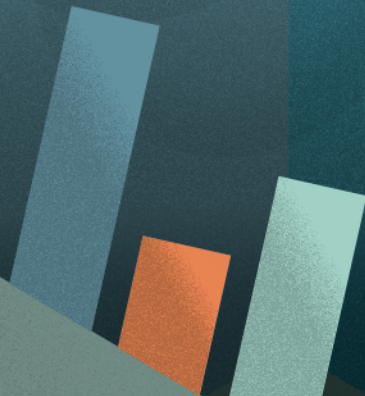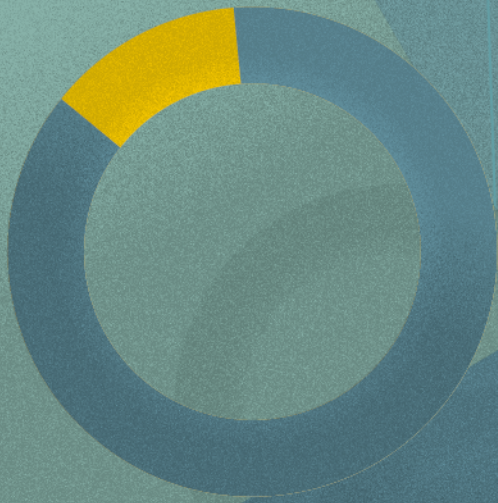# From Data-Driven to Data Everywhere

How to drive growth with user-facing analytics
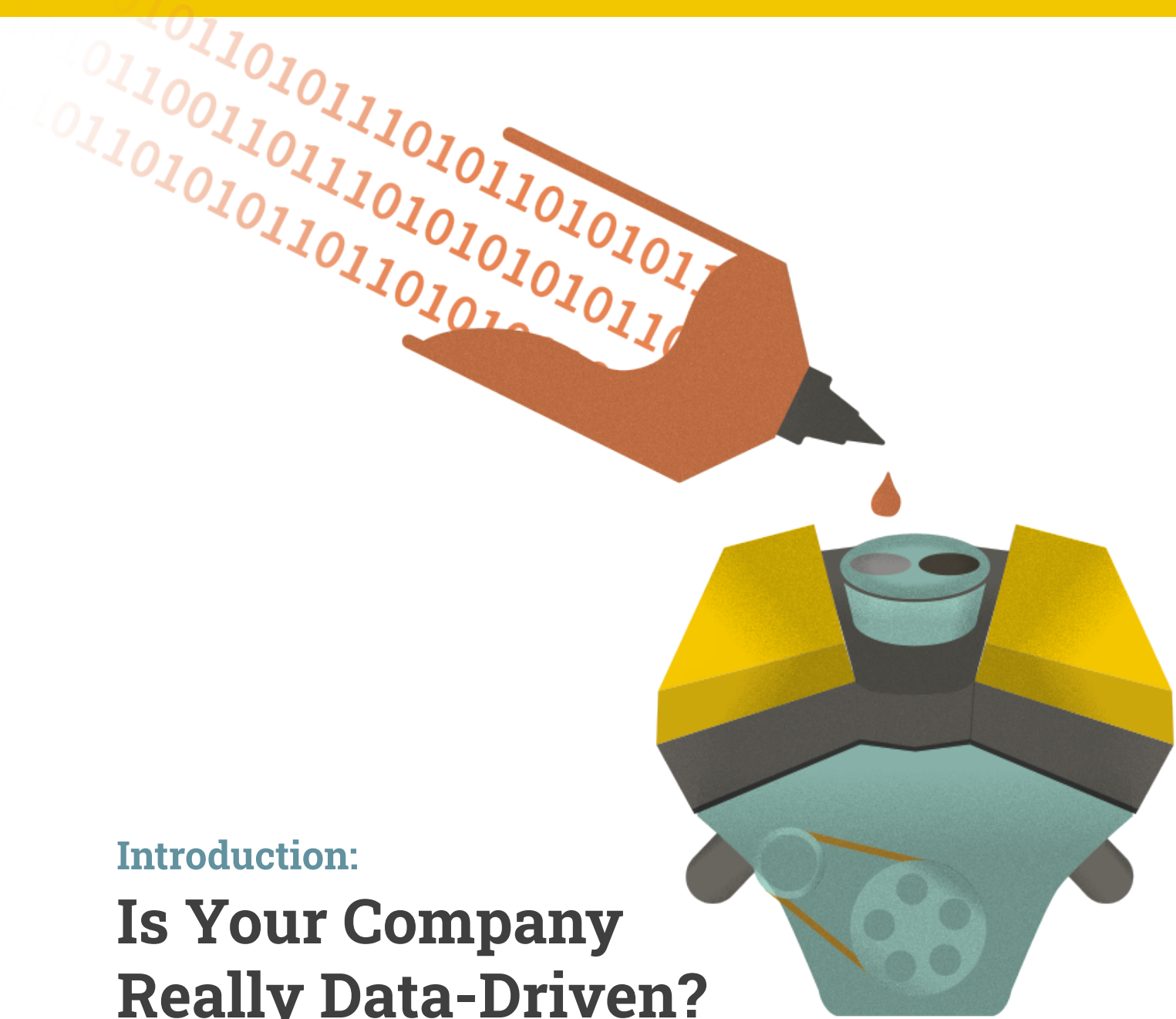
TOUCAN TOCO

Table of Contents

Introduction:

Is Your Company Really Data-Driven?

In the modern business world, data is the new oil. It's taken as self-evident that companies — especially fast-growing, high-potential businesses — need a data-driven culture to succeed and grow.

Too often, though, companies focus on (and excel at) leveraging data internally, and fail to take the extra step toward ensuring data resources are creating real value for their customers. While today's startups use sophisticated analytics to drive their own decision making, their customers are frequently left struggling with raw data, standalone analytic tools, and crude, jury-rigged 'Excel and PowerPoint' workflows.
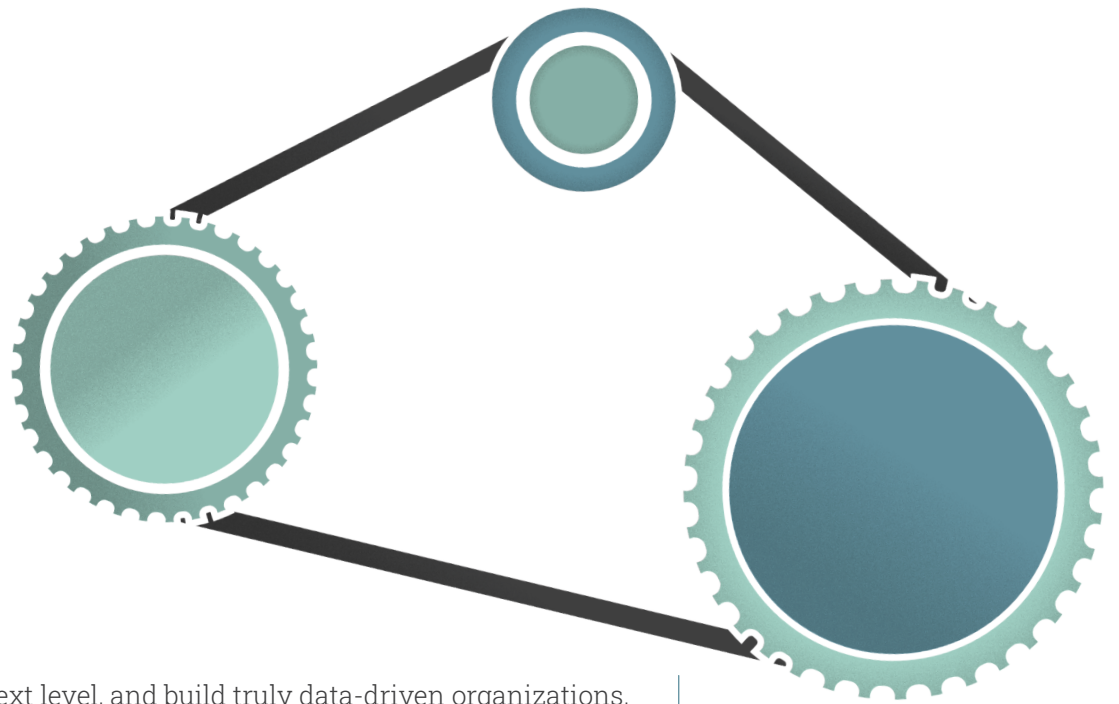
To take things to the next level, and build truly data-driven organizations, we need to ask how we can use data to empower customers, improve products, and drive enduring growth through the value delivered to our end-users. That means looking beyond insular data deployments, and harnessing the power of user-facing analytics.

By bringing powerful data tools closer to end users, and integrating data-driven insights and storytelling into user workflows and customer experiences, user-facing analytics are transforming the way that we use software and digital services.

Increasingly, successful companies have established themselves as **key insight providers** — and, consequently, companies that can't provide users with actionable, data-driven intelligence are getting left in the dust. From Amazon to FitBit, analytic-enabled apps and devices are raising consumer expectations, offering seamless insights that empower and engage users without diminishing their experience with complex workflows or steep learning curves.

This has raised the bar for the current crop of tech startups. We live in a data-driven world, and no matter whether you're serving businesses or consumers, your customers expect the same level of convenience and data accessibility that Amazon, Netflix, and Fitbit provide.

In this eBook, you'll learn why customer-friendly analytics capabilities are critical to success — and how your startup can put its data to work, using customer-centric data insights and next-gen embedded analytics strategies to boost revenues, delight customers, and drive lasting growth.

TOUCAN TIP
BE SURE TO TAKE
A CLOSER LOOK
WHENEVER YOU
SEE THIS ICON

Chapter 1:

Winning Over
The C-Suite

**USE DATA TO COMMUNICATE VALUE
TO KEY DECISION-MAKERS.**

To succeed as a SaaS startup, you need to win
over the people who hold the purse strings.

In the modern software environment, that means it's
important to convince both end-users and high-level
decision makers that your product or service **delivers
genuine value** and a strong ROI. The right analytics
strategy can demonstrate tremendous value, helping
you to both close deals with prospects and retain your
existing user base in two key ways...

Establishing data as an end-user superpower.

Frontline workers love customer-facing analytics that give them the power to work smarter rather than harder, and to take control of their work with sophisticated but easy-to-use intelligence. By improving user experience and productivity, you can turn end-users into champions of your product while also delivering tangible results for the whole company. Word of mouth is a vital asset for modern tech companies, and there's no better way to build buzz than by delighting people with tools they then realize they simply can't do without.

Using data as proof of ROI.

Mid-level managers and top-level executives love user-facing analytics because it lets them validate the critical decisions they're making within software products, and provides them with hard evidence about how (or if) those choices are paying off. With clear, data-driven storytelling, leaders can see exactly what's working and what's not, making it easy to **build the business case** for your product, and to communicate that business case to investors, board members, and other stakeholders with clear evidence and smart strategies for the future. ■

Content intelligence platform Cortex used user-facing analytics to empower its customers to gradually discover **new ways of unlocking value through data.**

That allows power users to use advanced featured, while still providing clear, tangible benefits that non-technical decision makers can easily understand simply by playing around with the embedded-analytics dashboard.

"We're demonstrating the value instead of selling the value," says CEO Brennan White.

READ MORE HERE

Chapter 2:
Boosting Your Revenues

DATA STORYTELLING CAN BOOST YOUR USER-BASE — AND YOUR BOTTOM LINE

User-facing analytics are better for your customers — and that translates directly into better results for your company. When you deliver more ROI for the organizations using your product, they'll be more likely to maintain or increase their investment, driving new revenues for your company.

Everyone longs for a solution to the "show me the data" problem so that they can validate their business decisions. When you equip your customers with **data-driven storytelling** capabilities, they'll find new and creative ways to apply your tools to tell the stories that matter most to their organization. That means they'll be sharing your product with others, both internally and externally, driving additional brand awareness and growth for your product.

Here are some of the key ways that giving your customers data-driven superpowers can drive revenue growth for your own company:

CLICK HERE

❶
New user acquisition

Adding analytics as new capabilities can "freshen up" existing applications, piquing the interest of new adopters and giving you a competitive edge over less well-equipped rivals.

❷
Increase engagement of existing customers

Data-driven analytics and data-driven storytelling lend themselves to internal advocacy and customers will quickly "sell" their colleagues on the power of your product. That helps solidify your customer base within your client's organization, boosting license fees and creating other revenue-generation opportunities. With the right strategic partner, your data analytics capabilities will also scale easily as your company grows, delivering powerful results whether you have 10 or 10,000 users.

YOUR EXISTING DATA.
NEW OFFERS.
NEW REVENUE.

New offers

Your data

3 Expanded product licensing

Adding user-facing analytics can help you "cast a wider net" to different types of customers. New utility may help your tools find homes in additional parts of an organization: analytics from a sales SaaS tool, for example, might prove useful to customer support, finance, or R&D divisions.

4 Customer retention and churn reduction

The more utility you provide, the less likely your customers are to look elsewhere or to question their ROI from using your product. Well designed and intuitive applications can lock in existing users by providing new decision-making abilities and all of their analytics/reporting needs right within the app.

5 Upselling existing customers

With happier customers using your products in new ways, you'll have opportunities to offer paid upgrades, convert freemium customers to more advanced pricing plans, or develop entirely new price points.

What does that look like in practice?

When **Libeo**, the supplier invoice management solution, adopted a freemium model, they knew they needed to deliver enough value in their premium tiers to convert and retain paying customers.

By tapping **Toucan's dashboarding solutions**, Libeo was able to give its users the ability to easily track spending trends over time, zoom in by category or suppliers, and build powerful, actionable projections. Even users who weren't data specialists could now access clear, clean data — across multiple devices, including their smartphones — while retaining the ability to drill down into more advanced analytics on demand.

By giving even their least technical users data-driven insights, Libeo was able to add tremendous value, fast. And that meant more customers switching to or remaining on premium subscriptions, helping Libeo drive profitability and build lasting relationships with its users.

"It was clear for us since the creation of Libeo that we wanted to give companies manager visibility on their spending. **To do this, we knew we would need analytics.**"
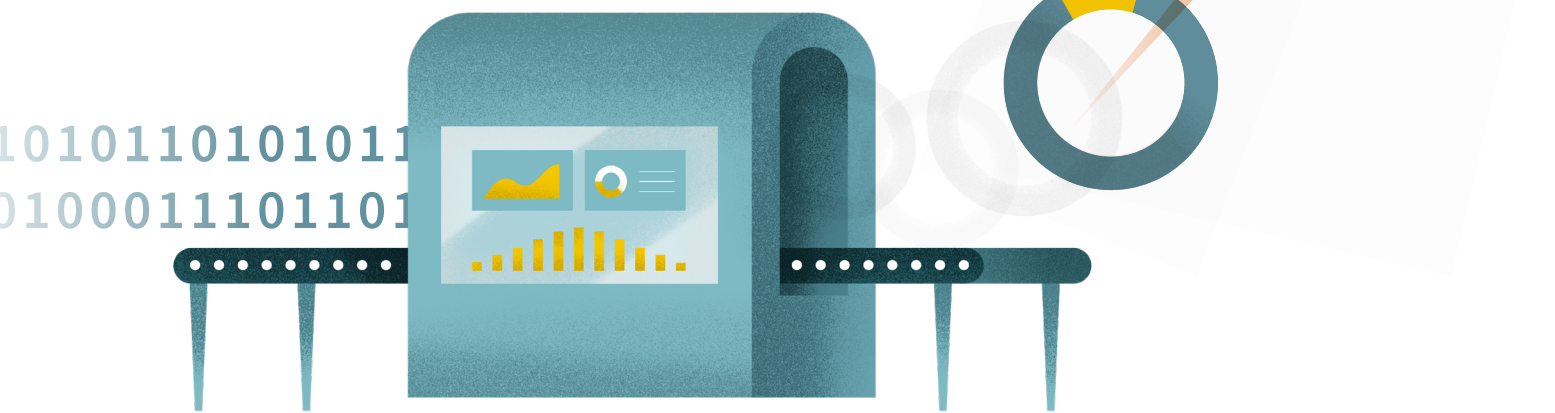
ANTOINE GLANDIER
LIBEO CO-FOUNDER & CTO
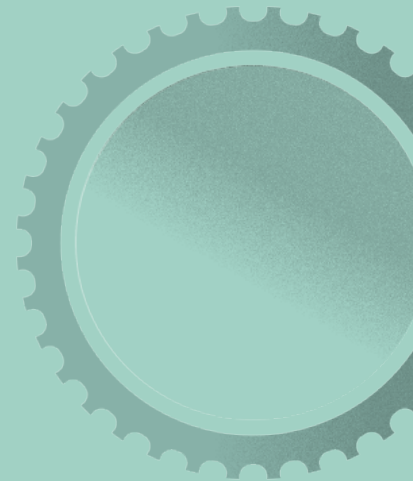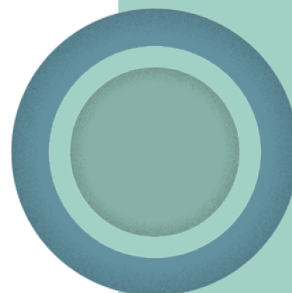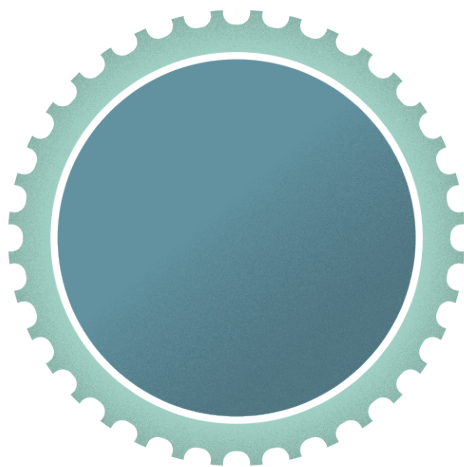
Chapter 3:
Building Better Products

ANALYTICS USAGE GIVES YOU THE INTEL YOU NEED
TO DRIVE CONTINUOUS IMPROVEMENT.

Bringing data analytics closer to your customers doesn't just benefit the end user — it also provides your team with a powerful new source of input and feedback. A commitment to data storytelling can thereby serve as a vital bridge to SaaS product maturity. Key benefits include:

Understanding your customers.
 Usage analytics from dashboarding tools can be steered back to your product teams to spur the development of new and improved capabilities. With clearer insights into how specific product features are being used, you can tailor your products to customers' needs. For instance, customers might query data in ways that reveal needs you hadn't anticipated, giving your team actionable intelligence to drive future product development.

Empowering your customers.

Historically, SaaS developers and customer service teams have had to respond to ad-hoc analytics requests from users, or simply refuse their critical requests entirely. The result? Unhappy customers. User-accessible analytics empowers users — and even neophytes who don't consider themselves "numbers" people — to ask new questions and explore data autonomously, without help from your tech team. Democratizing your data makes your tools more powerful for everyone: according to **research**, 67% of application teams say that time spent on their applications saw a peak after adding a user-facing analytics module. 93% even said that it has led to a better user experience.

Better serving your customers.

You built your company by assembling a team capable of delivering a core product that your customers love. With the right analytics infrastructure, you can prioritize the right features to increase stickiness for your customers, while enabling your team to stay focused on the essential elements of your product development. Your customers don't need to be data gurus to get value out of customer-centric analytics tools — and you don't need to turn your team into specialized number-crunchers and data-visualization experts in order to deliver those solutions.
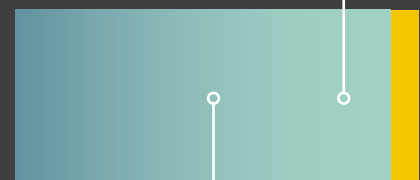
67%
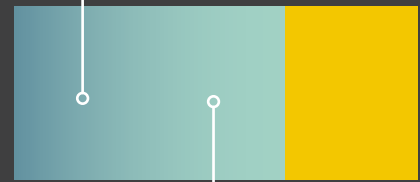
of teams say users spend more time with software that **includes analytics**

93%

say analytics **improves user experience**

Chapter 4:
Unlock the Power of Embedded Analytics

SO WHAT DOES USER-FACING ANALYTICS LOOK LIKE IN PRACTICE?

Well, there are plenty of answers to that question — but at **Toucan**, we believe that the most powerful approach is to bake your analytics offerings directly into the products and user experiences that you're offering.

This approach, which we call **embedded analytics**, requires a deft touch and a commitment to fusing robust analytics capabilities with intelligent storytelling, smart UX, and a deep understanding of users' workflows and priorities. Done right, though, it's quite simply the best way to bring business insights close to your users, and to deliver genuinely data-driven enhancements to their experience of using your product. With Toucan, you can empower any of your customers — from data-savvy technical teams to non-technical decision makers and end-users — to use your product in new ways, unlock actionable insights, and discover new value and new opportunities.

Toucan is the key to **unlocking key insights** and **delivering genuinely data-driven enhancements** to your customers' experience

With embedded analytics, you're able to ensure that customers aren't just adding a veneer of data to their existing practices. Instead, they're able to access rich, intuitively formatted data in ways that integrate with and augment their workflows, and allow them to do their jobs better by harnessing powerful and growth oriented insights about their businesses. By weaving analytics into the customer's experience of your product, you're delivering tangible ROI that they'll soon find they can't live without.

Dashboards done right

The centerpiece of a powerful embedded analytics solution is the **dashboard** — an attractive, intuitive hub where users can create, customize, and leverage powerful visual tools to access the **data that's salient to their particular business needs.**

Instead of trawling through spreadsheets or sheafs of documents, users can simply fire up their dashboard and get instant access to the information they need — and instant awareness of trends and patterns that simply aren't visible when you examine rows of numbers, individual transactions, or customer records.

With a **Toucan dashboard**, you don't have to worry about users inadvertently presenting data in unsuitable ways, like a pie chart that's illegible because it's divided into too many segments, or a graph with misleadingly labeled axes. These data visualization solutions allow you to create dashboards that present the right data in the right way. That allows end users to instantly find and interpret data without needing a PhD in data science, or an Apple-caliber visual designer on staff.

FRENCH FINTECH INNOVATOR ONBRANE PARTNERED WITH TOUCAN TO DELIVER POWERFUL APP-BASED ANALYTICS TO ITS END-USERS.

The result: an easy-to-use and visually compelling dashboard that draws on Onbrane's existing data sets in real time to generate real value for users.

Best of all? The project took just two weeks to implement, without distracting Onbrane's developers from refining their core product.

"This solution is top of the game,"

SAYS CO-FOUNDER **ARNAUD SALES**

To read Arnaud's full testimonial, click here

Dashboards are simple to use and understand, and can be **quickly customized** for different use cases. If an existing user presents the dashboard to peers or upper management, it tells a compelling data story and makes a strong business case for the value of your software; this then prompts other members of the organization to adopt the application as well, creating a snowball effect driven by both bottom-up and top-down pressure.

As soon as a dashboard goes live, it starts creating actionable insights and real value for end users, serving as a force multiplier to boost the ROI for users of your core product. The simplicity and intuitive UX of a well-designed dashboard allows you to level up your decision-making processes, and make data-driven business decisions on everything from better-serving individual customers to discovering whole new markets.

"If an existing user presents the dashboard to peers or upper management, it tells a compelling data story and makes a strong business case for the value of your software"

Chapter 5:
How to Deliver User-Facing Analytics

IF EMBEDDED ANALYTICS ARE SO POWERFUL, WHY ISN'T EVERYONE OFFERING THEM?

The answer is that making the shift from internal data use to customer-centric analytics isn't easy. If you're an expert in building a fintech app, for instance, you're probably great at anticipating the way your customers feel about robo-investment, but you might not be a natural when it comes to deploying cutting edge tools to bake data-powered storytelling into your product.

To build out user-facing analytics capabilities, you'd need to find **top talent** in specific areas such as data communication and visual storytelling that might not align with your core business competencies and strategic priorities. You'd need to **maintain expertise** in a number of rapidly changing fields, including natural language processing, data visualization, and analytics-specific programming disciplines. And you'd need to **grow your team** to a sufficient scale to cover fields including data processing, insight management, AI, mobile technology, and others.

Perhaps it's unsurprising, then, that
according to Deloitte most companies find
that a combination of an in-house know-
how and specific support from a **dedicated
analytics partner** is the most efficient and
cost-effective way to scale up user-facing
analytics.

Working with an outside partner doesn't
mean outsourcing your entire embedded
analytics program — instead, it means
finding a **trusted collaborator**.
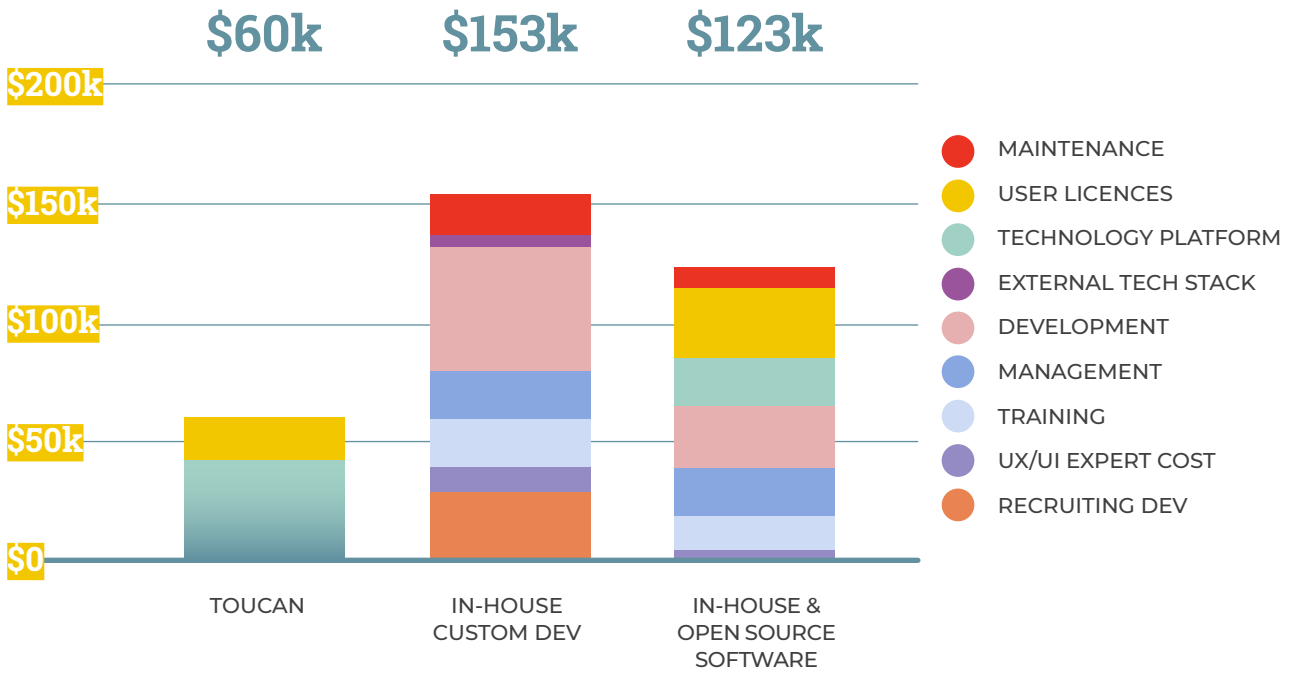
Here are some key traits to look for:

Allows for **flexibility** while
bringing in the **right kind of
skills** when required

Appreciates and understands
your business, with industry-
specific knowledge but also an
openness to what makes your
organization unique

Does your R&D for you, and
brings you the **best in class
products and accelerators** so
you don't need to start from
scratch every time

Has the **expertise and experience**
needed to deliver results, meeting
your business and pricing
requirements while proactively
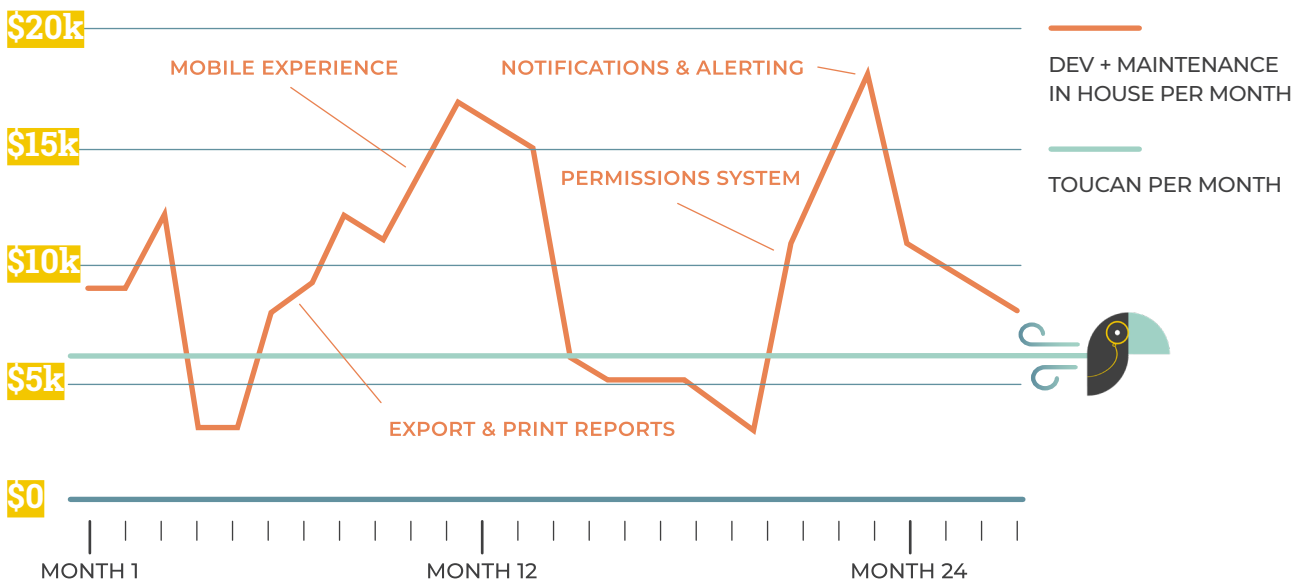driving the innovation you need

$60k   **$153k**   **$123k**

Legend:
- ● MAINTENANCE
- ● USER LICENCES
- ● TECHNOLOGY PLATFORM
- ● EXTERNAL TECH STACK
- ● DEVELOPMENT
- ● MANAGEMENT
- ● TRAINING
- ● UX/UI EXPERT COST
- ● RECRUITING DEV

Bar categories: TOUCAN | IN-HOUSE CUSTOM DEV | IN-HOUSE & OPEN SOURCE SOFTWARE

ABOVE TCO YEAR ONE COST COMPARISON

At **Toucan Toco**, we've found that when companies try to build user-facing analytics capabilities in-house, they wind up spending about 3X more and taking as much as 4X longer to see results.

Whether you're looking for ease-of-use from day one, or the long-term security of knowing that your analytics services will be continuously maintained and updated by true experts using the best R&D in the business, it pays to partner with Toucan as you begin your journey.

BELOW MONTHLY COSTS

MOBILE EXPERIENCE   NOTIFICATIONS & ALERTING

PERMISSIONS SYSTEM

EXPORT & PRINT REPORTS

DEV + MAINTENANCE IN HOUSE PER MONTH

TOUCAN PER MONTH

MONTH 1   MONTH 12   MONTH 24

The Toucan Touch

When you partner with Toucan, you can count on getting personal attention. With 115 employees, including dedicated software developers, data scientists, and visual storytellers, we've built the team you need to take your analytics to the next level.

Our core products are recognized for their innovative and easy-to-use design, with UX that's built with a real understanding of how your customers and end-users relate to both data insights and to the tools they use to unlock them. We're G2's **top-ranked embedded analytics software vendor**, and we take pride in offering not just the best software solutions but also the best support and customer experience in the business.

So **get in touch** — and find out why more than 140 top-flight enterprise clients located in markets around the world trust Toucan to turbocharge their data and analytics. ■
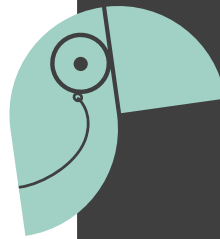
WHAT OUR CUSTOMERS SAY…

"My team **absolutely loves** this product and it has been saving us so much time, effort, and money!"

"Toucan **helps communicate** complex and technical HR data to anyone in the business."

"**Beautiful product** that's nothing like I've seen in the data world in my career."

"Quick to embed in our product, with **amazing functionalities** we would've never thought of and that would've demanded a lot of resources from us to deploy."

Read more real-world testimonials on G2

Capterra ★★★★★   G2 CROWD ★★★★½   Gartner ★★★★★

Conclusion:

The Way Forward

Everyone knows that data is a critical driver of success in the modern business world — but to achieve lasting results, companies need to look beyond using data to augment employees' capabilities and find ways to put data in their customers' hands too.

That's where embedded analytics comes in.

With a smart, customer-facing approach to data, it's now possible to draw on your existing data to deliver intelligent, intuitive solutions for your customers. With embedded analytics, you can move your data closer to the front line where products and customers interact, and give your end-users the powerful data insights that will help your company to stand out from the pack.

The bottom line: companies that deliver embedded analytics succeed more quickly, on a larger scale, and build a more loyal customer base along the way.

Best of all, you can deliver that value without expecting your own analysts, developers, and experts to spend all their time worrying about the ins and outs of user-facing data visualization.

To build the data solutions that you need, you'll need a partner that understands your business, your product, and the value you're trying to create for your customers — and that also understands the science of data and the art of visual storytelling. So reach out to Toucan today and find out how we can help you unlock the power of embedded analytics.

**Demo Toucan
for yourself**

**Learn more about
building your analytics
roadmap the right way**

toucantoco.com   **go@toucantoco.com**

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