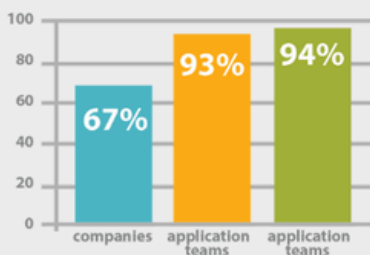# Embedded BI with Integration APIs Can Be Your Secret Weapon!

Embedded BI with Integration APIs Can Be Your Secret Weapon!

A survey of businesses using **Embedded BI** found that:

- 67% of companies say time spent in their Applications increased after they **Embedded Analytics**
- 93% of Application teams say **Embedded Analytics** improves their user experience
- 94% of application teams report higher customer satisfaction due to **Embedded Analytics**

Enjoy the benefits of **Embedded BI** in your organization:

Improve overall organizational value

Provide unique solutions and **Analytics** integration without significant investment

Improve user adoption and **ROI** for **BI** investments

Support rapid implementation and deployment – quick, efficient and simple!

...more!

There are many reasons to consider adding embedded BI to your enterprise technology landscape. When you are making a critical business decision, one of the factors you probably include is how your competitors and other businesses are addressing the problems you are trying to solve. When making a decision about Embedded BI consider these survey results. Businesses that are currently using embedded BI within their enterprise, report the following:

- 67% of companies say time spent in their applications increased after they embedded analytics
- 93% of application teams say embedded analytics improves their user experience
- 94% of application teams report higher customer satisfaction due to embedded analytics

'Engender an environment that will support the transition of business users to Citizen Data Scientists and improve your data democratization and data literacy initiatives.'

It is also worth acknowledging the Gartner customer reference survey, wherein businesses reported that the average modern analytics and BI adoption rate is only 35%! If you are considering business intelligence and augmented analytics, it is crucial to include embedded BI in your strategy and, if you already have BI and analytics access for your business users, it is critical to include embedded BI to further support and encourage business user adoption and use. This will improve your return on investment (ROI) and decrease total cost of ownership (TCO).

Integration APIs provide intuitive, self-serve BI tools from within enterprise applications and public websites so you can put the power of facts, data and business insight in the hands of business users. With access to self-serve analytics from within familiar enterprise apps, BI adoption and use increases exponentially.

Here are just some of the benefits of including Embedded BI with integration APIs in your augmented analytics strategy:

- Improve overall organizational value.
- Provide unique solutions and analytics integration without significant investment
- Improve user adoption and ROI for BI investments
- Support rapid implementation and deployment – quick, efficient and simple!
- Provide embedded BI and access to timely data for public websites, to deliver crucial updates and analytics

'It is critical to include embedded BI to further support and encourage business user adoption and use. This will improve your return on investment (ROI) and decrease total cost of ownership (TCO).'

By adding embedded BI to your business intelligence technology landscape, you provide your business users with augmented analytics in an environment that encourages the use of

analytics and better supports the user workflow as they search for information to make decisions, gather data and information to present recommendations and develop execution plans within existing and new business processes. Engender an environment that will support the transition of business users to Citizen Data Scientists and improve your data democratization and data literacy initiatives.

Discover [Smarten Embedded BI with Integration APIs](#) and support your team with single sign-on, easy-to-use analytics that can be accessed from within your enterprise apps. Leverage the essential components of [augmented analytics](#) and improve decision-making and outcomes.