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*Solutions Review recently said, '**Embedding Analytics** into existing workflows helps business users gain access to the capabilities they need without having to go outside of the environments they use daily to do so.'*

The screenshot shows a software interface with a sidebar menu on the left and a main content area. The sidebar menu includes items like Transactions, Analytics, Clickless Analytics, Print Reports, Sales Invoice, Ledger Account, Credit Card Statement (highlighted), Daily Sales, Tax Invoice, and Quarterly Report. The main content area displays a credit card statement for 'ABC BANK' with various details and a table of transactions. Overlaid on the screenshot are five callout boxes with the following text:

- Embed BI within your software product to:**
- Increase customer satisfaction**
- Add to the value of your software solution**
- Increase your competitive advantage**
- Provide **Analytics** and **Data**-driven decision capabilities to customers**

As a software solution product and service provider, you are focused on the common issues your customers face, providing features and functionality that will satisfy the most customers and give you an edge in the market.

But you can't possibly satisfy every unique need your customers have! That would require a lot of customization, resources and investment, and it would take a lot of time. There is a way to

delight your customers without all that muss and fuss, and without trying to anticipate every possible need (even those your customers don't yet know they have).

'By embedding analytics within your software solution, you enable your customers to improve processes, gain insight into issues and opportunities within the business environment.'

By embedding BI within your software solution, you can expand market reach, improve competitive advantage and offer your customers additional tools and flexibility to achieve their goals. Renowned technology research firm Gartner sees real value in the use of embedded BI. In reviewing the Gartner evaluation of the value of Embedded BI, Solutions Review recently said, 'Embedded BI can assist organizations in making data analytics available inside end-user tools, such as customer relationship management (CRM), enterprise resource planning (ERP), marketing, financial systems, and other software applications. Embedding analytics into existing workflows helps business users gain access to the capabilities they need without having to go outside of the environments they use daily to do so.'

Like every business, your customers are under pressure to move quickly and to make data-driven decisions that do not require them to back track or rework strategies because of unanticipated issues or challenges. But end-users within the customer environment don't like having to cobble together information or wait for IT or data scientists to provide data. Still, an analytics solution that requires them to learn a new system and to use multiple systems to gather, prepare and analyze data isn't something that a customer wants – anymore than you do!

Why not embed BI within your software solution to provide analytics in a single sign-on environment and put it at the fingertips of your customer end-user so that they can leverage intuitive, easy-to-use tools, AND the familiar, popular enterprise systems they know and like to analyze data and gain insight?

By embedding analytics within your software solution, you enable your customers to improve processes, gain insight into issues and opportunities within the business environment and adopt new technologies that provide their business with a competitive advantage, thereby ensuring that your product and services will have a competitive advantage in your market of choice.

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You can find out more about the Smarten [Embedded BI and Integration APIs](#) solution and add powerful functionality and access to existing ERP, SCM, HRMS, CRM or any other products.

Provide analytics capabilities within existing products without major Investment. Your business users and your customers will appreciate the ease-of-use and access and you will gain a competitive advantage. Read our White Paper: ['Making the Case for Embedded BI and Analytics.'](#)