Embedded Analytics Platforms for Cloud Applications

Deliver analytics within ERP, CRM, HCM, and other cloud applications where people work, so more users can harness data and insights to drive better outcomes.

2025 CONSTELLATION SHORTLIST

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research. This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis and briefings with vendors and partners.

ABOUT THIS SHORTLIST

The embedded analytics platform for cloud applications market has evolved: vendors must now deliver governed, metric-rich decision content—not just dashboards—directly within enterprise applications and workflows. Increasingly, vendors are leveraging KPI's and insights to power event-driven agents and automated responses across systems. As analytics weave deeper into SaaS ecosystems, leaders will also need to prioritize platforms that treat KPIs as first-class, traceable artifacts that can be embedded across application, analytics, and automation layers.

This shortlist evaluates platforms that natively embed governed KPIs, predictive alerts, and GenAI copilots into cloud-native applications like ERP, CRM, and HCM, while also exposing analytics via APIs and decision services. Embedded analytics are necessarily supported by consistent semantic layers, API-exposed decision services, and GenAI-enhanced narrative insight. Evaluation emphasizes security, lifecycle governance, and predictive/workflow orchestration.

Use cases include predictive service case escalation in CRM based on sentiment analytics, Manufacturing anomaly alerts inserted into MES and ERP with downstream supply-chain triggers, and GenAI-generated executive summaries of financial performance embedded in planning systems.

New this year: Emphasis has shifted toward decision lifecycle orchestration, embedding metrics/language models into agentic workflows, beyond traditional BI anchoring.

6 SOLUTIONS TO KNOW

Constellation evaluates more than three dozen solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share, and internal research.

- **INFOR BIRST AND INFOR CLOUDSUITES**

- **MICROSOFT POWER BI AND MICROSOFT DYNAMICS 365**

- **ORACLE ANALYTICS CLOUD AND ORACLE FUSION CLOUD APPLICATIONS**

- **SAP ANALYTICS CLOUD AND SAP APPLICATIONS**

- **SALESFORCE CRM ANALYTICS AND SALESFORCE APPLICATIONS**

- **ZOHO ANALYTICS AND ZOHO APPLICATIONS**

LIKE WHAT YOU SEE?

Consider partnering with Constellation Research on your go-to-market-strategy. Email **ShortList@ContellationR.com** for more info.

To learn more about Constellation Research Shortlists visit: **www.constellationr.com/ShortList**

THRESHOLD CRITERIA

Constellation considers the following criteria for these solutions:

- Delivers a consistent platform-based approach to managing application data and embedding visualizations, or complete dashboards into key decision points within ERP, CRM, HCM, and other cloud-based applications
- Provides consistent unified data modeling, key performance indicators (KPIs), business logic, access control, governance, and two-way contextual interactivity between apps and analytics
- Offers prebuilt use-case-specific content: metrics, models/extensions, dashboards, and data connectors/integrations optimized for business roles and industries.
- Supports extensibility to the data model and to integrate third-party data, extend semantic models, and embed insights across heterogeneous environments.
- Offers low-code/no-code tools to modify or create alerts, workflows, or decisions based on rule-based or ML-driven conditions.
- Offers predictive capabilities that support proactive action and automation with built-in forecasting, anomaly detection, and GenAI-generated summaries or narratives for business users.
- Supports composable, API-driven analytics services that can be embedded in any UI or process, with workflow integration to automate or orchestrate decisions across business applications.

ABOUT CONSTELLATION RESEARCH

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation. Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

FREQUENCY OF EVALUATION

Each Constellation ShortList is updated at least once per year. Updates may occur after six months if deemed necessary.

EVALUATION SERVICES

Constellation clients can work with the analyst and the research team to conduct a more thorough discussion of this ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

BUSINESS THEMES

- Data to Decisions
- Technology Optimization
- Future of Work
- New C-Suite

Mike Ni
Vice President & Principal Analyst

Michael Ni covers the evolving Data-to-Decisions landscape—where CDOs, CIOs, and CPOs must modernize data infrastructure, integrate AI into decision-making, and scale automation to improve business outcomes.

Ni's research examines how enterprises operationalize AI, automate decision-making, and integrate data management and analytics into core business processes. He focuses on the challenges of scaling AI-driven decision systems, aligning data strategy with business goals, and the growing role of data and decisioning "products" in enterprise ecosystems.