GoodData

GoodData Partnership Guide:

Make your Snowflake data work for you with consistent, scalable insights.

Now more than ever, organizations seek to appropriately navigate the data economy as it evolves and grows due to strong demand for data products and services that deliver critical analytics insights. With this data focus, it is imperative to utilize tools that enable data-informed decision-making or create scalable, flexible data solutions for end users. If you're using Snowflake, you're already in a good place on your journey, but you're missing the final stop before your desired destination. This is where GoodData comes in.

GoodData Introduction

GoodData was founded as a business intelligence (BI) software platform under the guiding principle of making data impactful, insightful, and useful for organizations and end users. Over the last 15 years, due to the many changes to the data and technology landscape, a mission ignited — break data silos and enable business users to become data citizens. Through many product and feature launches, GoodData offers robust dashboards, custom insights, and unmatched governance options that have helped thousands of the world's top businesses deliver on their analytics goals.

GoodData focuses on modern, scalable analytics enabling enterprises to seamlessly access, analyze, and deliver insights across organizations and to their customers. In order to accomplish this, GoodData has created a modular, cloud-based analytics platform with flexibility at its core. GoodData also offers infinite data and analytics expertise to enterprises seeking custom-built solutions to best support their goals and overcome challenges. GoodData isn't just another analytics platform, it is a data and analytics visionary and leader that solves complex problems daily through providing tailored analytics solutions.

How does GoodData work with Snowflake?

BI and analytics is a complex business with multiple pieces creating the entire data architecture puzzle. Snowflake offers a cloud-based data storage and analytics service, while GoodData provides a modular analytics and BI platform.

GoodData's analytics platform allows enterprises with Snowflake-stored data to execute analytics in real time. The data is directly queried by the GoodData analytics engine — fueling data-driven decision-making with the freshest data.

The elastic nature of Snowflake's cloud-based data storage makes it both efficient and cost-effective to load, integrate, analyze, and share your data — securely. As a fully managed service, Snowflake is easy to use yet powerful enough to run your essential workloads with near-unlimited concurrency.

Elastic scalability is one of GoodData's unique selling points. Efficiently scalable in terms of data volume, cost, and user numbers, GoodData analytics has the ability to easily grow in unison with an organization's Snowflake data storage.

Hand-in-hand with the GoodData platform's scalable design are its multi-tenant foundations. The solution's architecture is designed with separate user groups in mind, meaning that analytics fueled by always up-to-date Snowflake data can be delivered to a wide array of end users, seamlessly and securely. These separated groups of end users could be internal teams within an organization or the customers of a software company, for example.

How GoodData Solves 3 Common Analytics Challenges

1. Scale without sacrificing performance

Implementing an analytics solution will inevitably involve scaling to an increasing number of users, whether they be internal teams enterprise-wide or clients' end users. GoodData's elastic scalability, powered by cloud native architecture and the core functionality of the multitenancy principle, enables efficient scaling by data volume, user number, and cost. Hence, as an organization's Snowflake data storage grows, its analytics and user numbers can quickly and effectively scale without sacrificing performance.

2. Remove data silos

Collecting and compiling data from different sources and sharing it across multiple user groups often creates data silos and leads to stale data. The partnership between GoodData and Snowflake solves this common challenge by providing one cloud-based location for storing data and an analytics engine that directly queries it in real time. No more data silos and no more out-of-date data.

3. Consistent, clearly defined data

While real-time data queries avoid stale data, they don't guarantee data consistency. With a diversity of users comes a variety of tools to consume the data, which often leads to ungoverned calculations and, consequently, different users reporting different values of the same KPI. With headless BI, end users can connect directly to the analytics engine embedded in an organization's applications via standard APIs and protocols (e.g., JDBC or ODBC) for up-to-date, clearly defined data.

Conclusion

GoodData analytics unlocks the full potential of an organization's Snowflake-stored data, particularly when it comes to:

Scaling data analytics to an increasing number of separate user groups

Relying on the freshest data and eliminating data silos

Ensuring data consistency organization- and customer-wide

Want to learn more about how to get the most out of Snowflake with GoodData? Read more about the [benefits of our technical partnership](#) or [start a free trial today](#).

Looking for a demo? Schedule that [here](#).