TIBCO®

Using Analytics in your Apps to Make Happy Customers
A winning recipe for the software applications market

Analytics is more than just charts and dashboards. It's a journey that requires careful consideration by many in your organization. You develop a strategy and get buy-in from different teams to ultimately develop a competitive application with analytics that delight customers.

The right journey, however, also alleviates internal pressures.

This e-book examines this "Make Happy Customers" journey from the perspective of different roles within a software company.

76% of ISVs are embedding analytics in their tools, while 9% are working or planning on it. Only 3% have no plans.

—Embedded BI: Putting Reporting and Analysis Everywhere, Wayne Eckerson, 2014

Making Happy Customers

Every application generates data, but every one of your customers uses your application differently. Each user will have questions, and they will probably be different than the ones you thought of.

Making your customers happy with analytics starts by placing the right information in the right context—and presenting this information in visualizations, reports, and dashboards to aid decision-making.

A few canned reports is a good place to start, but your customers will put pressure on you to deliver the reports they want, in the formats they want, when they want.
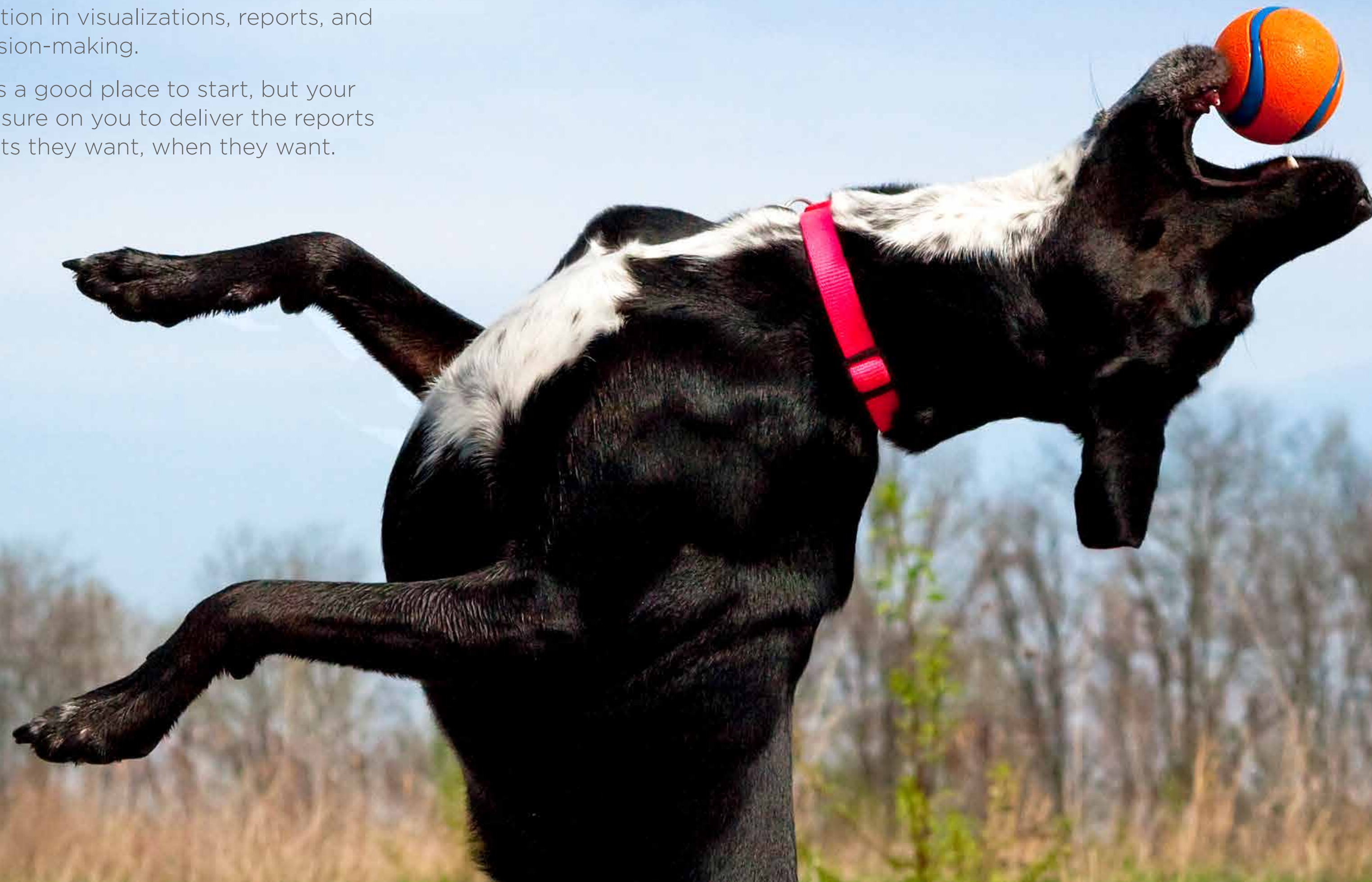
Making Happy Executives

C-suite executives are concerned with business direction and customer satisfaction. In today's competitive market, customers have to be continually convinced of the value of subscribing to your software. One way to ensure they stick around is to bundle the right analytics with your products.

Often a company will build their own simple reports into their application. When users start taking advantage of these reports, they request more of them, and suddenly the company stops focusing on its core competencies and starts building reports.
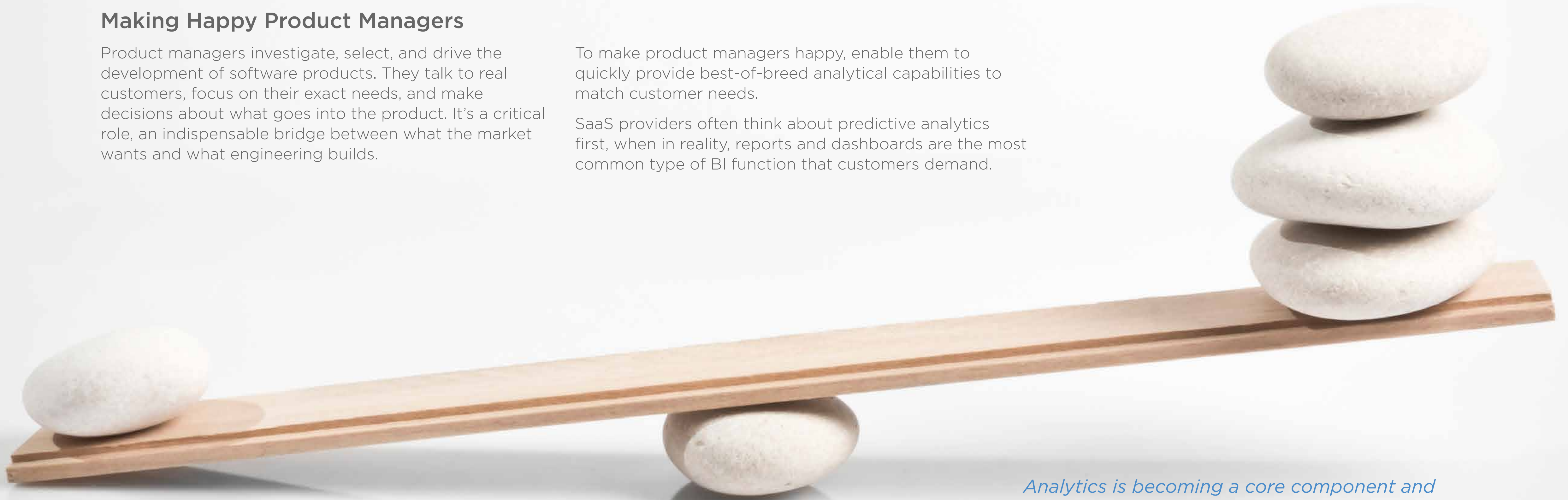
Your C-suite will be happy when customers have the reports they want, and the business is laser-focused on quickly delivering great products to market. In the longer term, analytics opens paths for new revenue models and improves competitive advantage.

Making Happy Product Managers

Product managers investigate, select, and drive the development of software products. They talk to real customers, focus on their exact needs, and make decisions about what goes into the product. It's a critical role, an indispensable bridge between what the market wants and what engineering builds.

To make product managers happy, enable them to quickly provide best-of-breed analytical capabilities to match customer needs.
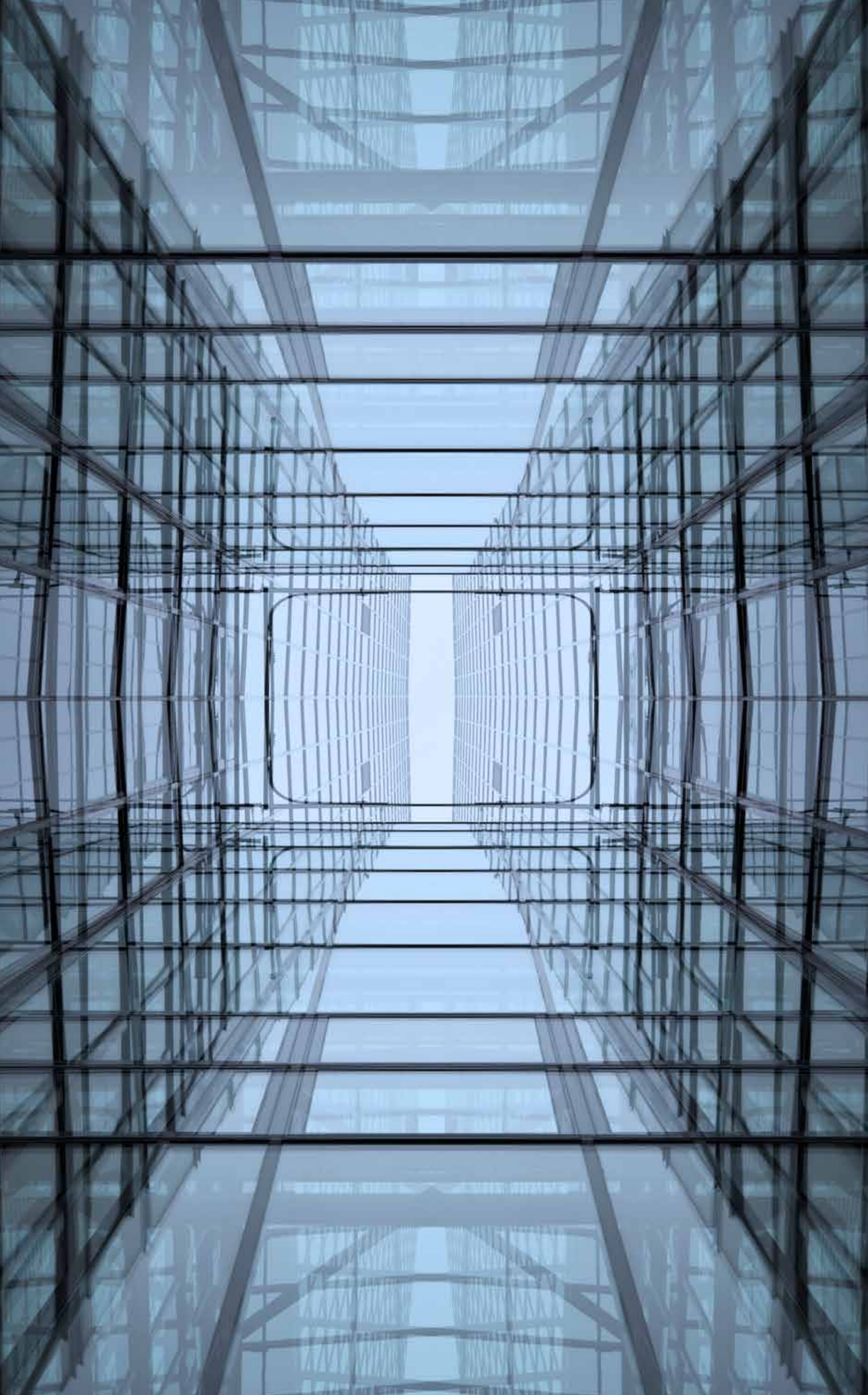
SaaS providers often think about predictive analytics first, when in reality, reports and dashboards are the most common type of BI function that customers demand.

Analytics is becoming a core component and differentiator of applications and services.

87% of apps include reports, 75% include dashboards, 32% include predictive analytics.

—Eckerson, 2014

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Making Happy Software Architects and BI Developers

While customers express what they want to product managers, it is ultimately the job of developers to make it work. Software architects and BI developers have tough jobs. They have to worry about where the data comes from, who has access to it, how the tools will scale, and of course, about continuously adding new features. To make developers happy, alleviate the tedious job of building customer reports and dashboards.

When developers are asked to build reports and dashboards by hand, it takes weeks. Couple that with inadequate or changing specifications, and it turns into months. Most likely your developers signed up to build your software, not your reports. Having frameworks and tools for the job, combined with a self-service strategy, can save this group time and make them happy

"There are hidden time costs to building a report. The process takes months if you have the wrong tools and methodology. It takes developers away from adding value where they should be adding it."
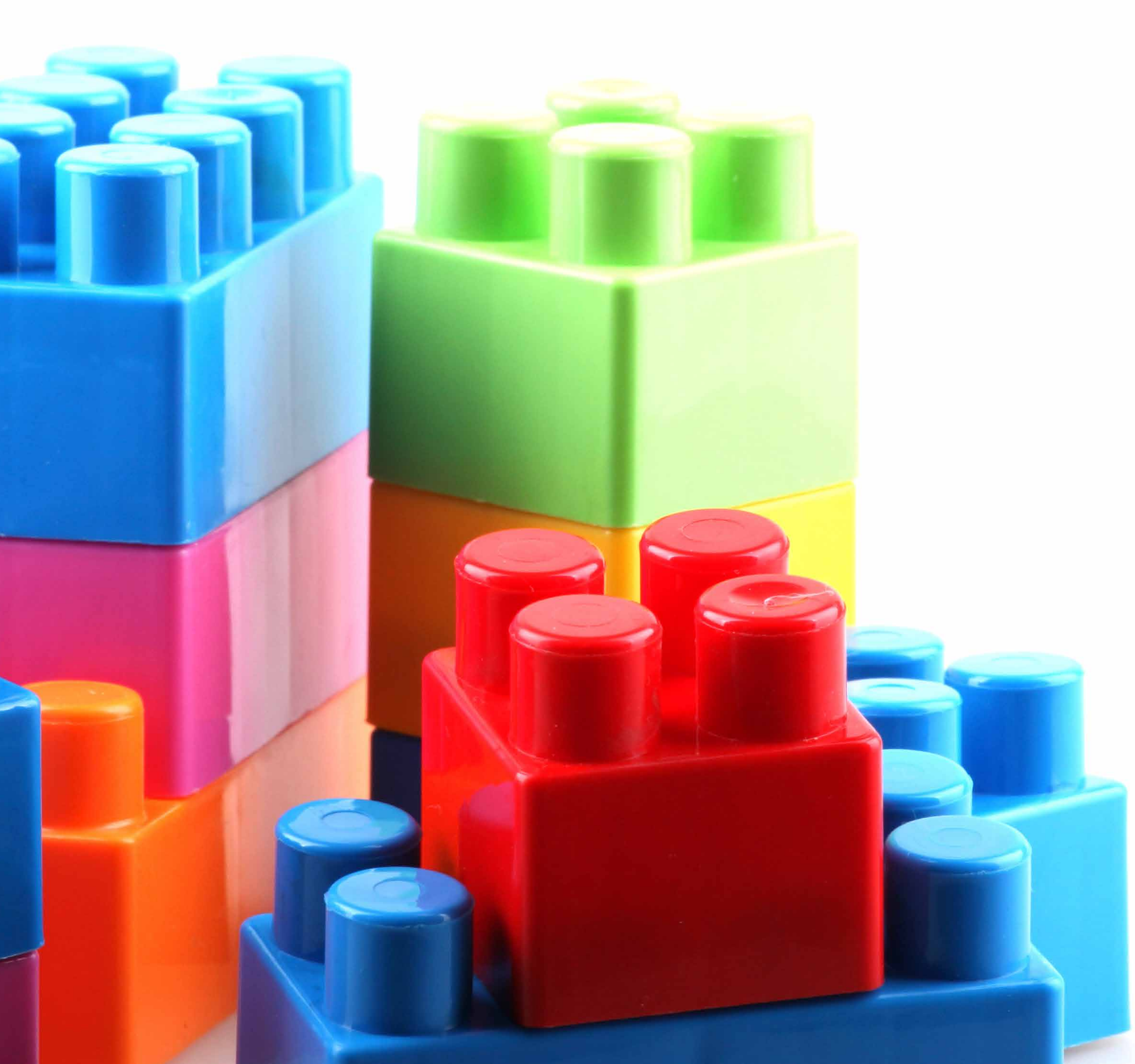
Making Happy Front End Developers

While all teams are concerned with growth and product design and readiness, no one touches the customer more than the front-end developer. This team (or person) builds the interfaces customers use, creating the user experience. They have a keen eye for look, feel, usability, and interactivity. They recognize that customers are used to a certain level of interaction in charts and tables: when users click on a column, they expect something to happen.

Over 90% of software uses JavaScript, the clear and preferred choice of front-end developers.

To make this group happy, give them control of your product's look and feel. Give them flexibility and interactivity. They want to integrate natively with the applications they build and provide the level of interactivity customers expect. *Give them Jaspersoft visualize.js because it makes embedding reports and visualizations into your software easy to control and scale, and a joy to use.*
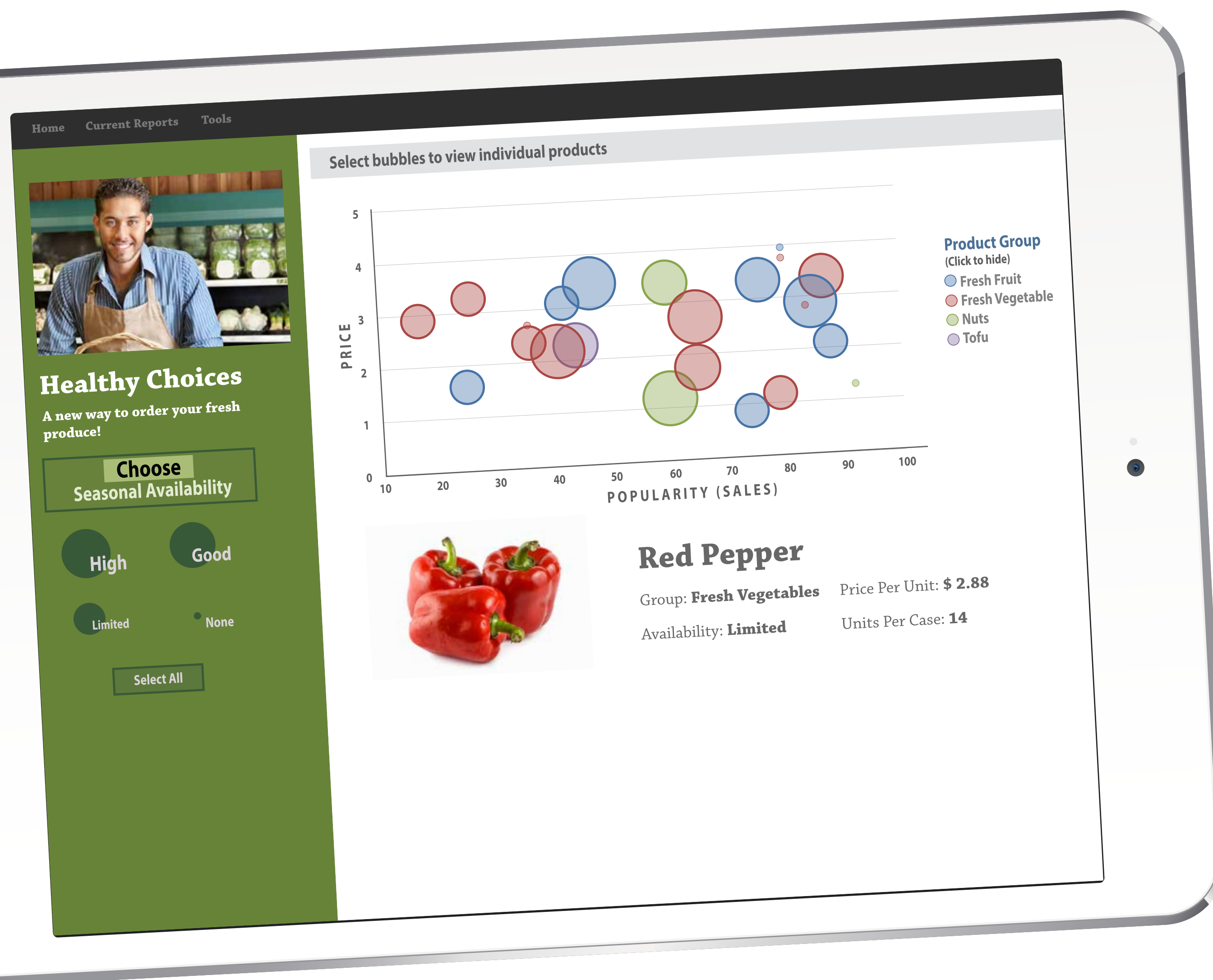
Get Happy, and Customers Will Too!

Executives

Focus on your core competencies, not report building. Satisfy your customers with visualize.js. Use analytics to bring competitive advantage, faster time to market, and new revenue streams.

Product Managers

Delight your customers by building the best reports and dashboards in your apps. Integrate a best-of-breed tool, visualize.js.

Software and BI Developers

Retire complex reporting code by embedding a multi-tenant-ready framework that replaces complex data with the most modern APIs.

Front End Developers

Use the only BI tool that can integrate natively with your JavaScript front end to provide a stunning customer experience.

Learn more about Jaspersoft and visualize.js at
www.jaspersoft.com/visualize.js.

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