



Product Brief: Embedded Analytics

Izenda

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This product brief is associated with a report titled **Which Embedded BI Product is Right For You?** that appeared on April 15, 2016.

Abstract

Izenda is one of the few business intelligence (BI) software companies that focuses on the needs of independent software vendors (ISVs). The platform easily integrates into existing applications to provide business intelligence functionality in the form of ad hoc reports, dashboards and visualizations. Izenda customers can private label, restyle, and drop pages, widgets or charts into an existing application. Izenda offers a value-based subscription licensing model that allows for unlimited distribution. This makes it especially attractive for companies seeking a scalable and integration-ready BI platform.

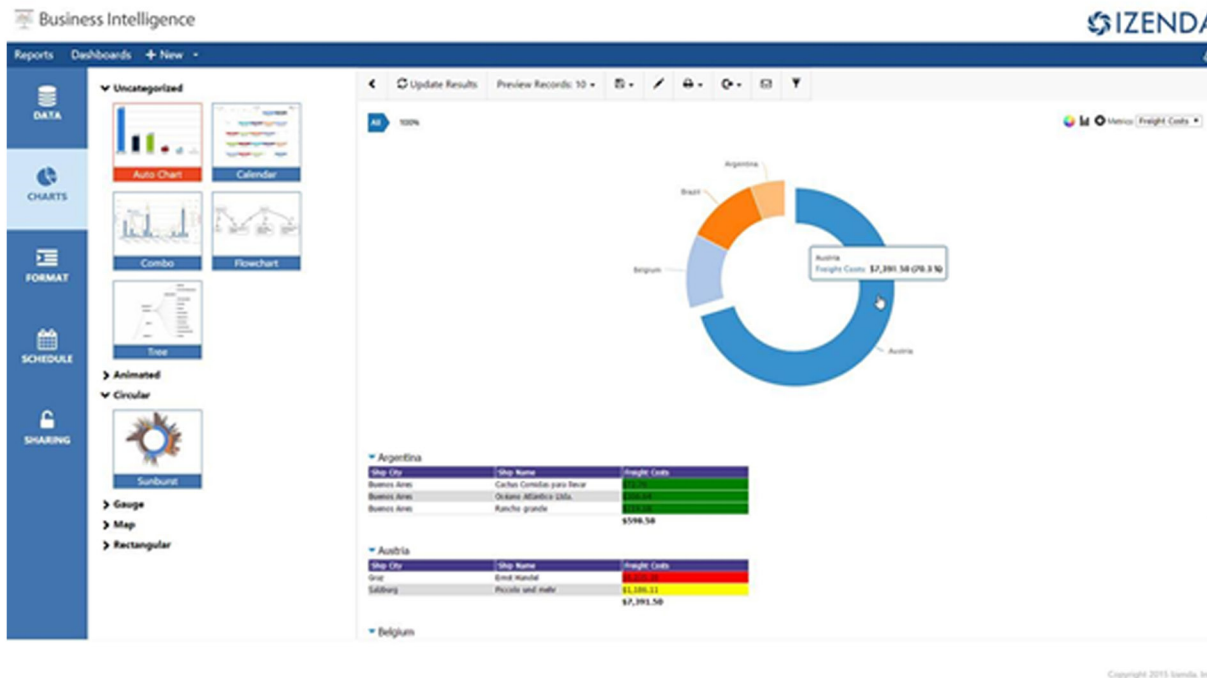
Atlanta-based Izenda launched their embedded platform in 2007. The company designed their business intelligence platform for direct integration with existing applications. It provides end users with the ability to create, customize and consume reports, dashboards and visualizations in real-time. Izenda connects to relational databases, inherits existing security models and provides an open, extensible API, making it an ideal embedded analytics solutions for seamless integration and self-service.

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Izenda is easy to configure as an embedded BI solution and offers an industry tested integration process, which reduces time-to-market. In fact, Izenda states it can often get ISV customers to a deployment ready state in 2-8 weeks. Izenda's self-service functionality puts report maintenance and creation into the hands of business end users, reducing the burden on IT.

Customers embed Izenda by choosing from a set of prebuilt HTML5 web pages that can be easily tailored to meet the needs of different levels of users. The company also offers an option to run the product as a standalone BI portal. Izenda has two report designers that share a similar feature set. Instant Reports (see figure 1) is a quick and easy report designer with a drag and drop interface and intuitive search function. These features allow for instant data discovery by non-technical users who may not have full knowledge of the underlying data model.

Figure 1. Izenda's Auto-Chart Interface



Izenda provides a simple, customizable Web interface that lets business users generate charts with a few mouse-clicks.

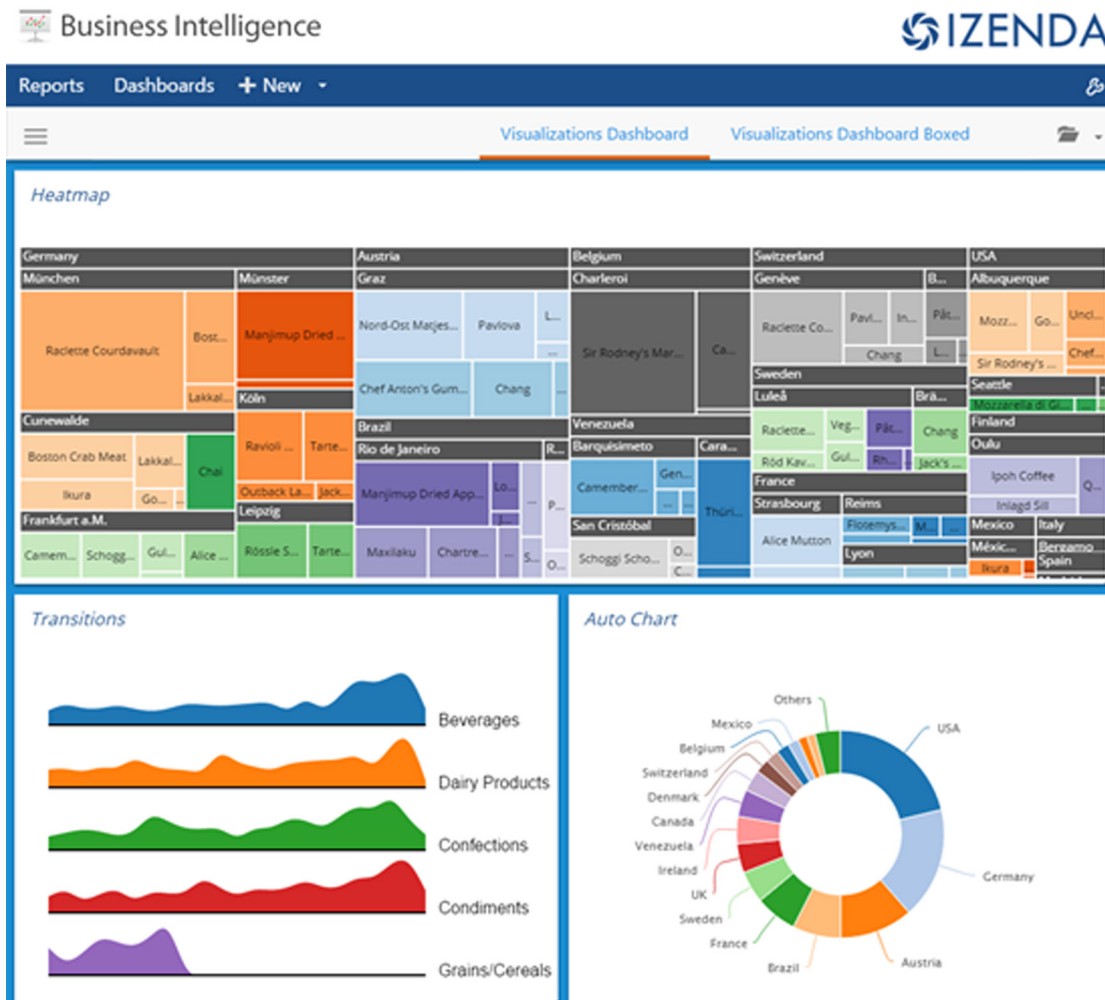
deployments to Microsoft environments. Customers have integrated Izenda with applications written in C#, VB, Java, PHP. Izenda has been deployed on Linux with Mono. With the advent of .NET Core, Izenda plans to support a wider range of server types and hosting platforms. Most Izenda customers report against data from MSSQL, Oracle, PostgreSQL or MySQL databases. An exposed data driver lets developers create custom data connectors for other data sources.

The second designer allows for the creation of complex joins, pixel perfect fixed layout reports and multiple charts within a single report. Izenda maintains the business context for data through a semantic layer with aliasing and categorization.

The majority of Izenda's customers embed the product into existing software applications deployed in the cloud or on-premise. As a result, the company has built a reputation as a provider of embedded analytics solutions for ISVs. Izenda's focus on ISVs is also evident in supporting areas such as integration kits, OEM-friendly licensing, and post-sale implementation services.

Izenda's ready-to-run web application eliminates the complexity of requiring customers to unpack and install an application on a distinct infrastructure. Izenda bases its technology on Microsoft's .NET framework, which streamlines

Figure 2. Customizable Izenda Dashboards



Izenda offers a library of chart options with its embedded analytics platform. Customers modify front-end files to customize styling for individual pages and visualizations.

Izenda customers value the combination of speed and control offered by the prebuilt Izenda pages along with fully exposed JavaScript, CSS, and HTML. Customers modify front-end files to customize styling for individual pages as well as a library of included visualizations (see figure 2). Due to the open nature of Izenda's front-end, customers have the ability to completely personalize or design their own user interface and experience.

Izenda's versatility supports rapid deployment in a broad range of environments including high-growth SaaS applications with multi-tenant security models. Izenda is scalable and secure, and has been deployed to PaaS and IaaS environments like Microsoft Azure and Amazon Web Services. It supports caching systems like Redis Cache. The platform inherits existing single-sign-on (SSO) security models and can apply tenant specific rules to ensure that each user accesses only the data they are authorized to see.

Izenda provides OEM-friendly valued-based pricing through an annual subscription. The unlimited use license doesn't charge based on users, customers, cores or development seats. Izenda doesn't apply additional charges for plug-ins, modules, or connectors. New Izenda customers typically begin with an eight-hour professional services engagement.

Conclusion

A proven embedded analytics partner for ISVs since 2007, Izenda brings a combination of rapid implementation and OEM-style control for on-premise, hybrid and multi-tenant software-as-a-service (SaaS) environments. Its drop-in ready Web pages support a range of BI and analytics needs as well as different levels of user sophistication. Equally important, Izenda offers a value-based licensing model, which makes it easier for emerging and midsize ISVs and service providers to achieve faster time-to-market.



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