

Break the Dashboard Barrier

The Complete Analytics Platform Playbook

GoodData | Internal Sales Resource 2025

Executive Summary

The era of "Dashboard Dead Ends" is over. Enterprises are investing millions in cloud data warehouses and Generative AI, yet the bridge between them is broken. Users are stuck with static reports, and AI agents are hallucinating because they lack business context.

This playbook outlines the strategy to position GoodData not just as a semantic layer, but as the **Complete Analytics Platform**. We provide the end-to-end solution: from creating the data model, to governing it with trust, to delivering it through stunning experiences.

The Core Message

"We don't replace your infrastructure—we complete it. We bridge the gap between raw data and trusted insights for every user, app, and AI agent."

The Problem: The Fragmented Stack

Prospects are being sold a lie: "Just move all your data to the cloud, buy dbt for transformation, and Tableau for visualization."

The reality is a disjointed mess. Business logic is scattered across SQL scripts, BI workbooks, and Excel sheets. There is no single source of truth.

The Consequences

- **Broken Trust:** Different dashboards show different numbers for "Revenue."
- **AI Hallucinations:** LLMs query raw tables and guess at calculations.
- **Engineering Bottlenecks:** Data teams spend 80% of their time fixing pipelines instead of building value.

The Solution: Complete Platform

GoodData offers a unified platform that handles the entire analytics value chain.

1. CREATION LAYER

Connect to any data source (Snowflake, Databricks, Redshift) and build a robust data model. We handle the complexity of joining data so you don't have to.

2. LOGIC & TRUST ENGINE

The semantic heart of the platform. Define metrics once (e.g., `Gross Margin = (Rev - COGS) / Rev`) and govern access with fine-grained permissions. This ensures that every user and AI agent sees the same, accurate numbers.

3. EXPERIENCE LAYER

Deliver insights everywhere. Whether it's a pixel-perfect dashboard, an embedded analytics app, or a natural language AI interface, it's all powered by the same trusted engine.

12-Week Modernization Plan

How do we take a customer from "Legacy Stuck" to "AI Ready"?

Phase 1: Discovery (Weeks 1-4)

Audit existing BI reports. Define "Gold Standard" metrics. Connect to the data warehouse.

Phase 2: Implementation (Weeks 5-8)

Build the semantic model. Create the initial set of dashboards. Validate data accuracy with business stakeholders.

Phase 3: Launch (Weeks 9-12)

Go live. Enable "Ask Data" (GenAI) features. Train the team and hand over the keys.

Competitive Defense

How we win against the giants.

Capability	Legacy BI (Tableau)	Warehouse (Snowflake)	GoodData
Scope	Visuals Only	Storage Only	End-to-End Platform
Semantics	Proprietary Files	None (Raw Tables)	Universal & Open
AI Readiness	Low (Images)	Medium (SQL Gen)	High (Semantic API)

THE WINNING ARGUMENT

"Your AI agent can't open a Tableau workbook, and it can't understand a raw Snowflake table. GoodData provides the governed API layer that makes your data readable by machines, not just humans."