



# Delivering Operational Insights & Decision Guidance

Your business has likely made significant investments into its data and analytics strategy. But if yours is like most organizations, delivering meaningful insights that enhance the thousands of decisions that your frontline employees make every day remains a serious challenge. In short, the operational decision makers that make or break your business still rely on cumbersome, error prone and time consuming processes that aren't informed by the right information.

**“GoodData’s SmartApps concept let customers quickly build complex analytics applications using built-in machine learning capabilities.”**

- The Forrester Wave™;  
Insight Platform-As-A-Service, Q3 2017

**“Partnering with GoodData gave us the whole package-advanced capabilities, competitive advantage, and a clear value driver. Our customers have never been happier.”**

-FCM Travel

GoodData solves this critical problem. Our Enterprise Insights Platform empowers businesses to increase their agility, productivity and profitability by transforming raw data into clear, actionable insights. These are then delivered exactly when and where your operational teams need them to make truly data-driven business decisions that make them better at their jobs.

## **A Platform for Augmenting, Operationalizing, and Enhancing Decision-Making**

At GoodData, we’re closing the loop between insights and action and scaling the impact of data on your business. Our Enterprise Insights Platform harnesses advanced analytics, machine learning and robust application integration capabilities to distribute actionable insights and recommendations throughout the business network by embedding this intelligence into the business applications that your workers use every day.

Our platform learns and improves from actions taken continuously, empowering operational

decision makers with the speed and agility they need to take actions, learn from them, and improve. This means everyday employees can make critical data-driven decisions faster and with less bias, delivering superior results.

## Empower Your Workforce With Intelligent Insights

### Get the Right Data to the People Who Need It:

Making an informed decision requires access to the right insights, at the right time. Traditionally this has been extremely challenging as the required information is spread across many locations, and the resources needed to analyze and transform that data into meaningful business outcomes are scarce.

Through GoodData's industry leading data integration and management, analytics, and insights delivery platform capabilities, we can quickly transform your data into the key insights needed to drive more informed, intelligent decisions.

### Move from Insights to Action:

Your employees should be focused on doing their jobs, not analyzing data. Simply providing them with more and more raw information isn't the answer; they need tools that automatically help them determine the best business actions to take in a given situation.

GoodData uses machine learning to solve this problem, transforming data into recommended actions and delivering personalized in-context information to dramatically reduce the time from analysis to action. GoodData's robust application integration capabilities ensure that the insights display seamlessly, right within the business applications you already use.

### Learn Continuously:

Your employees are your greatest asset, and the decisions that they make every day are critical.

To provide enhanced context for future decisions, GoodData connects with your transactional systems to track actions taken within the application. This enables tracking and retraining of machine learning models, so future recommendations get continuously better over time.

**"GoodData's platform is a foundation for building business analytics applications."** - The Forrester Wave™: Insight PlatformsAs-A-Service, Q3 2017

## Example of Insights Delivered at the Point of Work

Here you can see GoodData embedded right into an Expense Management application. This application helps Travel Managers identify cost drivers and take action to reduce departmental spend in their daily environment by recommending the best staffing option based on data from many sources. Truly actionable, this Smart Business Application is delivered right at the point of work, learning and evolving to get better and more effective over time.

This is just one example of how we can help.

Here are a few more:

### Marketing:

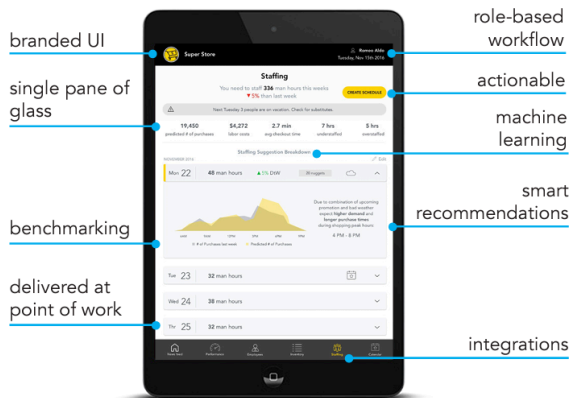
- Determine best leads to prospect
- Surface best products to cross-sell
- Identify buyer segments for new campaigns

### Sales:

- Determine best leads to prospect
- Surface best products to cross-sell
- Identify buyer segments for new campaigns

### Purchasing:

- Predict revenue based on events or climate patterns
- Determine pricing anomalies
- Decide to approve or reject invoices
- Forecast spend based on demand and economic indicators



## We're Ready to be Your Innovation Partners

Identified as Strong Performer in the The Forrester Wave™: Insight Platforms-As-A-Service, Q3 2017, GoodData provides an integrated set of data management, analytics, machine learning and insight application development and management components. The GoodData Enterprise Insights Platform connects to multiple data sources to rapidly build standalone or embedded analytic apps than can be distributed to large numbers of users. Unlike the build it your-self approach, our integrated platform approach improves time-to-value and reduces technology risk for our customers.

**More Than 50% of Fortune 500 Companies Trust GoodData to Deliver Data-Driven Insights.**



## About GoodData

Want to learn more about how GoodData can enable your business growth via analytics?

[Schedule a demo](#)

### Join the conversation:

Follow allong on: [LinkedIn](#) and [Twitter](#)



## The GoodData advantage

### Business:

1. One platform for all: internal teams, client companies, external partners
2. Self-service visualization for business users
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)