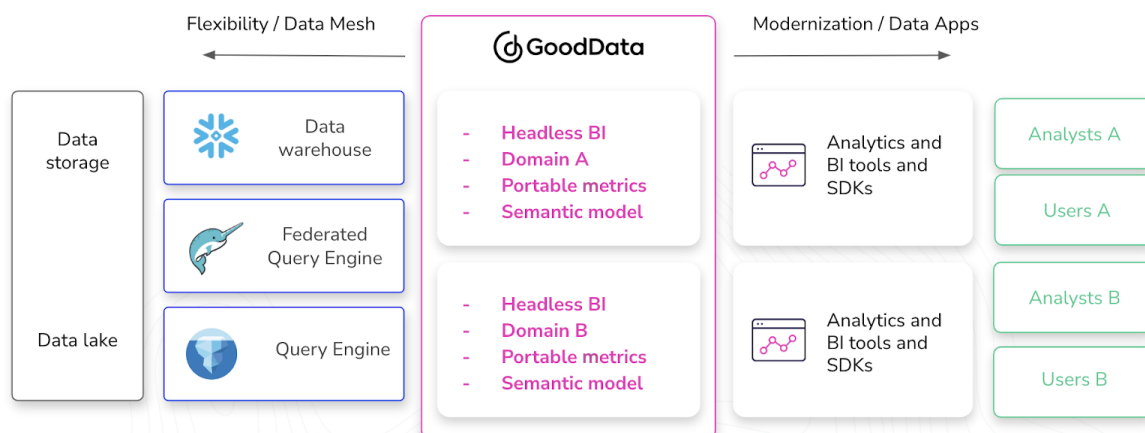




Modern analytics for the modern data stack

Your new data stack requires reimagined analytics.
Welcome to GoodData.

GoodData is on a mission to break data silos. Real-time, open, secure, and scalable, GoodData approaches the modern data stack as a shared headless service that sits in the middle of the data preparation, ETL, warehousing part on one hand, and visualization tools and users on the other. We have helped more than 140,000 of the world's top businesses deliver on analytics goals and scale use cases — from self-service and embeddable analytics, to machine learning and IoT — all while delivering the performance, cost-efficiency, and easy change management of such a central and integrated solution. GoodData helps you grow and retain your customers and clients by building commercialized analytics while also eliminating compliance exposure by consolidating on a single source of metrics.



Sitting in the middle, the GoodData engine is an AWS hosted, API-first analytics platform with a curated semantic model and extensible metrics, open consumption for any tool or application, DataOps principles, and Analytics as Code. The components to the left of GoodData ensure that data can move from one data warehouse to another, and provide query engine flexibility. Everything to the right of GoodData allows companies to modernize their data stack, minimize shelfware of Tableau, and provides the ability to build applications with our SDKs and open APIs.

How we deliver on our promises

GoodData helps you grow and retain your customers and clients by **building commercialized analytics**

- ✓ Real time
- ✓ Ease of adoption
- ✓ Extensibility
- ✓ Flexibility
- ✓ Scalability

GoodData eliminates compliance exposure by consolidating on a **single source of metrics**

- ✓ Trust and ease of adoption across organization
- ✓ Future-proofing analytics, including deployment possibilities and options
- ✓ Security and governance





Ecosystem Fit



GoodData Core Capabilities

Consistency

- Achieved through universal semantic layer
- Data can be accessed in real time, materialized, or cached
- Metrics are unified and can be defined with MAQL

Productivity

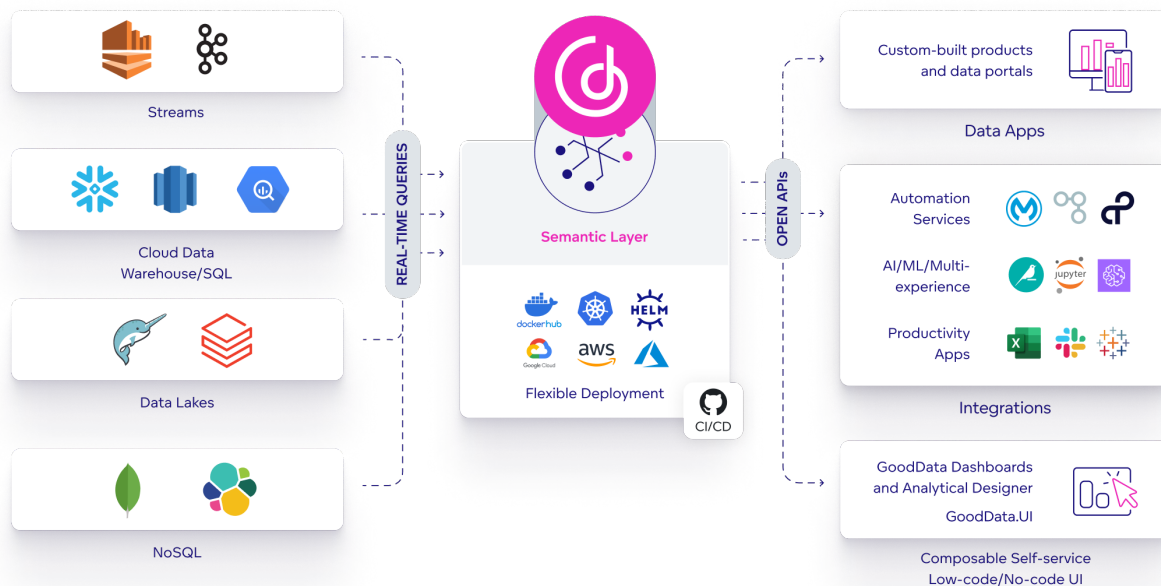
- Reusable metrics
- Integrations

Flexibility

- Embedding
- GoodData.UI SDKs (e.g., Javascript)
- Execution REST API (AFM)

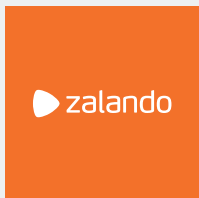
Scalability

- Segmentation
- Support for parent-child hierarchies
- Option to import and export metadata
- Stable performance



Analytics features

The semantic model, Multidimensional Analytical Query Language (MAQL), and interactive data visualizations enable you to create and customize analytics without the need to write, manage, and duplicate SQL for metrics, visualizations, or dashboards.



"If we can empower our partners, we enable them to grow sales on our platform, while also benefiting customers who will receive a wider selection."

Cody Alton
ZMS Insights Senior Product Manager,
Zalando



"With insights from data, we can help sellers, financial institutions, and Visa's extended global business network better understand and meet consumer needs, especially when those needs are changing fast. Our partnership with GoodData will allow us to do that with an even broader set of clients."

Melissa McSherry
SVP and Global Head of Data, Security,
and Identity Products at Visa

