Three Ways
ISVs Can Gain by Embedding Analytics into Software Products

An Uptick Revenue

According to Logi Analytics' State of Embedded Analytics Report, **68% of ISVs** can now charge more for their products thanks to the availability of embedded analytics.

Enhanced User Experiences

94% of vendors agree that they have seen a rise in customer satisfaction utilising embedded analytics, and 93% agree that user experience has significantly improved.

Marked Competitive Advantage

Among the vendors that offer embedded analytics as part of their core value proposition, **91%** agree that there's a definite improvement in their customer win rate.

Build Internally or with Toucan?

Rated the top solution in the embedded analytics space by G2, Toucan Toco ranks #1 for satisfaction - namely ease of use - and quality of support. Check out the graph below to see how Toucan can help you get the most out of embedded analytics at a fraction of the price!

Chart legend:
- Maintenance
- User licences
- Technology platform
- External tech stack / library
- Development
- Management
- Training
- UX/UI expert cost
- Recruiting dev

Bars:
- Toucan: $60K
- in-house custom dev: $153K
- in house + open source software (Metabase / R Shiny / ...): $123K

Y-axis: 0 K$, 50 K$, 100 K$, 150 K$, 200 K$