



# MICROSTRATEGY EMBEDDED ANALYTICS

Product Brochure

## EXECUTIVE SUMMARY

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Product leaders need an advanced, secure, and trusted embedded analytics platform that can seamlessly integrate with your existing tech stack and DevOps tool chains and be easily customized to meet their market requirements. MicroStrategy is trusted by 100s of software companies to deliver cutting-edge analytics experiences to their end users.

MicroStrategy Embedded Analytics is a cloud-native, multi-tenant embedded analytics platform. It lets product leaders seamlessly embed white-labeled analytics capabilities and real-time reporting into their applications. MicroStrategy unique approach to embedded analytics provides our customers with Complete Control, Total Flexibility, and Robust security.

**Complete Control** – From no-code to full-code, provide seamless and customized self-service analytics experiences to each user with robust features, out-of-the-box visuals, and branding colors—all with complete control.

**Total Flexibility** – Leverage your existing tech stack and connect to any data source to deploy analytics on premises or in the cloud for faster development, flexible management, and more adoption.

**Robust Security** – Deliver security at scale with governance layers at every stage of development with a robust security posture and DevSecOps framework trusted by the worlds' largest organizations.



When looking for the right vendor to power our franchise management solution we did deep dives with MicroStrategy, Tableau, Looker, Sisense, DOMO, and ThoughtSpot—and MicroStrategy was the unanimous winner. We've been very satisfied and very happy with what we have been able to achieve with embedded analytics from MicroStrategy.

**Jaffrey Ali, Chief Product Officer, FranConnect**



## CHALLENGES

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**Think of analytics as a cake you want to bake for your users.** Just like baking a cake from scratch, building your own custom coded analytics solution requires a lot of time, effort, and resources. You need to gather all the ingredients, measure them precisely, mix them in the right order, and bake for the exact amount of time. There is also a risk of things going wrong, such as using too much or too little of an ingredient, not mixing it properly, or over-baking the cake.

**On the other hand, buying and embedding analytics is like buying a cake mix.** All the ingredients are already measured and blended, making it easier and faster to prepare. You still need to add some ingredients and bake the cake, but the process is much simpler and less prone to errors. This gives you **more time to focus on the decorations**, such as customizing the cake with your own frosting and toppings to **make it unique and appealing to your customers**.

In the same way, MicroStrategy Embedded Analytics provides you with a comprehensive and scalable platform that makes it easier and faster to deliver robust analytics capabilities to the end users. Your teams don't have to spend a lot of time and resources building the infrastructure from scratch and can instead focus on customizing the solution to meet the unique requirements of the users. Additionally, MicroStrategy provides advanced analytics capabilities, integration with 200+ data sources, security features, and mobile support, allowing you to deliver a complete and high-quality analytics solution to your users.

In short, using MicroStrategy Embedded Analytics is like buying a cake mix, providing you with a simpler and more efficient way to deliver robust analytics capabilities to the end users, while giving you the flexibility to customize the solution to meet your specific needs.

### **Challenges faced by product teams when looking to deliver cutting-edge analytics to users:**

- Meet growing demand for analytics within user workflows
- Leverage values of existing and continuously growing data assets
- Provide customized analytics for all users with different skill levels
- Improve user satisfaction to increase application adoption and retention
- Accelerate time-to-market while freeing up resources for maintenance



The accessibility and foolproof design of MicroStrategy has greatly improved the user experience and increased the adoption of our solution.

**Guruminder Singh, Product Line Director, Data and Analytics, Genesys**



## BENEFITS

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MicroStrategy Embedded Analytics provides product teams with a comprehensive and scalable platform that helps them deliver robust analytics capabilities to their users without the overhead of building and maintaining the infrastructure themselves. Here are some reasons why you should consider using MicroStrategy for your analytics needs:

**Time to market** – Developing analytics capabilities in-house can be a lengthy process, taking months or even years to complete. By using MicroStrategy, you can rapidly deploy analytics capabilities, allowing you to focus on developing your core products and services.

**Reduced costs** – Developing and maintaining analytics capabilities in-house can be expensive, requiring investments in software, hardware, and personnel. By using MicroStrategy, your teams can reduce the total cost of ownership and focus resources on developing and marketing their core products.

**Customizability** – MicroStrategy offers a range of customization options with no code or low code required, including the ability to create custom dashboards, reports, and other analytics content tailored to different business needs. This allows you to deliver analytics solutions that are customized to the unique requirements of your tenants.

**Integration with multiple data sources** – MicroStrategy integrates with a wide range of data sources, including databases, cloud services, and SaaS applications, making it easy to access and analyze data from multiple sources. This eliminates the need for product teams to build and maintain data integration capabilities in-house.

**Advanced analytics capabilities** – MicroStrategy provides advanced analytics capabilities, such as predictive modeling, machine learning, and natural language processing, allowing you to uncover new insights from your data. This enables you to differentiate your offerings and provide more valuable solutions to your users.

**Embedding technologies** – MicroStrategy provides a range of embedding options, allowing you to embed reports, full dossiers, a dashboard or a single visual into your existing applications. The native embedding capabilities enable full interactivity between the embedded content and your portal, providing a seamless experience for your users.

**Scalability** – MicroStrategy provides a scalable platform with container-ready microservices architecture that accommodates the needs of organizations of all sizes, from small startups to large enterprises. This scalability allows you to focus on your core business, confident in the knowledge that the analytics platform can grow with your needs.

**Mobile support** – MicroStrategy provides mobile support, allowing you to deliver analytics capabilities to your customers on-the-go using their mobile devices. This helps you reach a wider audience and provides your customers with greater flexibility and convenience.

**Data security** – MicroStrategy takes data security seriously, offering robust security features such as user authentication, data encryption, and data access control to ensure sensitive information is protected. This helps you maintain the trust of your customers and reduces the risk of data breaches.

**Strong customer support** – MicroStrategy offers extensive customer support, including training, consulting services, and a knowledgeable customer support team to help you make the most of your investment in the platform.



Whether you are an emerging brand or a Fortune 500 company, I highly recommend choosing MicroStrategy for the embedded analytics you need within your solution.

**Jaffrey Ali, Chief Product Officer, FranConnect**



# DIFFERENTIATION

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Product leaders and developers choose MicroStrategy over other solutions for a variety of reasons. From our cutting-edge architecture to the unique reusability enabled by our metadata, these are just some of the reasons 100s of global companies trust MicroStrategy as their embedded analytics partner.

## **Object reusability and data governance**

- Minimize admin and development costs with the most flexible semantic graph.
- Define core attributes like security and privacy rules for tenant accounts centrally with object hierarchies in the metadata while tailoring experiences for each account.

## **Performance, agility, and scale**

- Maximize performance with automated direct query optimization, in-memory capability, and the ability to create single- or multi-pass queries.
- Blend data from market-leading on-prem and cloud-based sources with hundreds of fine-tune settings.

## **Platform security and accessibility**

- Deliver data security with stringent governance controls and Security Protocols.
- Governance and security controls are structured around the ISO 27002 framework, NIST SP 800-53 requirements, and a host of public and private-sector management systems and protocols.

## **Automated upgrades and regression testing**

- Save thousands of hours by automating the validation of thousands of reports and dashboards.
- Tie automated content promotion between environments to successful regression test results.

## **DevOps Automation**

- Automate connection to DevOps process with extensive library of CI/CD modules.
- Increase velocity and reliability by automating tenant onboarding, provisioning, and access control.

## **Platform monitoring and user telemetry**

- Get a 360-view of your analytics integration and real-time insights on usage patterns, performance, resource availability, execution times, and error rates.
- Connect your own monitoring tools to user telemetry using our REST API layer.

## **Open cloud-native architecture**

- Choose where your analytics is hosted without any trade-offs or sacrifices.
- Connect to data anywhere and everywhere with 200 out-of-the-box gateways.

## **Unlimited use cases**

- Deliver customized analytics experiences on top of a secure layer of trusted metadata.
- Provide advanced capabilities such as natural language discovery, predictive analytics, and geospatial analysis.



MicroStrategy gave us a strong, secure foundation we could trust from which we could easily integrate and continue to build and enhance our products and services.

**Dave Smith, Senior Director, Innovation & Development, Computer Aid, Inc.**

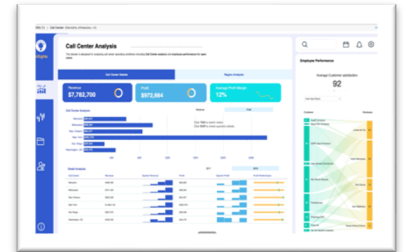


# CAPABILITIES

## Total flexibility | Integrate with your existing tech stack and DevOps tool chains

Leverage your existing tech stack and connect to any data source to deploy analytics on premises or in the cloud for faster development, easy management, and more adoption.

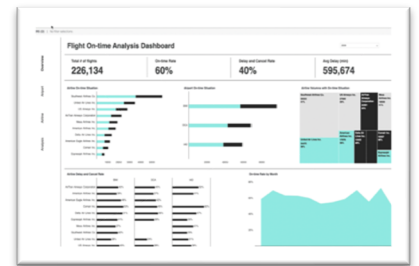
- A wide range of simple and complex use cases from no-code to full-code required.
- Seamless integration with your existing tech stack and data sources with 200+ gateways.
- Deployment on-premises, in the cloud, or hybrid environment easily without any trade-offs.
- Integration with your DevOps process and CI/CD pipelines with REST APIs and Python libraries.
- Flexible microservices architecture to easily deploy, manage changes, scale as needed



## Complete control | The UX, data, look and feel that matches your application

Transform your apps quickly and deliver a custom analytics experience with unmatched performance for each user, allowing them to make smarter decisions – all with complete control.

- Single version of the truth for data, rules, and KPI with object reusability in semantic graph.
- Custom dashboards, reports, and visualizations that match your brand – with built-in visuals, branding colors, and open APIs for unlimited customization.
- Multi-tenancy and tailored data experiences for different tenants with centralized content.
- Controlled self-service for analytics creation, exploration, and user interactivity.
- Advanced capabilities such as NLP, predictive analytics, and geospatial analysis included.
- Contextual insights as an additional part of your application, extending value into users' web browsers and mobile devices.



## Robust security | Unparalleled security for your customers data

Deliver security at scale with governance layers at every stage of development with a robust security posture and DevSecOps framework trusted by the worlds' largest organizations.

- Multi-factor authentication and Single-Sign-On integration with your apps and other BI tools.
  - Role-based security filters to control access privileges and protect data integrity.
  - Robust security protocols and DevSecOps frameworks that are FedRAMP certified.
  - Adherence to ISO 27002 framework, NIST SP 800-53 requirements, a host of public and private-sector management protocols.
- Audit trails with records all user activities for easy auditing and analysis as needed.



## FEATURES BY LICENSE

Key feature	Consumer User	Power User	Tenant Admin
Single Version of the Truth	✓	✓	✓
Embedded Analytics	✓	✓	✓
Predictive Analytics Consumption	✓	✓	✓
HyperIntelligence*	✓	✓	✓
Pixel Perfect Reports	✓	✓	✓
Simple Self-Service	✓	✓	✓
Geo-Spatial Analytics*	✓	✓	✓
Native Mobile Access*	✓	✓	✓
Alerts & Distribution	✓	✓	✓
Write-back Capabilities*	✓	✓	✓
Augmented AI/ML Analytics with Feedback Loop	✓	✓	✓
Predictive Analytics Modeling		✓	✓
Advanced Self-Service		✓	✓
Natural Language Query		✓	✓
API & Python Data Science Input/Output		✓	✓
User & Security Access Management			✓
Tenant-Level White Labeling Design Studio			✓
Tenant-Level Business Translation			✓

\* Separate license required



In partnership with MicroStrategy, we've executed over 40 projects to fulfill the data, analytics, and visualization needs of 10,000+ users across all personas we serve, including executives and field users.

**Nidhika Ohri, Associate Director, Atria**



**Learn more about MicroStrategy Embedded Analytics**

**Contact us**

