

Productized Analytics

for every appetite

Analytics vendors worth their sauce know companies crave analytics. That's why they're whipping up productized analytics.

Productized analytics tackles business problems with a range of off-the-shelf solutions.

What's Your Analytics Hunger Level?

"How much customization do we really need?"

"Do we want an out of the box solution?"

"Are we ready to roll up our sleeves?"

LEVEL 1 Custom Kitchen

A set of analytics tools and utensils to cook up your own analytics product from scratch

- Menu plans for inspiration
- General guidance
- Ultimate freedom to differentiate

For Example

TERADATA
ASTER



LEVEL 2 Dinner in a Box

All the components you need to assemble your own analytics product

- The right ingredients with a recipe
- Flexibility to customize and experiment
- Room for continuous improvement

For Example

salesforce analytics cloud



LEVEL 3 Artisanal Brew

A more customized analytics product for customers who know exactly what they want

- A well-defined menu of choices
- Hand crafted for the perfect fit
- Designed for reliability

For Example

Google Analytics



LEVEL 4 Value Meal

One-size-fits-all analytics product for ultimate convenience

- Predictability
- Repeatability
- Consistency

For Example

fitbit



So what level of analytics are right for you? Follow the conversation on Twitter at #productizedanalytics



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