

Embedded Analytics: Buy or Build?

Embedded analytics lets you integrate custom-branded data visualizations directly into your apps, offering self-service analysis and insights. Buying from a vendor offers speed and reliability, while building gives you greater control—and the full burden of development and execution. So, should you buy or build?



Is embedded analytics your development team's **core specialty**?

Solution-building can take additional developer time and energy

YES **NO**
Consider buying



Can you afford to take **7 months or more** to get to market?

The avg. build time—if everything goes as scheduled

YES **NO** Check out buying options—it saves money and time
60 days: Minimum to-market timeframe for provider solutions

Will you have additional time and budget to maintain, upgrade, or build more dashboards and visualizations in the future?

New dashboards → Additional development and testing time



3 months minimum



\$45,000+



Software maintenance costs: An additional 20% of the original build cost—per year

YES
You should build!
Determine your company needs, and get started.

NO
You should buy! Vendors are constantly updating their products with new features and offer pricing parameters to maintain your solutions.

The Buying Breakdown

If you've determined you should buy your embedded analytics solution, it's time to look at the market. As vendor offerings continue to expand, choosing among them can be a complex process. Simplify your search by first identifying vendors who can meet your requirements.



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Other Vendors

Is it affordable?

✓ **\$45,000**
for three years and 100+ users

✗ **\$38,000 to \$75,000**
for <100 users

Is it predictable?

✓ **YEAR 1**
Unlimited users
Unlimited apps
YEARS 2 AND 3
Affordable, tiered pricing for 100+ users

✗ **Variable pricing structures**
Per user
Per server
Per app
A growing user base → Skyrocketing costs

Are services included?

✓ **30+ visualization types** come standard
Free, built-in service partnership included with license

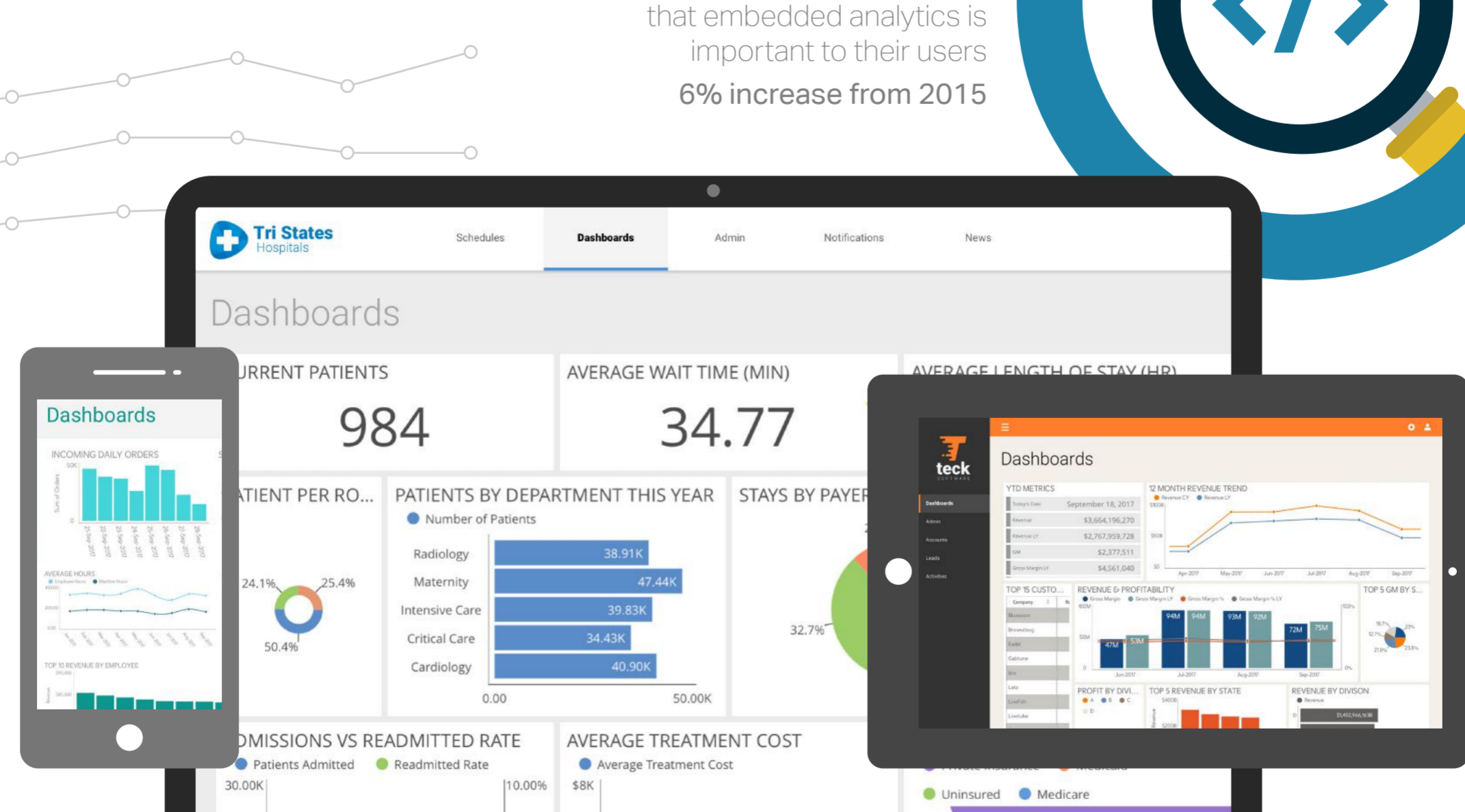
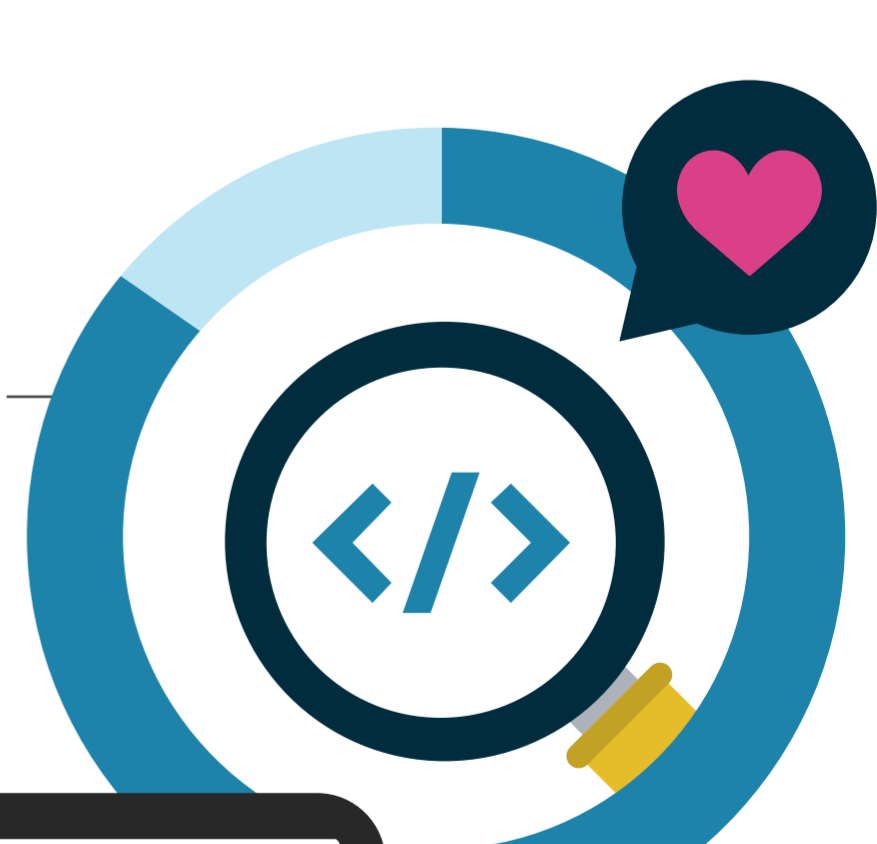
✗ **Additional fees, design costs, or hourly rates** often required after initial service engagement

Embedded Analytics: What Your Users Need

If you're just diving into embedded analytics—or not sure what resources to spend—look at the industry's current state, which shows embedded analytics as essential for app and user growth.

87%

of application providers say that embedded analytics is important to their users
6% increase from 2015



Learn more about ReportPlus Embedded, Infragistics' embedded analytics solution.

Get started with our predictable pricing and all-inclusive product and service engagement!

www.infragistics.com/reportplus-embedded



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