



Subscription analytics
The three-minute guide





Why it matters now

Why build the plane when you can buy a ticket?

Many companies today are struggling to develop their own in-house analytics capabilities, while others are sitting on the sidelines wondering how they will ever catch up.

That will change as more organizations discover that they can gain the insights they need without the time, people, and expense required to build do-it-yourself analytics capabilities. Subscription analytics is an emerging cloud-based solution offered by some leading data providers. Such services provide online access to problem-solving insights that can help improve business performance.

While subscription analytics may not provide all the answers to some specialized business problems, many organizations find that subscription analytics provides the insights they need—now.

Why subscription analytics?

The data you need, when you need it

Traditional data providers sell valuable information—but it's up to you to store and manipulate the data to discover the insights you need.

Under the emerging subscription model, vendors provide organizations with online access to the data, along with reporting and analytical tools that allow them to find potential solutions to their business problems.

Organizations may also choose to upload their proprietary data to the vendors' databases to be anonymously combined with information contributed by other subscribers, providing an even richer data set that's useful for benchmarking performance and other comparative studies.

The benefits

Insights on demand

With no systems to build or people to hire, subscribers can gain insights quickly and efficiently. Many vendors offer free limited access, allowing potential subscribers to evaluate the value they may gain.

Focus on the business

Rather than building analytic infrastructure and capabilities, subscribers can focus on running their core business.

Knowledgeable support

Leading vendors go far beyond providing information—they also provide consultative services to help organizations effectively use the data to address their business problems.

Limited commitment

Subscriptions typically last 12 to 24 months, allowing organizations to renew or discontinue the relationship based on the value received.

What to do now

Set clear goals

What information would allow you to make smarter decisions that would improve business performance? Identify vendors that have access to *actionable* data—not just *interesting* data.

Vet data providers

Verify that potential vendors provide the high level of data security, systems reliability, consultative advice, and customer support that you'll need to be effective. Confirm that their capabilities will expand and scale to meet your organization's planned growth.

Kick the tires

Ask for a demonstration period so you can test the online tools, report generators, and query systems to make sure they provide the functionality and insights you'll need.

Time's up



Ready for takeoff?

If you think that subscription analytics could help you solve some of your biggest business problems, we can help you get up and running.

To learn more about how subscription analytics can spark business insights, contact us.

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