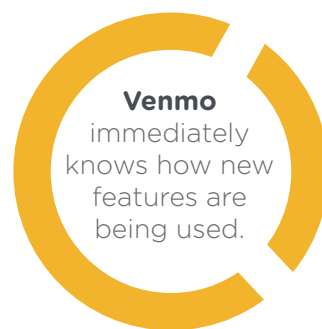


Analytics Everyone Loves

Looker brings data and business teams together by making it easy for everyone to find, explore and understand the data that drives their business.

Unlike any other analytics solution, Looker's unique approach gives data teams the tools to curate a self-service data experience for their organization—making sure that the entire company is looking at one source of truth – including centralized definitions for all important metrics.

The result? A true data culture where everyone understands what's working and decisions can be made faster and with confidence. Companies such as eBay, Etsy, and Sony have made this transition using Looker as the catalyst.

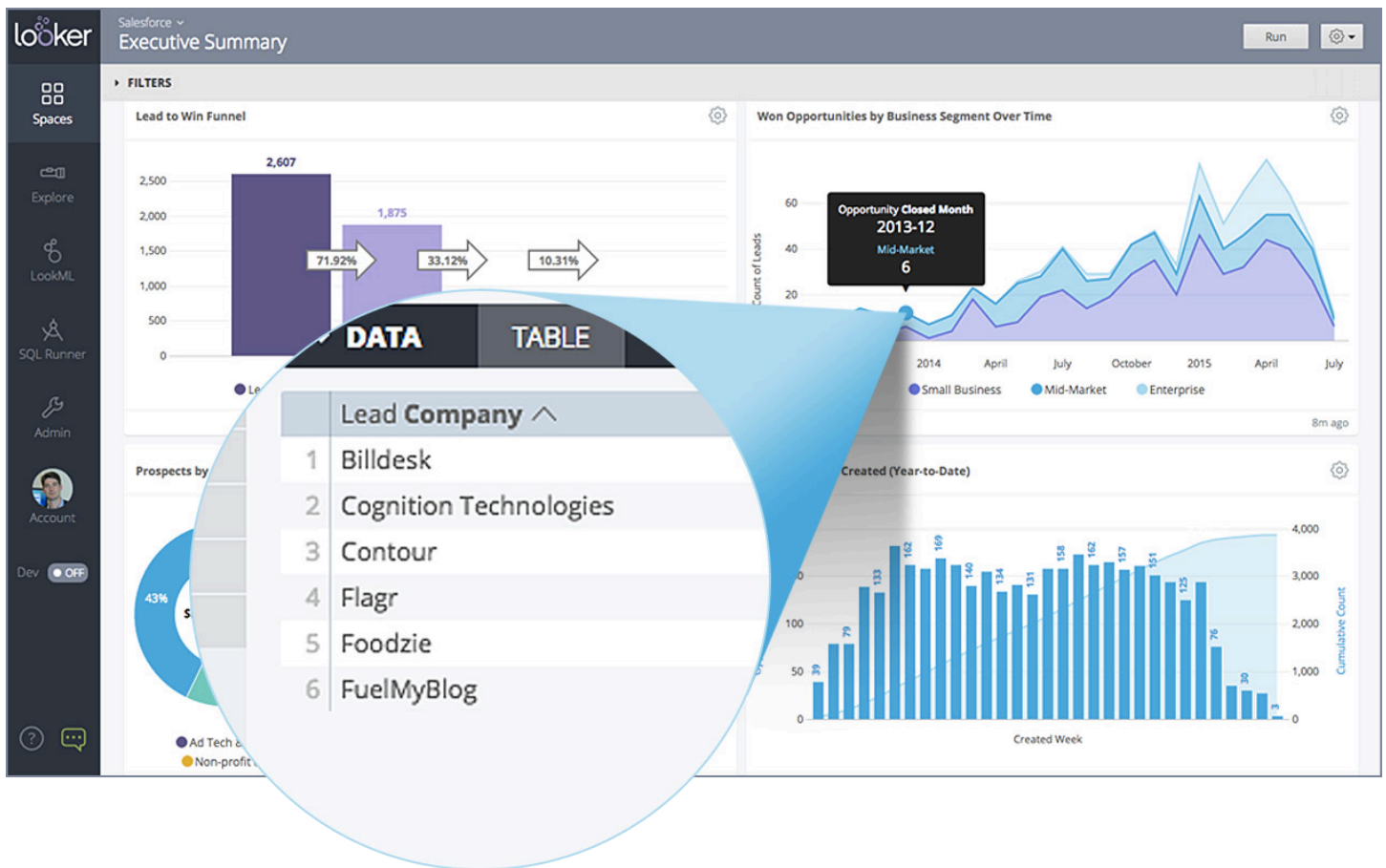


Ready to Explore? Start your Questions

Looker creates a new kind of data experience. Like an intranet for business metrics, business teams can easily access the data they need and then ask and answer their own questions. No more waiting for reports or exploring smaller subsets of data. Looker gives you a view over the entire data warehouse (with granular permissioning, of course) and the ability to explore, filter, and drill-down with just a click.

Business teams love to:

- Access a wide range of business data
- Create and share dashboards with a link
- Click to drill into the data behind the dashboards
- Build and filter complex cohort analyses
- Export into CSV, text, JSON, Excel or Google Docs
- Build complex rules to create alerts and schedule reports
- Embed dashboards into Salesforce and other tools



“ Exploring and analyzing our data through Looker has helped us develop strategies to increase charitable donations to schools. By identifying giving trends, we can better restructure and target our fundraising. ”

Charles Best, CEO DonorsChoose.org



The Building Blocks of Analysis

With Looker, data teams can create a platform for their entire organization to explore data all on their own. No more long days spent answering a never-ending list of requests. Instead, data teams can focus their time on more complex analysis and use Looker's unique data modeling layer to create centralized definitions—the building blocks of analysis—that the entire organization can agree and rely on.

Data teams love to:

- Centralize data, metrics & definitions across the organization
- Create reusable business metrics – the building blocks of analysis
- Build complex analysis faster than ever before
- Work with a flexible, expressive data modeling language
- See the SQL behind everything
- Collaborate, iterate and manage the data model using GitHub
- Deliver data anywhere with the RESTful API

The screenshot shows the Looker 'New Exploration' interface. The top navigation bar includes the Looker logo, 'New Exploration', the region 'US Pacific (America - Los Angeles)', and performance metrics '5 rows · 86.5s · just now'. Below the navigation are buttons for 'Run', 'Save', and a settings icon. The main content area is divided into sections: 'Sessions' with a search bar and tabs for 'All Fields', 'Dimensions', and 'Measures'; 'FILTERS'; 'VISUALIZATION'; and a 'DATA' table view. The table shows columns for 'Events Request Week', 'Visitors Unique Visitors', 'Sessions Average Duration (sec)', and 'Sessions Cart To Checkout Conversion'. A callout box highlights LookML code for defining a measure and a dimension.

```
measure: unique_visitors
  type: count_distinct
  description: 'Uniqueness determined by IP Address and view_label: Visitors'
  sql: ${ip}

dimension: is_exit_event
  type: yesno
  description: 'Yes indicates this was the exit point / 1'
  sql: ${inverse_event_sequence_within_session} = 1

measure: count_bounces
  type: count
  description: 'Count of events where those events v'
  filters:
    - exit_event: 'Yes'
```

“

With Looker, the people in my organization can explore the data we need more quickly and efficiently than ever before. It's become an essential piece of our data architecture.

”

Geoffrey Guerdat, Director of Data

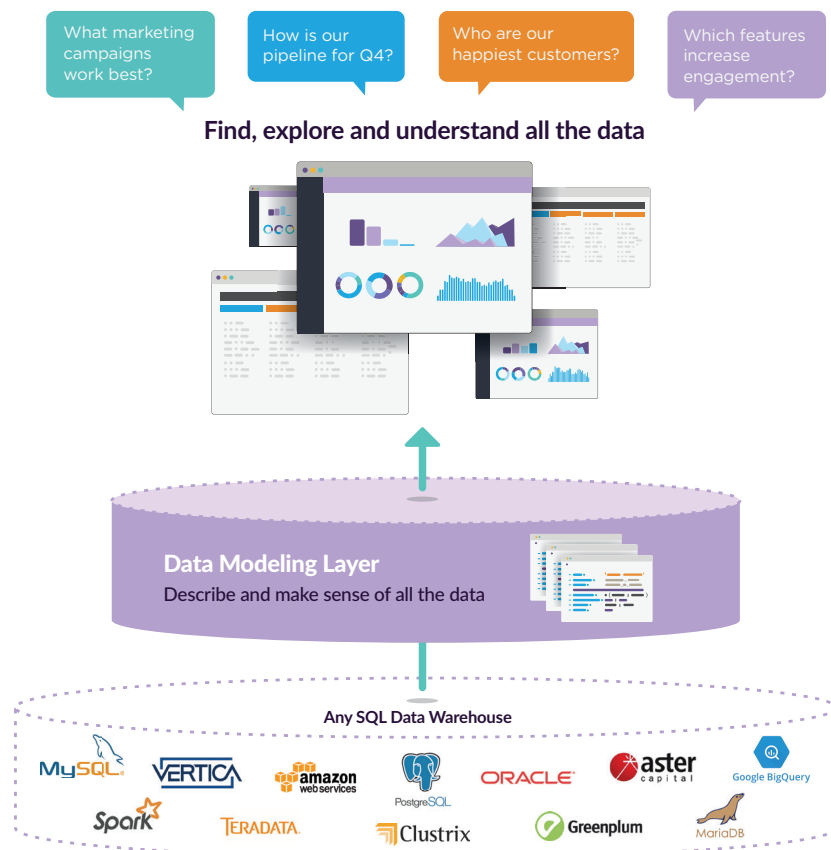
GILT

N = ALL (No really. All the data.)

With Looker, everyone can explore and analyze all the data. Not just a subset. Looker sits on top of whatever data store you want to analyze - including Hadoop. No need for cubing, parameterization, intermediary servers or additional storage because Looker abstracts and transforms the data at query time - schema on read - thus providing everyone real-time access to all the data.

Looker makes it easy to:

- Live connect with any SQL database
- Connect to MPP, in-memory and transactional systems
- Access Hadoop using Spark SQL, Hive, or Impala
- Create granular role-based permissions to protect sensitive data
- Monitor sharing & reporting activities to keep your data secure
- Manage performance with detailed query reporting
- Deploy quickly in the cloud or on premise



Ready to Love Your Analytics?



Come see a live demo and schedule your free trial. Call 888-960-2331 or go to:

looker.com/demo

About Looker

Looker is an inventive software company that's pioneering the next generation of business intelligence (BI). We believe in bringing better insights and data-driven decision-making to businesses of all sizes. The company has fast become the catalyst that is creating data-driven cultures at hundreds of industry-leading companies such as Yahoo!, Gilt, Warby Parker and Sony.

Looker is based in Santa Cruz, CA
Follow [@lookerdata](https://twitter.com/lookerdata) or visit www.looker.com