

Maximize the ROI of Your Data by Combining Global IDs With GoodData

Every company needs quality, accessible data to make decisions and drive its business forward. To make this happen, Global IDs accelerate the organization of data at scale to provide insights. To further improve this service, they also partner with the GoodData analytics platform.

GoodData turns the costs associated with data and insights into an opportunity for revenue generation – and has the power to provide added value to customers and partners. Excitingly, it is possible to combine Global ID management capabilities with GoodData's analytics in your environment.

Combining Global IDs and GoodData will benefit you if:

- ✓ You want a self-service data environment
- ✓ You want to scale to a large number of users

Why is combining Global IDs and GoodData in your environment so powerful?

Our technologies perfectly complement one another ...



| Expertise in Deep Data Management

Decades of experience solving complex data problems at large global organizations

| Self-Service Data

The self-serve environment brings insight to all data in an organized catalog

| Provides Value Fast

Customers see the benefits in months not years



| Embedded Experience

Allows you to seamlessly embed analytics into your applications — via iFrame, Web Components, or React SDK

| Scalability

Enables you to scale your analytics without negatively impacting profit margin — via unlimited user licensing

| Self-Service Analytics

Empowers the end user, improving customer retention

GoodData's analytics platform combined with Global IDs Data Management capabilities allows you to deliver trusted, relevant data to your end users via customizable, self-service dashboards and visualizations.