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## ESG WHITE PAPER

# Empowering the Business to Do More with Data

Embracing Data as a Service from GoodData

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July 2021

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## Introduction

Organizations are focused on empowering all data stakeholders in the business to bring data to every decision. But in a world where data is ever-growing, ever-changing, and more distributed across environments than ever before, operational burdens are causing delays in data availability and data accessibility and gaining value in a reasonable amount of time. And even organizations that have overcome the myriad of operational burdens are met with end-user data literacy challenges. Organizations are increasingly looking for ways to improve the availability of data and analytics through a modern approach to business intelligence that can enable end-users to confidently interact with data on their terms while empowering them to gain the insight they need to add value to the business. GoodData recognizes the roadblocks organizations face in unlocking data's potential. Through GoodData's Data as a Service (DaaS) platform, organizations can take back control of their data estate and empower everyone in the business to do more with data.

## Prioritizing Business Intelligence

As organizations look to maintain their competitive edge, their focus is on gaining intelligence from data. This is a big reason why most organizations are making larger investments in enabling technology, like business intelligence, that can put data and analytics in the hands of more employees faster than ever. In fact, of all



**More than 1/3rd of organizations cited improving data analytics for real-time business intelligence and customer insight as the business initiative driving the most technology spend over the next 12 months.**

business initiatives believed to drive the most technology spending in 2021, more than one-third of organizations (37%) cited improving data analytics for real-time business intelligence and customer insight.<sup>1</sup> So what business objectives are driving organizations' business intelligence strategy? The top two areas cited by respondents were improving operational efficiency (56%) and improving business decisions and strategy (54%).<sup>2</sup> Organizations recognize that investments in business intelligence can help address operational burdens as they look to make data more available to the business.

With operational complexities aside, organizations recognize the need to empower more data stakeholders to leverage the right analytical tools, technologies, and capabilities with the hope of gaining rapid insight. But as organizations prioritize business intelligence, they must grapple with existing skills gaps throughout the business, from data analytics and data science teams to data producers and data consumers. This is forcing the evaluation of new and modern approaches to business intelligence to help close skills gaps, simplify access and usage of analytics capabilities, and empower the business to analyze, utilize, and operationalize data more effectively.

## Data as a Service with GoodData

GoodData recognizes the need for greater pervasiveness of data. With Data as a Service, GoodData is breaking down the monolithic approach to traditional BI and putting data in the hands of every person on their preferred device. The service starts with a foundational principle of separating the data analytics logic from the data presentation layer. For too long, these two core pillars have been tightly coupled, leading to operational burdens, delays, and complexities that prevent fast access to real-time data. GoodData is focused on defining the analytics logic once and then making it available to users through an API-first approach.

<sup>1</sup> Source: ESG Research Report, [2021 Technology Spending Intentions Survey](#), January 2021.

<sup>2</sup> Source: ESG Research Report, [The Path to Data Leadership: Embracing Business Intelligence to Achieve Data-driven Success](#), July 2021.

With a core component of Data as a Service being the public cloud, DaaS makes analytics logic and data available to everyone over an API and can therefore ensure unrestricted data querying. Being purely cloud-based also ensures data does not have to get moved to a desktop for analysis, enabling organizations to better enforce comprehensive data governance. Understanding the importance of supporting an open data ecosystem, DaaS integrates with any tool, system, or service across environments through its APIs. In other words, the multi-platform support means DaaS customers can escape vendor lock in. Whether an organization is looking to present data via dashboard/report, track data lineage, ensure high quality data with a data catalog, manage the data lifecycle, or perform data governance across its data estate, DaaS is made available to everyone and everything. And for organizations that need help with implementation, filling knowledge gaps, or even strategic guidance, GoodData Services offers its own expert data engineers, front-end developers, and UX designers.

**GoodData has introduced a new BI pricing paradigm that focuses purely on API usage through data access by logical business domain.**

Understanding that traditional BI seat pricing deters unfettered data access, GoodData has introduced a new BI pricing paradigm that focuses purely on API usage through data access by logical business domain. This predictable pricing model enables sales, finance, marketing, support, etc. to individually enable access to all its data stakeholders without increasing costs. The result is an organization

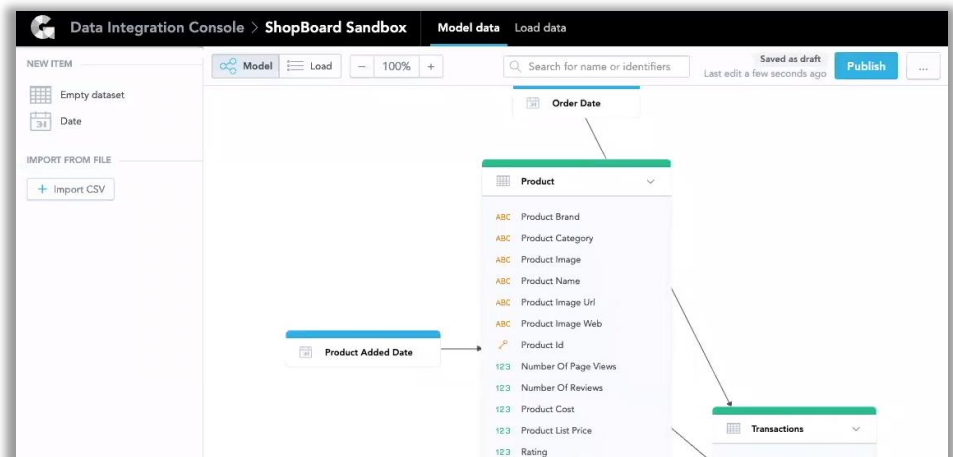
that can confidently scale analytics based on the dimensions that matter: data volume, performance, and end-user access without worrying about cost. And for those organizations working to cross-pollinate data access, GoodData will continue to innovate in the way it prices DaaS to ensure tradeoffs do not have to be made as more data looks to be leveraged across business domains.

## Deployment Flexibility

The GoodData platform consists of a powerful microservices-based architecture that simplifies deployments and offers flexibility. Whether on-premises or in the cloud, self-managed or fully managed, GoodData Cloud Native (GoodData.CN) can cater deployment options to customer's needs. Cloud-native deployments enable businesses to deploy GoodData.CN locally in a data center or in a private or public cloud as a Kubernetes container. In this deployment scenario, the platform is managed by the organization and proves beneficial if data privacy or compliance forces data to be stored in certain locations. Fully hosted deployments are managed entirely by GoodData, including operations, security, scale, and infrastructure management. This approach enables organizations to focus on the data and yields the fastest time to value through lowest cost of ownership. The third option is positioned as hybrid hosting, where an organization already has a data management infrastructure in place. In this case, GoodData.CN purely hosts the analytical layer as it pulls data from data sources such as databases, data warehouses, and data lakes.

## Data Transformation

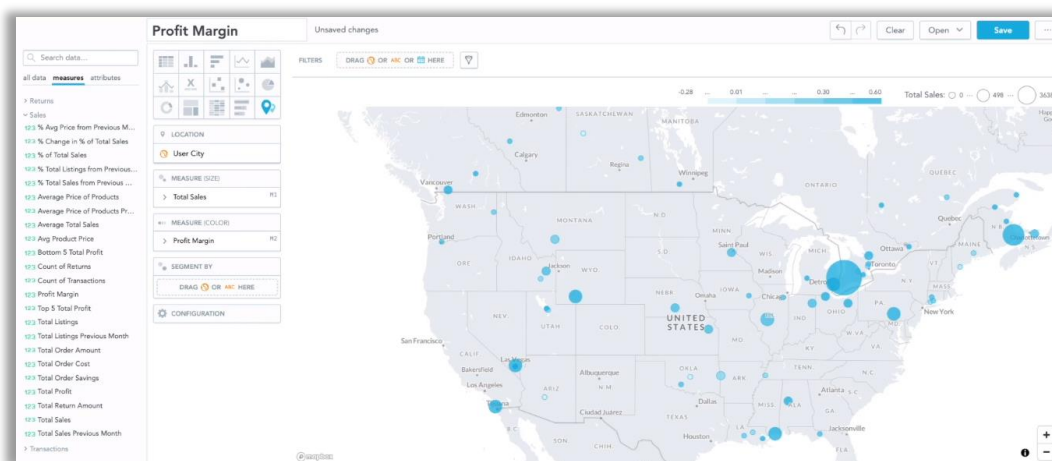
With GoodData.CN, organizations can leverage existing clean data from a data warehouse or prepare data within GoodData's Data Integration Console. The console enables organizations to create new data sources from the likes of existing cloud data warehouses, storage services, and systems with prebuilt connectors, as well as import CSV



data. From directly within the console, end-users can take imported data, complete tasks such as selecting a primary key using a logical data model, describing the data structure, and creating relationships between different data sets with an interactive drag-and-drop interface. End-users can then add number values and text values or change relationships between data from within the console without having to write new queries or rewrite old queries. This is the foundation of GoodData.CN's semantic layer, which can interlink data from sources to business metrics and eventually dashboards. And when a data source changes or the underlying data changes, the defined business metrics that are relied on within dashboards and reports are not impacted. The approach that GoodData takes enables a new level of resiliency to data pipelines, enabling them to continue to execute while ensuring accuracy and integrity of data and business metrics without compromise. The result is replacing complex SQL queries with GoodData's query language that enables end-users to achieve a higher level of insight understanding. And because the powerful analytics engine is anchored by defined business metrics that are adaptable to different filters and dimensions, experts spend less time refactoring and tinkering with queries and more time focusing on business metrics and insight.

## Visualization and Embedded Analytics

Through personalized and customized workspaces, end-users can create rich visualizations through an intuitive drag-and-drop interface in seconds. Being rooted in self-service, non-technical users can quickly build personalized dashboards with minimal



training using the business metrics that matter most without needing to bother expert data analysts or overburdened data engineers. Dashboards can also be optimized for any device and shared with anyone to encourage collaboration. For those organizations looking to customize dashboards, GoodData delivers the knobs needed to customize colors and add logos to match branding or identify different user groups. With organizations prioritizing the use of embedded analytics, GoodData.CN is delivering an experience that will enable the business to deliver seamless analytics and business intelligence capabilities directly in applications with the right guardrails to enable end-users to not only explore but confidently interact with data. GoodData.UI visualizations are delivered to end-users in two ways:

- **Direct embedding in an iFrame** enables the business to deliver everything from preset visualizations and dashboards to self-service interfaces for non-technical users with an incorporated single sign-on feature. By clicking next to a visualization or dashboard, automatic code generation can be shared or easily embedded within a web interface.
- **Custom application embedding** is geared towards application developers tasked with building out modern, data-rich applications. By using GoodData's APIs, SDKs, and UI JavaScript libraries, developers can create customizations as React, Angular, and Vue components. This enables teams to embed customized dashboard and analytics interfaces, as well as design solutions that leverage custom logic that constantly pulls data from the right data sources.

The result is a set of tools and capabilities for developers, data teams, and end-users alike to gain data-centric value on their terms through powerful visualizations that make data available to both the producers and consumers of data with the right business context.

## The Bigger Truth

As organizations work to better leverage more data within the business, they are making investments in business intelligence with the hope of advancing their data maturity. These organizations are looking to leverage a BI platform that can help deliver a unified data strategy and enable a new level of operationalizing data and analytics, but several challenges arise. Operational burdens, platform inflexibility, and cost create a series of delays across the data value chain. While modern BI tools have emerged to enable better levels of agility and flexibility, appropriate governance is often overlooked, creating gaps or excessive roadblocks that prevent the right people from accessing the right data and insights in a timely manner.

GoodData is eliminating the traditional BI complexities and bottlenecks through their Data as a Service offering. Through an advanced semantic model that focuses on business events, customers can establish metrics and create dashboards and reports that can be leveraged virtually anywhere without relying on underlying dynamic data constructs under the hood. And the result is a new degree of data empowerment. Experts are empowered to more easily build modern applications infused with data, saving time and improving productivity. Non-technical end-users are empowered to interact and analyze data with guardrails, instilling confidence and improving data literacy when it comes to accessing and analyzing data on their terms. With virtually all organizations focused on democratizing data access and analysis through a modern approach to BI, GoodData continues to exceed customer expectations.

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