GoodData

Put Your Data to Work
Deliver Embedded Insights that Drive Adoption and ARR

AT A GLANCE

LEADER
in the Forrester Wave™: Enterprise BI Platforms With Majority Cloud Deployments, Q3 2017

#1
reason why customers upgrade to higher paying product tiers

5x
reduction in total cost of ownership of delivering insight-driven applications

"Analytics are table stakes in our business. We needed GoodData to be able to deliver the ongoing custom features our B2B clients expect."

**- Avanish Sahai,
Chief Product Officer,
Demandbase**

Powered By GoodData is a partner program that empowers the industry's leading software companies to quickly and easily embed and scale highly engaging analytics and machine learning to thousands of customers to accelerate product innovation, enable better user experience and generate new revenue streams.

Accelerate Your Analytics Roadmap

Get up and running in 8-10 weeks
- Instant access to end-to-end cloud analytics infrastructure saves years of development time
- True multi-tenant scale allows you to roll out analytics to 10Ks of customers and 100Ks of end-users in just weeks
- Take advantage of GTM, data engineering, development and data science experts, who have experience from more than 500 embedded analytics implementations and will provide a streamlined approach to launch and beyond

Seamlessly Integrate and Keep Complete Control

Complete flexibility and interactivity with core product creates a truly seamless user experience
- Centralize and automate management of changes across some or all clients
- Programmatically manage thousands of users and configure permissions based on existing roles in core product systems

Advance Your Offering with Machine Learning

Deliver recommendations and predictions at the point of work
- Interactive dashboards, ad hoc data discovery tools, alerts, notifications and cross customer benchmarks are just a few of the basic capabilities that can be delivered to your clients at scale
- When you are ready, go beyond the basics with machine learning powered insights that power real time data-driven decision-making
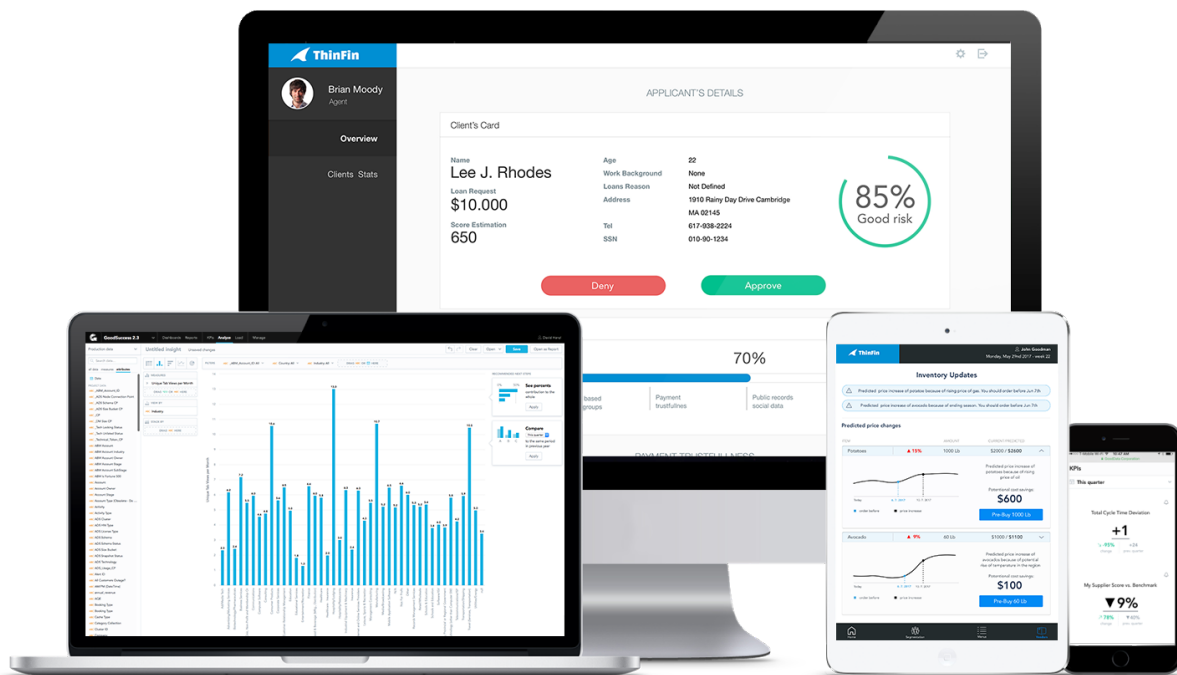
Monetize Your Data

Accelerate your success with the support of the GoodData team
- Data Product Managers conduct deep dive go-to-market sessions to help you build the best product, pricing and packaging strategies
- Award winning support, services and account management teams ensure ongoing innovation and success

Put Your Data to Work
Deliver Insight-driven, Intelligent Applications Today

RAPIDLY INNOVATE

2

weeks to launch first version of data product

⚡ autopilot

GENERATE NEW REVENUE STREAMS

#1

reason why customers upgrade to premium product tiers

Oversight

INCREASE ADOPTION

80%

daily usage rate of Plus and Enterprise customers

zendesk

More than 50% of Fortune 500 Companies Trust GoodData to Deliver Data-Driven Insights
Reach out to us for more information at our website: gooddata.com/contact

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GoodData® is a cloud-based, end-to-end solution that gathers data and user decisions and transforms them into actionable insights delivered at the point of work. This empowers enterprises and software companies to integrate insights into applications so that their customers, partners, and employees can make more intelligent decisions, faster. The platform is powered by a highly scalable, elastic, and secure cloud analytics architecture with capabilities that support the entire data pipeline from data ingestion to insights delivery.

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