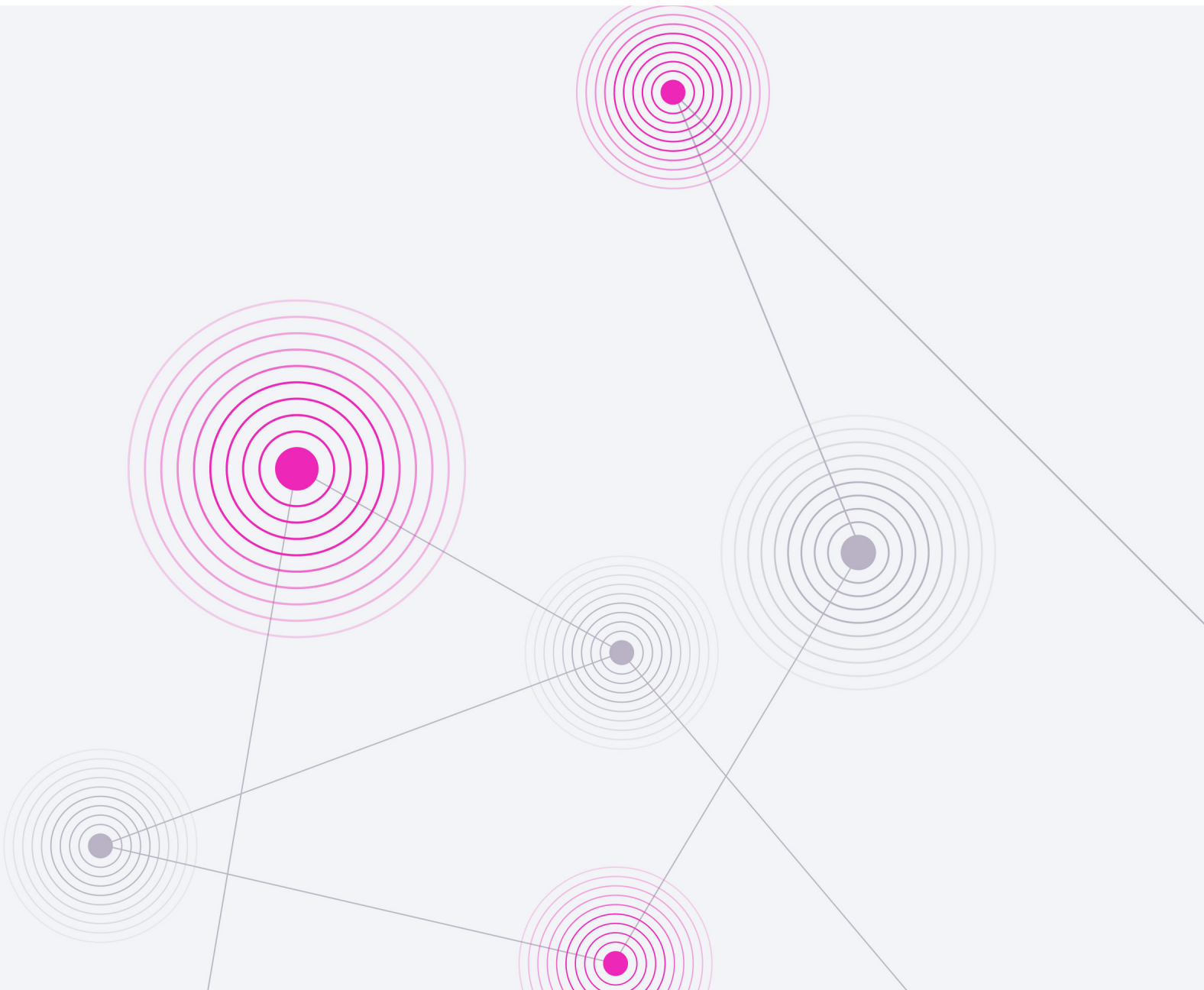# Comparing - Looker Alternatives

About the BI and Analytics Market

The BI and analytics market is home to an abundance of different solutions, all seemingly similar to the rest.

It is, then, necessary to take a look under the hood to discover the major differences between each BI and analytics tool, in order to understand whether your BI implementation and wider data analytics strategy will be both a business and technical success.

The decision you make today, on which analytics platform to acquire, will be one that directly impacts your employee and/or customer happiness and, consequently, the future success of your organization.

In order to help you navigate these initial evaluations efficiently, and to explore how different BI & analytics providers could complement your specific analytics use case, we have composed a table comparing the major BI and analytics tools on the market today.

Architecture

	GoodData	Looker	Power BI	tableau	sisense
100% Cloud-native (Docker & Kubernetes)	✔	–	–	–	✔
Real-time analytics without feature limitations	✔	✔	–	✔	–
Exposed semantic data model as a shared service	✔	✔	✔	–	–
Open & integration-aware APIs, SDKs, standard protocols, and integration with BI tools, ML/AI notebooks & data apps	✔	–	–	–	–
Human-readable declarative definitions & metadata for all objects (designed for DataOps everyday needs)	✔	✔	–	–	–
Composable & reusable metrics	✔	✔	✔	–	–
Strong support for multitenancy	✔	–	–	–	–

Dashboards

	GoodData	Looker	Power BI	tableau	sisense
Easy-to-use self-service capabilities for non-technical users	✔	–	✔	✔	✔
Intuitive drag-&-drop UI	✔	–	✔	✔	–

Embedding

	GoodData	Looker	Power BI	tableau	sisense
SSO & white labeling	✔	✔	✔	✔	✔
iFrame	✔	✔	✔	✔	✔
Javascript library to embed and customize anything you need as React, Angular, and Vue components	✔	–	–	–	–

Scaling and Change Management

	GoodData	Looker	Power BI	tableau	sisense
Automated scaling to thousands of user groups — departments, teams, and clients	✔	–	–	–	–
Streamlined change management to roll out changes to thousands of user groups without breaking their customizations	✔	–	–	–	–
Possibility to change the underlying data warehouse without breaking your data model, metrics, or dashboards	✔	–	–	–	–

Data Integration

	GoodData	Looker	Power BI	tableau	sisense
Manual & Automated CSV upload	✔	–	✔	✔	✔
Use your own data warehouse (e.g. Redshift, Snowflake, BigQuery, PostgreSQL)	✔	✔	✔	✔	✔
Use analytics provider's built-in data warehouse	✔	–	✔	–	–

Data Security and Compliance

	GoodData	Looker	Power BI	tableau	sisense
End-to-end compliance & security — from data warehouse to visualizations	✔	–	–	–	–
SOC 2, ISO 27001:2013, CCPA, GDPR & HIPAA	✔	–	✔	–	–
Guaranteed 99.5% SLA	✔	–	–	–	–

Deployment Options

	GoodData	Looker	Power BI	tableau	sisense
Fully hosted — managed in the cloud by the provider	✔	✔	✔	✔	✔
Self-hosted — deploy to Amazon Web Services, MS Azure, Google Cloud, or on-premises	✔	✔	–	✔	✔

Pricing

	GoodData	Looker	Power BI	tableau	sisense
Easy-to-scale pricing — not priced per user, query, or session	✔	–	–	–	–

Where GoodData Stands in the BI and Analytics Market

Looking for more than just a comparison chart?

Get more in-depth with our ebook covering the [best practices for launching BI and analytics.](#)

GoodData sets itself apart from the competition in some critical capabilities.

While GoodData readily supports self-service visualization for business stakeholders or integration with popular data sources and warehouses, its unique architecture is built to go far beyond these traditional analytics features.

Modular, multitentant architecture

Its modular "multitenant" design enables unified analytics to be automatically scaled to large numbers of completely separated user groups (internal teams, client companies, you name it) as well as allowing for the efficient and secure management of continual changes in data integrations, data models, and visualizations.

The architecture also allows for unifying the definitions of metrics used company-wide, so that the business outcomes in data visualizations are aligned, verified, and delivered in real-time, regardless of the user group working with them.

Intuitive interface with flexible customization

Other important features include; an easy-to-use, drag-and-drop analytics interface designed with both technical and non-technical users in mind, enabling any user to create visualizations from scratch or easily customize pre-existing ones, as well as various embedding and interface customization options, from simple iFrames to advanced APIs, including GoodData's Javascript library for front-end developers.

To top it off, GoodData offers a range of deployment options, letting you decide on the speed of deployment ("time to market"), cost of platform usage, and, specifically, whether or not you need to have your data stored in your own private cloud at all times.

Pricing that promotes analytics adoption

Further strengthening its position on the market, GoodData isn't priced per user or per query, allowing for organizations to promote analytics adoption in their end-users, without incurring unforeseen costs — a great fit for those wishing to implement a BI & analytics solution for diverse and numerous users and use cases.

GoodData unites a powerful and flexible set of features that caters to the needs of analytics' end users as much as the needs of an organization and its management, technical, and data teams.

The GoodData Advantage

Business

1. One platform for all: internal teams, client companies, external partners

2. Self-service analytics for all business managers

3. Your own branding

4. Predictable pricing to suit your business, no pay-per-user

5. The highest data privacy and security certifications

Technical

1. Automated scaling to different departments and companies

2. Embedded dashboards in your application or software product

3. Streamlined multi-tenant change management

4. Abundant data-source options

5. Fully hosted or deployed as a container in your private or public cloud (on premises)

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Written guides will never cover all the questions you might have. So, if our shortlist of advantages matches your use case, why not schedule a demo call today and let our team of experts take you on a guided tour of the GoodData platform? It's commitment-free.

Note: The above evaluation of features is based on our best understanding of publicly available information available at the time of publishing (Oct '21). To understand more specific details and feature differences readers are encouraged to perform their own research. All of the product names, logos, and brands used are for identification purposes only and remain the property of their respective owners. Use of them does not imply any affiliation with or endorsement by them.

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