

7 GoodData use cases for analytics success

The whole package

Insightful both inside and out

Money talks

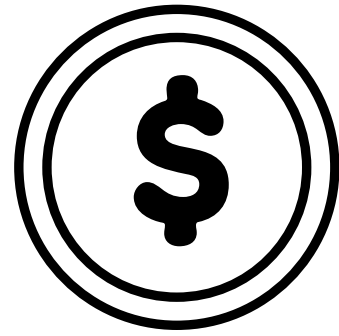
The limit does not exist

Time is of the essence

Low risk, high reward

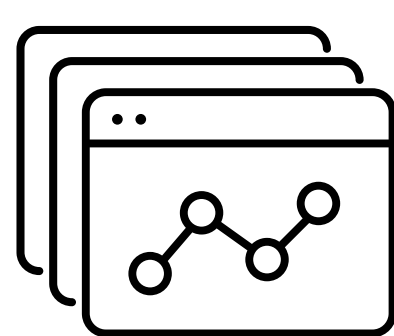
Plays nice with others

GOODDATA DIFFERENTIATORS



Low TCO

When it comes to build vs. buy, there's no contest — GoodData does it all, on time, and within budget. Not to mention, we're priced per workspace, not per user. Add as many users as you want, without paying additional fees.



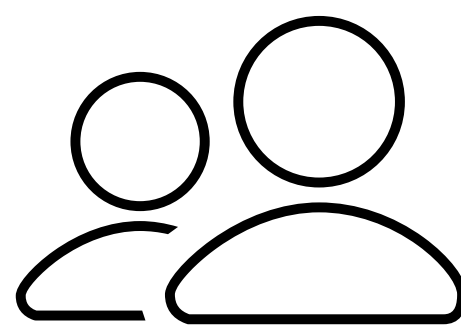
Converged single solution

Get everything you need with GoodData: We bring one unified solution for all data analytics use cases. Sell analytics as a new product, embed it in your current offering, or provide insights to your internal teams. With the GoodData platform, all users are equipped for success.



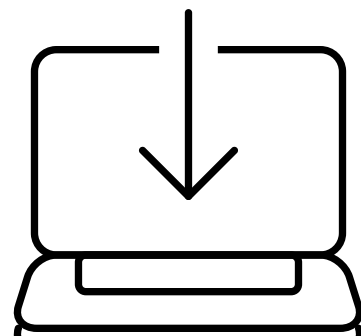
Insight monetization

GoodData can help you launch a new data product that not only strengthens customer relationships, but also lands net-new business. Capture the full potential of your data through a licensing model that's built — and proven — to deliver high ROI.



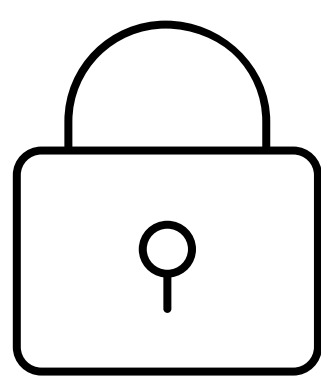
Efficient scalability

Whether it's for one user group or thousands, GoodData eliminates manual and individual implementations in favor of automated management. We're designed to grow with you — no matter the volume or complexity of your data, users, and business.



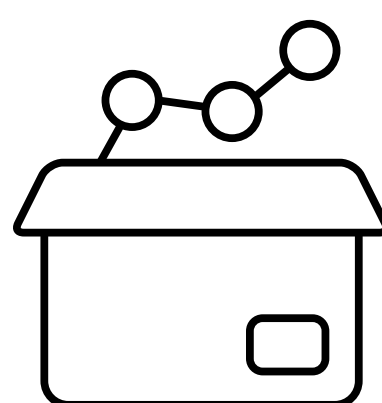
Unmatched time to value

Rapid deployment is one of GoodData's most crucial pillars. Across your customer portfolio, GoodData can power a fully developed analytics solution in a matter of weeks — not years.



Secure automation

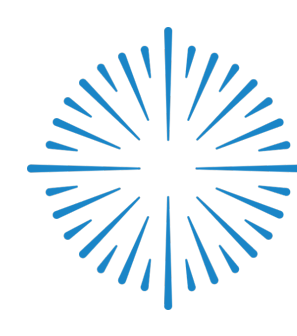
GoodData's robust governance framework is far from basic. We enable an auto-provisioned separation of users and data between teams and customers. Rest assured that our security features meet the highest global standards and certifications (HIPAA, GDPR-S, SOC2, GDPR, ISO, CCPA).



Architecture agnostic

GoodData is whatever you want it to be: a fully hosted service, or a container to be deployed to your public, private, or hybrid cloud. And thanks to our vendor-agnostic architecture, integrations are a breeze — no matter if your data sources are cloud, on-premise, or individual CSV files.

GOODDATA USE CASES



Technomic

Use case: Information services

Looking to enhance its data-centric products for customers, Technomic was faced with the familiar build vs. buy dilemma. In the end, GoodData checked each and every box of must-haves and nice-to-haves — and the 7x cost savings only sweetened the deal.



Use case: Workforce management

In need of a flexible, monetizable data analytics solution, ELEVATE found the ideal partner in GoodData. Users are now able to collect and distribute data both internally and to their own customers at scale, with dashboards perfectly tailored to any need.



CompareNetworks

Use case: Sales enablement

In partnership with GoodData, CompareNetworks developed imSMART, a sales enablement tool that analyzes customizable metrics for its customers. This new revenue stream quickly became a selling point in customer acquisition.



Use case: Operational efficiency

TransTrack partnered with GoodData to scale BI within the public transportation sector and across the county. It was a match for the ages: TransTrack has seen continued growth YoY for the past three years, while its customer retention rate has increased to >98%.



Use case: Customer experience

Only 90 days had elapsed before GoodData launched Zendesk's UI advanced analytics solution, which became the primary source of added value for its Plus and Enterprise plans.



Use case: Investment management

Powered by GoodData, Mercatus' analytics platform delivers the actionable insights that investors need to better manage their assets, funds, and portfolios, as well as accurately predict performance and risk. All the while, GoodData takes care of data security, compliance, and governance.



Use case: Information technology

80,000-plus employees, 70 countries, and more than 50 different digital systems — DXC Technology needed a partner to transform all of this data into a single source of truth. GoodData smoothly brought together DXC Technology's cloud and on-premise data, launching a fully integrated digital ecosystem in only 90 days.

Wondering if GoodData is a match for your use case?
Request a free proof of concept or demo at

GOODDATA.COM/DEMO