Embedded Analytics in Action:
Real-World Applications
Powered by MicroStrategy
Enterprises today are constantly on the lookout to deliver enhanced services to stay competitive and generate new revenue streams. In a data driven world, the most popular applications are the ones that deliver more “fact-based” insight to the end-user, that helps them make their next move. From banking services, to travel websites, online stores, social media sites and more, every application today collects data that can be used to provide value to their customers. To that extent, customers everywhere are also expecting more than just a “good experience” with their web and mobile applications. Data analytics is that hook. It has the means to harness data that is being collected, by organizing and presenting information to the end-user, and can provide informative insights.

To thrive in today’s market, organizations need to provide the means that allows their customers to read and interact with their information, without restrictions—whether it’s on a mobile app or web-based application. Information on historic trends, popular choices, outlier and risks, help people make conscientious decisions.

BUILD VS BUY

Organizations looking to embed analytics and reporting into their applications face the choice of building their own in-house solution or customizing and embedding an existing analytics product. For many organizations, the cost and expertise needed to build an in-house application can be overwhelming. That’s why organizations are increasingly going with the Original Equipment Manufacturer (OEM) approach to insert analytics into their products.

Choosing the right platform is key. For a business intelligence (BI) and analytics platform to be truly enterprise-class, it must go beyond traditional capabilities and deliver the flexibility organizations need to extend and modify functionality to meet their unique requirements. In addition to supporting basic reporting and dashboarding capabilities, it should provide access to all its functionality through an application program interface (API), so that organizations can easily deploy customized, branded applications at scale.

The MicroStrategy enterprise analytics platform features a modern, sophisticated, service-oriented architecture, designed for flexibility and extensibility, so it’s uniquely suited to grow with the demands of enterprise applications. With MicroStrategy’s open architecture, organizations can enhance external applications by taking advantage of powerful enterprise BI functionality—high performance, failover, load balancing, and rich end-user interfaces—by integrating with or plugging directly into the platform.

Organizations choose MicroStrategy because it delivers a wide range of capabilities, including: deep analytical functionality; intuitive workflows; flexible report presentation options; and a powerful, unified console for user management, security, administration, system configuration, and monitoring. And with MicroStrategy’s open API, organizations can easily build highly customized BI applications for their customers.

In the following pages read about five organizations that embedded MicroStrategy into their applications to provide a robust enterprise-grade platform to their customers.

Create white-labeled apps that match your corporate branding with custom app icons, splash screens, and login screens, and publish to the public app stores.
3M uses their Informed Analytics solution to analyze health insurance companies and providers to better understand the healthcare needs of the populations they insure. Using this application, they can identify patients at risk of needing particularly expensive treatments and proactively provide them with services such as monitoring or preventive care to reduce the likelihood of future health problems. Health plans use this information to understand and forecast the cost of care.

3M chose MicroStrategy because it can efficiently support a large multitenant environment with low administrative overhead. 3M wanted to be able to automate administrative tasks and have multiple tenants share content while getting their own data in a personalized manner. 3M was impressed with MicroStrategy’s ability to provide robust end user self-service without sacrificing security.

Using MicroStrategy, 3M has been able to reduce the time it takes to run reports from minutes down to seconds. Additionally, one of their largest reports that previously took five hours can now run in only seven minutes.
Allscripts embedded MicroStrategy functionality into their platform to support two main functions. The first is to power a population health application that draws from one of the largest patient databases in the industry, with records for over 150 million patients. Subscribers— doctors and provider groups who deliver care on an ACO or PCMH based model—can use MicroStrategy’s self-service capabilities to analyze population health across different practices, hospitals, and regions, and report across the whole system with ease. This system pulls from multiple SQL databases that contain electronic health records (EHRs) and is refreshed nightly. Using this tool, subscribers can better understand how treatment may affect different populations and can coordinate care more effectively.

With MicroStrategy, Allscripts enriches its solutions to deliver insight in an even more engaging, timely way. The company has received positive feedback from its clients, particularly for enhanced ease of use and interactivity. And because MicroStrategy is embedded seamlessly into the Allscripts application, the cohesiveness and branding of the interface is fully maintained; users are not even aware that they are interacting with a separate analytical tool.
SPS Commerce selected MicroStrategy due to its strong reputation in the retail industry. The company uses MicroStrategy’s automation capabilities to quickly onboard new clients and provide access to new capabilities and data streams. They have also made extensive use of Visual Insight to deploy their own content, as well as enable their customers to create and share content in a secure manner.

SPS Commerce’s Performance Analytics application enables suppliers to analyze demand data across the SPS network of retailers, including wholesale, online, and direct-to-consumer. Sales and planning organizations use the rich sales and inventory data to deliver more accurate forecasts and quickly react to market changes. Organizations also use the application’s analytics to proactively avoid stock outs by ensuring that inventory levels and assortments are appropriate for each store – a key driver for in-store performance.

SPS Commerce’s Collaboration Analytics streamlines the planning process between retailers and suppliers by providing a singular view of sales and inventory data. With the application, retailers can easily view sales and inventory information across their suppliers, allowing them to take proactive steps to avoid inventory overages or stock outs. The application also helps suppliers make recommendations for future orders and stock levels.
The Canadian Institute for Health Information (CIHI) is an independent, not-for-profit organization that provides essential information on Canada’s health systems.

CIHI deployed an interactive tool called Patient Cost Estimator (PCE) to calculate the average cost of various services provided in hospitals. This tool provides information nationally, by jurisdiction, and by patient age group. The cost estimates represent the average cost of services provided to the typical patient at a care facility. They include the costs incurred by the hospital in providing services, and exclude physician fees, as these are normally paid directly by the jurisdiction and not by the hospital.

In this live application, users can estimate the cost of various services provided in hospitals.
To learn more about MicroStrategy’s embedded analytics for OEMs, visit our website at:
microstrategy.com/us/company/partners/oem