

**Jeisler**<sup>®</sup>

**Embedded Analytics:  
How to Embed People  
Analytics in Your Product**



## To Build, To Buy a Tool, or to Partner For Embedded People Analytics

As digital transformation continues to accelerate in the HR industry, product leaders at HR technology platforms have to identify the quickest, easiest, and smartest way to deliver on the need for people analytics.

Will you build your own? Will you purchase an established business intelligence or analytics tool to help you to build out HR-focused dashboards and metrics? Or will you partner with the market-leaders in people analytics to embed a customized analytics tool seamlessly within your platform?

These aren't easy decisions to make. We're going to try to make it easier for you. Use this guide to evaluate your options and resources, strategize your product roadmap, and decide if you should attempt to build people analytics, buy a general-purpose analytics tool, or partner with an embedded people analytics solution.

## Designing Products That HR Loves

Your customers came to you because your product streamlines HR operations and improves their employee experience... plus provides them with a wealth of valuable HR data. But are they using that data to grow their organization and make better workforce decisions?

The pace of change has accelerated faster than any of us could have predicted. Today, many of your customers and prospects are already looking for an analytics solution to make smarter business decisions with their people data. Perhaps equally importantly, your competitors are entering the race to deliver on people analytics. It's up to you to decide how you're going to fulfill that need.

HR is a notoriously non-technical department—we probably don't need to tell you that. They require technology solutions that are not only powerful and extremely customized to their role, but also easy to use, with intuitive UI. The needs of HR in the era of digital transformation run deep, but using analytics can still feel daunting to HR leaders, especially in small to midsize businesses. It's up to product leaders to deliver on analytics that provides the content HR needs, while still being easy and intuitive.

But guess what! Someone has already done that. It's us, Visier! But before we more formally introduce ourselves, let's break down what questions you need to ask to evaluate your decision to build a people analytics solution, buy a general-purpose business intelligence or analytics tool (like Looker, Sisense, or Tableau), or embed Visier's people analytics solution.

## Evaluating Your Options

As a product leader, you're responsible for a lot. Liaising between developers, IT, customer success, sales, and marketing to deliver a product that delights and retains your customers is no easy task. When it comes time to strategize on deploying analytics, you'll need to ask some of the following questions:

Criteria	What to ask?
<b>General Questions</b>	
Customer Needs	What do they want? What do they think they want? What do they not even know they want?
Cost	What is the upfront cost of building, buying, or partnering? What about the total cost of ownership?
Delivery & Roadmap	How quickly can we get this done? More importantly, how quickly can we deliver on something that is truly great, rather than good enough?  In my dream scenario, where do I see my product in the next 2 years? The next 5? What innovations can I begin embedding into my roadmap to ensure we get there?
Competitors	What are my competitors doing? How can I deliver something better? How can I move quickly to ensure I am still in the race?
<b>Develop Analytics Solution</b>	
Set up a database or data warehouse	Do we have one already, or do we need to get one? What does it come with?
Design data model	What internal resources would I need? Do we have the budget for these resources? Do we have the required skills?
Extract, transform and load data	Do we have the resources and expertise? Does the ETL team understand HR concepts (e.g. managerial hierarchy that changes over time, effective dates, etc.)?
Validate data	Do we have resources to validate the results? Do they understand the HR domain (e.g. active vs. inactive employees) enough to validate the metrics?

Content creation and management

Is analytics part of our core competencies, or will we need to hire a new department to manage this? Who will manage the content going forward?

Systems capacity planning

How much more systems resources would your data warehouse and analytics application require, based on your current customer numbers and data volume? How much will this grow in the next 3 years? 5 years? How will that impact processing and response times?

Technology integration (SSO, UI)

If we choose to purchase a BI tool or embed a people analytics solution, how will the technology integrate? What will the user interface look like? Will it be seamless?

### Roll-Out Solution

Deployment

What are my competitors doing? How can I deliver something better? How can I move quickly to ensure I am still in the race?

Training & Enablement (for my team)

How can I teach my teams about people analytics?

Will my sales and marketing teams be able to sell this to our existing customers? What about new customers? Will this enable us to expand our markets?

How will my customer success teams handle analytics? Will CS training be aided by a provider, or are we on our own?

Training & Enablement (for my customers)

How can I help educate our existing customers on people analytics? Will they understand it? Will they be able to use it?

Usage monitoring and analysis

What kind of usage and monitoring analysis would we get? Do we have to build usage analysis as well?

Gather feedback and improve

Who will be responsible for gathering customer feedback to improve our offering?






How frequently will we do this?





































**“Mid-sized organizations face the same challenges as large organizations but often don’t have the resources to invest in data and analytics. Packaged analytics with Visier allows SMBs to transform and gain insight into their most important asset in minutes.”**

**Ryan Bergstrom**  
Chief Product Officer at Paycor

## Why partner with Visier?

Now that you know what questions you'll need to evaluate your options, let's look at what you'll be responsible for when building a solution, buying an analytics tool, or partnering with Visier.

	100% owned by you
	100% owned by Visier
	Co-owned by Visier
	May be part of the tool /platform, or owned by you
	Not needed

Comparison	Build on your own analytics tool	Buy general-purpose analytics tool	Partner with Visier and get an HR specific application with white-glove service
<b>Develop Analytics Solution</b>			
Setup database/ data warehouse			
Design data model			
Extract data			
Transform data			
Load data			
Validate data			
Content creation and management			
Systems capacity planning			
Technology integration (SSO, UI)			
Weekly (at least) project meetings			
<b>Roll-Out Solution</b>			
Deployment			
Training/Enablement (for partner stakeholders)			

Training/Enablement (for partner's customers)			
Usage monitoring and analysis			
Gather feedback and improve			
Quarterly content releases			

**Go-To-Market**

Training plan for marketing, sales, and support			
Training plan for new releases			
Marketing and Sales-specific training			
Marketing and sales collateral (e.g. demo scripts, videos)			
Quarterly product roadmap updates			
Support-specific training			
Support collateral (e.g. FAQs, troubleshooting guides)			

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# Your customers already want people analytics—embed the leading people analytics solution to sell analytics now.

## We've built the best, so you don't have to.

### Best-in-Class Content

With over 10 years experience in the people analytics space, we understand what questions and answers your customers need to know. Thousands of best-practice metrics, concepts, and dimensions are only a click away.

### Benchmarks

With Visier Embedded Analytics, all of your customers will be on the same data model. You'll better understand your customer base using benchmarks, and they'll be able to measure themselves against their industry, competition, and HR best practices.

### Continuous Improvement

Being the best means staying the best. Our quarterly content releases and feature improvements will surprise and delight your customers. Meanwhile, our marketing team makes it easy to communicate with release announcements, collateral, and customer stories.

### Go-to-Market Enablement

Our customer success, sales enablement, and marketing teams are here to support you. From SKO training to support enablement, to branded thought-leadership content and marketing partnerships, it's our mission to ensure you're an expert in people analytics for your customers.

### Fastest Time to Value

Building your own solution is resource-intensive, expensive, and challenging. Building people analytics yourself, or designing content within a BI tool takes well over a year. Visier is ready to deploy within months, meaning you're able to sell almost instantly.

# About Visier

**Visier has helped organizations of all sizes see the truth through data for over a decade.**

Our applied analytics solution is tailor-made to process people data—guiding business leaders with the right questions and content to make decisions that lead to better organizational performance. Today, we’re bringing the power of Visier to your platform.

Visier Embedded Analytics lets you empower your customers with award-winning people analytics seamlessly built into your product.



**76.62**  
NPS

## Our NPS Score

NPS is a customer loyalty metric that measures customers’ willingness to not only return for another purchase or service but also make a recommendation to their colleagues.

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Scores higher than 0 are typically considered to be good and scores above 50 are considered to be excellent.



**Ready to see how  
Visier embeds within  
your product? Got  
questions? Concerns?  
Just want to take us  
for a test drive? No  
problem.**

**Our embedded  
analytics team is  
excited to meet you.**



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