we've been building and investing in for most of an organisation's life. With more investment and data pouring into these data assets, there is an opportunity to turn data assets into data treasures; treasures that hold immense potential to build new offers, products and services, that can help these treasures into great monetisation opportunities. **Monetisation means generating measurable economic benefits from available data sources through analytics.**"

With that exciting statement to set the tone, Mrunal quickly breaks down go-to-market strategies for data monetisation, be it external or internal. For businesses, he says "data as a product and insight as a service are often delivered directly to your customers and can include not just raw data, but also refined data, analysis results, predictions, forecasts, and even consulting."

With the opportunities clearly laid out, the first step for product leaders is to evaluate and choose the right analytics and BI platform that will help companies expand their "data treasures". Concluding his intro, Mrunal brings in Alex Eskinasy, Principal Solutions Engineer at Tableau, to provide viewers with a demonstration of how Tableau's embedded data analytics platform can aid in unlocking that data potential.

Demonstrating Monetisation with Embedded Analytics

Pulling from his extensive experience as Principal Solutions Engineer, Alex starts off his demonstration by laying out the practicalities of Embedded Analytics.

"Embedded analytics is defined as data and analytics integrated seamlessly within the content or service being delivered to the end user. That could be via a website, a service like Salesforce, or even a mobile app."

Data touches all members of a company with stakeholders present in every team. After a quick visual rundown of the Tableau platform, Alex dives deep to elaborate on various monetisation use cases that demonstrate

the flexibility, ease of use, and tight integrations available to any user, be they customer, developer, or product leader.

"**Customers love to monetise the idea of providing self-service analytics within their software.** With a simple button, they have a self service experience in the browser and they can do their own pieces of analysis. When I use a selector, it employs a sophisticated, statistical engine behind the scenes that does statistical analysis and tells me why there is an outlier, giving me a few recommendations and ideas of why we have different extreme values. This is a pitch you can monetise."

How ICIS Uses Data Analytics

When a company approaches a core business evolution, it oftentimes occurs at the demand of the customers. Manca Vitorino, Director of Data Operations at ICIS, a leading provider of chemical and energy data analytics, starts off the Q&A portion of the webinar with insights regarding the ways data helps their customers overcome challenges in the energy space.

"Our customers no longer just trade with their neighbors; they're looking for customers further afield. With the increase of risks like natural disasters, financial crises, and now COVID, our customers need data to help them make decisions to optimise profits, mitigate those risks, and manage production."

Continuing that line of inquiry, Manca expresses the **need for excellent tools that increase customer knowledge and help optimise resources**.

Like any other business adjustment, the journey into data monetisation doesn't occur overnight. With that in mind, Manca gives a peek into the stages ICIS touched as they look for ways to solve customer problems through the lens of data, and how Tableau played a pivotal role in that growth.

"Data is really only relevant in the framework of the problem that it can help solve. If the problem is that a customer needs to calculate which market provides them with the highest margin, then you need process, shipping costs, cost of production, and so on. Those individual data components solve that specific problem and therefore, you have a way to monetise it."

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Alex Eskinasy
Principal Solutions Engineer, Tableau

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The daily commodity price is no longer really enough. They need tools that help them calculate arbitrage opportunities, tools that predict prices in a month or a year, and so on. At ICIS, our purpose is to help shape the world by connecting markets to optimise global resources. Which means we recognise the world's resources are finite. We exist to connect the energy and chemical markets so that we can empower our customers to make the best business decisions and ultimately progress their sustainability efforts and commitments.

Manca Vitorino
Director of Data Operations, ICIS

"We grew from a publishing business and at that point data used to be in the domain of technologists. In order for me, as a journalist, to find the story behind the changing market conditions, I really needed to access and visualise data in a tool that didn't require me to code. Tableau really enabled that core business function, which at the time was editorial, to access, understand and gather insights into data."

Users of Embedded Data Analytics

In the final portions of the Q&A the mic is handed to the CTO of The Information Lab, Craig Bloodworth, to dig a bit deeper into the different levels Tableau provides to users and its value to data monetisation projects from day one.

"By having Tableau in your data monetisation project, you have a platform that can work with the data to start developing the monetisation project from day one, while also building the portal or application that's going to your clients."

"At a basic level, users are able to see the key dashboard and they can explore and filter down. At the second level, there are more in depth dashboards that make use of web edit and gain custom insights. Thirdly, at the highest price point they're able to connect directly with the Tableau server, meaning they can take their own internal dashboards and connect with benchmarking data directly as a Tableau data source."

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Craig Bloodworth
CTO, The Information Lab

Featuring

Alex Eskinasy
Principal Solutions Engineer, Tableau

Alex is a solutions engineer at Tableau where he is an expert in OEM and embedded analytics.

Craig Bloodworth
CTO, The Information Lab

Craig first discovered the power of Tableau through constant frustration with data report authoring using classic spreadsheet applications. Since buying his own copy of Tableau Craig has never looked back, joining The Information Lab in 2011 and helping people install, understand and create exciting visualisations with Tableau.

Manca Vitorino
Director of Data Operations, ICIS

Manca is the Data Operations Director at ICIS (part of RELX Group), the world's largest chemical market intelligence provider. She is responsible for the development and execution of the company's data strategy for enabling advanced analytics at scale. She started her career as a data journalist but successfully transitioned her career to data to enable everyone within the organisation to work with data, regardless of skills or experience.

Build Vs. Buy With Embedded Analytics Solutions

In the third installment of the Embedded Analytics Series with Tableau, we break down a discussion on the classic Build Vs. Buy scenario from the perspective of data. Featuring a diverse panel of thought leaders and solutions engineers, the panel discusses the merits of building an internal data analytics solution versus the investment in an external solution that brings a competitive advantage to the product.

The Value of Interactive Data Visualisation

"Sharing data and insights to external audiences is not necessarily a new phenomenon - organizations have been doing it for quite some time. A lot of this has been done in the form of raw data, insights or static reports."

As stated by Mrunal Shridhar, Tableau Sr. Manager of Solutions Engineering, **the value of raw data is becoming more apparent to product leaders with each new quarter**. The challenge lies in the visualisation of that raw data, a problem Tableau provides multiple solutions to. Timo Tautenhahn, Tableau Principal Solutions Engineer, begins the discussion with an in-depth demonstration of the flexibility of the Tableau dashboard in visualising different data segments.

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> **Timo Tautenhahn**
> **Principal Solutions**
> **Engineer, Tableau**

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Build Vs. Buy Considerations When Using Embedded Analytics

It's a question that product leaders face at every step of the product lifecycle, especially if the organization is about to incorporate an embedded data analytics approach into their digital transformation strategy and customer products. **When is the time to build a feature internally, and when is it wiser to simply buy and integrate?** Fortunately, data is the key to making that decision and to receiving a competitive advantage. Getting into the meat of the discussion, Timo first lays out the points product leaders need to consider when approaching a build vs. buy scenario.

"There are a few things to consider, the **first one being speed, or the time to market, and the second one being skills**. Some companies think being a developer company means building something of their own, but there are alot who are not coding their own solution because they'd rather focus on developing their platform rather than creating reports, which you can do with self service API solutions like Tableau."

While skill and speed to market are important considerations, one Tableau customer draws from over 15 years of experience in online sales and personalization to express that "the power of Tableau really comes down to scalability and operating leverage". They continue by expanding on why data is that key component to scaling a product after go-to-market.

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> **Tableau Customer**

"When an idea goes to market you hope for the best, meaning you have more clients, more customers, and more revenue, but what people don't consider is the cost associated with operating the business. Usually, this cost follows the same trend as the revenue. A solution like Tableau lets you see the variable costs, and by reusing components, or standardizing capabilities for other clients that have the same question, you can make it available at scale."

"This will have a growing effect on the margin, especially the ability to time your cost. By definition, your monetization strategy is going to increase your operating leverage and the associated margins."

Business Cases Around Using Embedded Analytics

Another Tableau customer puts it succinctly when they say "**with any kind of idea you need to go fast and prototype that idea**". Sometimes buying externally is exactly what's needed to achieve an experience driven proposition as fast as possible.

"We had to come up with a compelling business case around the assets and how we could monetise these assets to our partner. At the end of the day, with Tableau we have the data and the ability to visualise that data in a powerful way that is scalable. We wanted to rapidly evaluate the ROI of our ideas, and buying a solution from Tableau was the best alternative to building that functionality."

Once a feature has smoothly gone to market, the next goal is that ever-elusive "stickiness". Geoffrey Smoleers, Founder of Biztory, one of the foremost Tableau partners in EMEA, dives in to share why now is the time for companies to employ an embedded analytics solution.

"If you want to expand your business from a revenue point of view, get new revenue streams, and also increase your stickiness with your clients, I think those are the most important reasons to start creating a better analytics solution. Customer service is more important now than ever and with the power of social media, companies can be reviewed

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> **Founder, Biztory**

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The need to monetise data often plays a big role in the decision to roll out an external analytics or embedded analytics project, says Mrunal.

Product leaders have to approach the decision to build or buy with care, precision, and ultimately, with the data to back up that decision.

"The build vs buy decision can dictate the success or failure of your project. Going with an industry leading solution like **Tableau allows you to focus on what is important; your customers, your stakeholders, and most importantly, your business, rather than spending time, energy and money on building your own solution in a space that is not necessarily your core expertise or interest.**"

Featuring

Timo Tautenhahn
Principal Solutions Engineer, Tableau

Timo Tautenhahn began his career at IBM, where he quickly became involved in data projects. Instead of writing VBA scripts for weekly reporting, he decided early on to program his own Java tool that accessed SAP data. This allowed personalized visual PDF reports to be created and sent to all project participants.

Geoffrey Smoleers
Founder, Biztory

Geoffrey founded Biztory in 2014 after being blown away by the power of Tableau. Since then, Biztory has grown into the #1 preferred Tableau Gold partner in Benelux and are now also expanding into DACH.

Accelerating Insights With Embedded Analytics

Embedded Data Analytics is swiftly changing the way that product managers understand, engage with, and even monetise their data. While before data analytics lived in spreadsheets governed by technical gurus, platforms like Tableau now allow for nearly anyone in a company to discover critical insights in moments with low-touch, easy to understand and integrate interfaces. With embedded data analytics, the opportunities to accelerate multiply exponentially.

In this final webinar of Tableau's Embedded Data Analytics Series, it's all about Accelerating Insights at Grindrod. Before diving in, take a moment to review how you can Turn Your Data Into Products, methods for Data Monetisation with ICIS, and how embedded data analytics can aid the decision to Build Vs. Buy.

This final panel is led by Keyrus Sales Director, Stephen Coull, and features a stellar panel of experts including Grindrod Terminals, Data & Analytics Manager, Bronwyn Burdis, Keyrus Senior Consultant, Craig Andrew, and Tableau's own EMEA Field CTO, Francois Zimmerman.

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Stephen Coull
Sales Director, Keyrus

A Use Case For Modern Logistics

Business verticals may vary, but core objectives across industries can hold striking similarities. Right off the bat, Stephen Coull states exactly **why data is such an important factor for businesses today**.

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The star of this particular webinar is Grindrod, South African's largest mineral freight logistics company. When Keyrus, a Tableau Gold Partner, began their partnership with Grindrod, the major challenge was the tracking of cargo while contending with a manual, legacy data system that limited reporting capabilities. 18 months after implementing an embedded data analytics solution, however, the results spoke for themselves.

"Grindrod now has a modern cloud architecture that is front and center with Tableau, and it's scalable and supports growth, really exceeding a lot of the expectations around features and capabilities. Some of the key areas have been increased visibility into shipments, having a single version of the truth, and automated reporting of engineering data, which enables better execution and decision making."

On Moving Beyond Data Silos

"It's not easy to get a company to a point where everyone is using data effectively", states Tableau EMEA Field CTO Francois Zimmerman. Astoundingly, most companies have less than 15% of people using data every day, meaning most decisions are made based on what has worked in the past. Recognising the difficulties that come with such a transition, Francois shares data points that express the value that comes to companies that put a focus on becoming data-driven.

"After any crisis, such as Covid, what has worked in the past is no longer good enough. We need to help people to move away from making decisions based on bias and what has worked in the past, and help people to make decisions based on data."

Combining an eye for detail with macro business goals is familiar practice for product leaders, and data is a key component to developing a holistic, comprehensive view of a company. Before sharing a demo of Tableau's robust features, Francois expresses the importance of moving beyond data silos, with Stephen stating that the best way to accomplish that is to put "**those insights into the standard applications that the users and the business are familiar with using every day**".

"Data is everywhere, but when you are analysing data in silos, you have less value. You can't see an end-to-end business process or even an end-to-end customer journey."

"We believe every digital transformation is a data transformation. Historically, when we speak about systems engagement, people are good at joining those data assets up at the front of it, meaning sales, service, marketing, and commerce. Now, people need to join up all internal and external data feeds, and that needs a system of intelligence."

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Francois Zimmerman
Field CTO, EMEA

On Implementing An Embedded Data Analytics Solution

Similar to other industries, Logistics relies heavily on mass amounts of data points working together in a cohesive manner. The ability to understand and communicate the necessary information to the necessary parties is paramount to achieving execution success. Grindrod Terminals, Data & Analytics Manager, Bronwyn Burdis, takes the virtual mic to share more on their goals, and the outcomes that Grindrod encountered along their embedded data analytics journey.

"Grindrod needed a solution to provide visibility into operations across the board from the mine to the port. The foundations of what we were looking for were a single vision of the truth using near real time data and the ability to harness our internal IP and work routines, while at the same time allowing us to manage by measurement. Another need was

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Bronwyn Burdis
Data & Analytics Manager, Grindrod Terminals

balancing stock across the supply chain and integrating costs against process so that we could facilitate activity based costing. Finally, it needed to be in one user interface, and to provide a secure Customer Portal."

Keyrus Sr. Consultant Craig Andrew joins the conversation to note that using "**disruptive technology**" was key in the Grindrod transition. Working in a traditional "paper-based, very siloed industry", Bronwyn says, "it's important to have accurate representation using auditable information rather than figures that can be manipulated".

"We needed to combine the upstream and downstream data from external parties with our data in order to get an accurate picture for decision makers across the region. We're now using disruptive technology at a significantly lower cost than the traditional systems, and it's established the architecture for scalable integration and flexible growth going forward."

Featuring

Stephen Coull
Sales Director, Keyrus

Stephen Coull has successfully held executive positions with local and international technology-driven organisations. His 20 years of technology experience has been demonstrated through his passionate leadership and interaction with people, products and service excellence.

Francois Zimmerman
Field CTO, EMEA

Francois Zimmermann is the Field CTO for Tableau in EMEA and owns the strategic technical relationship with our Technology Partners, System Integrators and Resellers. He also works to develop long-term peer-to-peer relationships with key customer and partner stakeholders. He is focused on developing the partner ecosystem to solve the end to end data challenges that our customers face as they build insights-driven businesses and embed analytics inside every business process.

Bronwyn Burdis
Data & Analytics Manager, Grindrod Terminals

Bronwyn is a Supply Chain Data Specialist, Process & Data Analyst and Business Solutions Architect. She is Proficient at creating order from chaos using a hefty measure of common sense thanks to her Depth and breadth of understanding of the logistics and production environment across several industries.

Craig Andrew
Sr. Consultant, Keyrus

Craig is a dynamic consultant with a wide variety of industry experience. He has worked on projects as a Business/ Data Analyst for some large global companies and is one of the few certified Tableau trainers in Africa. Craig's technical skills include Tableau, SQL, Excel, Solution Architecture and Data Modelling.

Wrapping Up

It can be intimidating to approach a digital data transformation, but if there's one thing this series from Tableau makes clear, it's that Embedded Data Analytics is critical to the success of the customer digital transformation journey. Bronwyn wraps up the Accelerating Insights panel by noting the **advantages that come using an embedded data analytics solution as opposed to web-based**.

"By embedding Tableau into our application, it consolidated and cemented the solution as a product. There was no pain in making the change, and it's now significantly easier for people to understand."

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Data & Analytics Manager, Grindrod Terminals

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• A focus on answering the question, "What makes a great product?"
• Its commitment to inclusion and increasing diversity in product

Products That Count is the original and most influential product acceleration platform in the world. Almost 300,000 product managers globally read, watch, attend and listen to our 3,000+ free blog posts, videos, webinars and podcasts.

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