

Highlight of the Gartner's Market Guide for Augmented Analytics Tools 2021



The future of augmented analytics:
Why domain-focus changes everything



In July '21, Gartner published their "Market Guide for Augmented Analytics." This year, they featured WhizAI in the list of Augmented Analytics Vendors. We were honored and found the report fascinating.

We'd like to share some of the most intriguing parts — and some select excerpts — with you, starting with this prediction:

"By 2023, overall analytics adoption will increase from 35% to 50%, driven by vertical and domain-specific augmented analytics solutions." —Gartner

The rapid growth of the augmented consumer

Use of augmented analytics tools is growing in every industry. Multi-billion dollar behemoths and scrappy start-ups are fighting for the insights and competitive edge that can help them thrive in this new environment. Gartner predicts the competition is only going to heat up. So what makes augmented analytics different from the solutions currently in play? According to Gartner:

"Augmented analytics refers to the use of low-code/no-code tools, often leveraging machine learning (ML), to automate various tasks required during the analytics process... Augmenting these tasks allows organizations to utilize advanced analytics techniques without requiring teams of analysts and expert data scientists." —Gartner



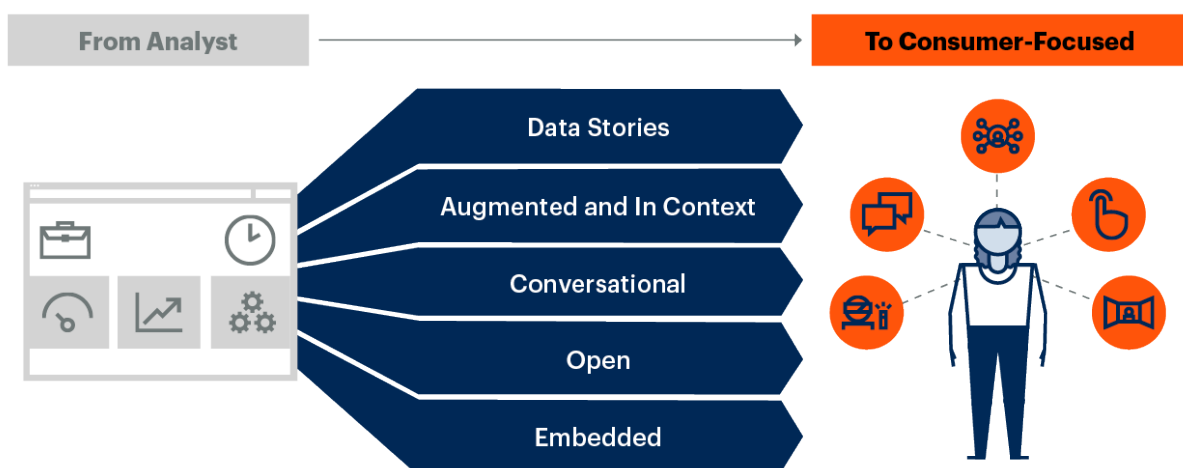
In short, augmented analytics solutions put the power of almost-instant, relevant data insights into the hands of non-technical business users. However, this is only the first step:

“In the augmented analytics market, simply being able to generate an automated insight for a user is already no longer enough to win over customers.

The contextualization and relevance of such insights becomes the battleground for augmented analytics capabilities as tool customization, personalization and learning from user data are what will make the consumer experience more “sticky.” –Gartner

As Gartner points out, mere insights are no longer enough. Bombarding a user with data insights doesn’t support business goals, or the users, unless those insights are relevant. Instead of making users change in order to get insights, analytics platforms have to adapt to users.

Trend 9. The Rise of the Augmented Consumer and the Decline of the Dashboard



Source: Gartner
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Gartner.

Gartner dubs this “consumer-focused” analytics. In this new era, the end user is in the driver’s seat, choosing how to access the information they need.



Supporting complex business decisions with domain-specific AI

Everyone, from executives to line managers across the Life Science industry, is under increasing pressure to improve productivity, grow the top line and decrease the bottom line, all while implementing additional cost-saving initiatives. At the same time, technology is moving faster and faster, making competitive advantages harder to hold on to.

That's why contextual AI for Life Sciences — the kind that has deep knowledge of who you are, where you're at, what you are doing, and why you're doing it — is vital. In this new world, context — and domain specificity — rule.

This shift is one of the reasons domain specificity is set to play a pivotal role in the future of augmented analytics. As the leader of a company that focused on domain specificity since its inception, our CEO Rohit Vashisht was gratified by Gartner's recognition of this shift:

"Historically, a product could sustain differentiation for years after adding cutting-edge capabilities. In a cloud environment, this time frame shrinks to months, at best." —Gartner

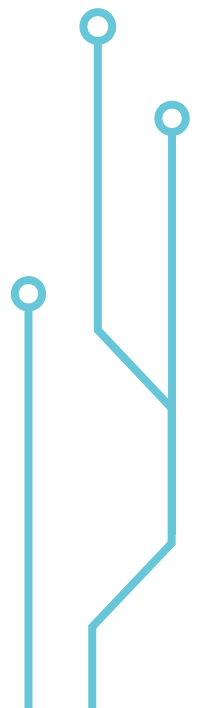
"The augmented consumer is an evolution of the augmented analytics market trend that aims to place insights directly into the hands of a decision maker, who would traditionally be thought of as a data "consumer."" —Gartner

"We are thrilled for Gartner endorsing domain specificity as a key success factor for augmented analytics platforms. We embarked on this journey a few years ago with a focus on Life Sciences and leapfrogged the competition to deliver an intelligent augmented analytics platform to our Life Sciences Customers." —Rohit Vashisht, CEO

How domain-specificity enhances analytics

An augmented analytics tool cannot give you the specific insights necessary to make smarter business decisions unless it understands your industry, business and problems. It needs the specific context, language, and background of what you do: otherwise it becomes just another generic consultant talking about best practices.

These are the key challenges we addressed when we developed WhizAI. To make a real material difference, an AI would need to understand everything about the industry users worked in, or risk falling behind the consumer-focused analytics market. This was the biggest driver behind our push toward domain specificity four years ago.



Why domain specificity matters right now

User focused augmented analytics are changing the way teams across every industry interact with data. As they disrupt the way companies generate insights, the need for specificity is only going to grow. AI platforms that master a domain early, and continue to add to that knowledge database, are bound to have a growing advantage:

"Our Life Sciences customers are steadily gaining a market edge. Because of its domain focus, WhizAI provides unparalleled speed and timely insights, creating data-driven business teams that can act quickly and efficiently. The future of analytics is automated, simple and contextual. Domain specificity gets us there."

—Rohit Vashisht, CEO

The best way forward, however, is to see it all for yourself

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