



Product Brief: Embedded Analytics

GoodData

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This product brief is associated with a report titled **Which Embedded BI Product is Right For You?** that appeared on April 30th, 2016.


Executive Summary

GoodData is a cloud analytics platform that has finally found its place in the market for embedded analytics and data monetization. Founded in 2007, the company was one of the first business intelligence (BI) vendors built exclusively for the cloud, well before most organizations considered moving analytic processing out of on-premises data centers. Now that the cloud is going mainstream, GoodData's fortunes are on the rise.

Thanks to its multi-tenant architecture and full-stack analytic platform, which comes with a columnar database, ETL tools, data marts, and analytic tools, GoodData is uniquely positioned to help companies distribute analytics to external customers or partners or internal groups, such as business units, divisions, and departments. Rather than deploy multiple physical analytic environments, GoodData customers can deploy one environment with virtual workspaces for each tenant or group. Each tenant runs on the same cloud operating infrastructure and leverages the same data model, metrics, dashboards and analytic applications which they can extend to meet local needs.

These cascaded analytic deployments—or analytic distribution networks, as GoodData calls them—enable customers to provide internal or external customers with virtual data analytics environments. For example, a retailer can provide franchisees with interactive dashboards and analytics capabilities as well as an extensible data mart that franchisees can customize with their own data and metrics. These analytics environments increase customer satisfaction and stickiness and enable GoodData customers to generate additional revenue. In this way, GoodData is on the vanguard of the data monetization movement.

Company Profile

	
Founded	2007
Headquarters	San Francisco, CA
Ownership	Private
Company focus	Cloud BI platforms
Employees	300
Reference customers	Comcast, Zendesk, HIMSS, ServiceChannel
Target markets	Companies that benefit from distributed analytic deployments and want to monetize data assets
Top competitors	Birst, Domo, Tableau Software, Qlik
Web site	www.gooddata.com

Key Differentiators

1. Platform-as-a-Service. GoodData was built from the ground up for multi-tenant cloud deployments. It offers a platform-as-a-service (PaaS) that enables customers to build analytic applications without having to purchase, deploy, manage, or upgrade the hardware, data, or intelligence infrastructure. The GoodData platform provides a full-stack BI deployment, including a data warehouse, ETL tools, data marts, analytics engine, dashboard, and self-service tools.

2. Cascading BI Deployments. Thanks to its cloud architecture, customers can deploy and manage their own multi-tenant cloud analytic applications, offering each GoodData customer or internal group its own extensible virtual analytic workspace that leverages a corporate model, metrics, and reports that tenants can extend and augment with their own data.

3. Benchmarking & Engagement Monitoring. Because all customers run on the same environment, GoodData (and its customers who manage a virtual network of analytic tenants) can measure activity and aggregate usage data, which they can use to develop benchmarks that help customers understand how their activity and performance compares to peers and offer recommendations to optimize performance.

4. Data Monetization. As a multi-tenant cloud vendor, GoodData is uniquely positioned to help customers use data and analytics to provide unique data products to their customers, improving customer satisfaction and stickiness and generating new sources of revenue.

5. Customization and Embedding. GoodData supports single sign-on via security assertion markup language (SAML); its graphical user interface (GUI) can be customized and white labeled; and it can be embedded into applications via iFrames. It also offers APIs for automation, write-back, and sourcing data.

Product Profile

Product name	GoodData
Date first shipped	2007
Deployment model	Exclusively cloud
Architecture	BI platform with built-in database, ETL, and BI tools
Clients	HTML5 browsers
Servers	GoodData servers
Data sources	FTP, JDBC, cloud APIs, ETL tools, custom-built data connectors
Transformations	Built-in and third-party ETL tools
Pricing model	Subscription by platform and number of workspaces
Licensing model	Starts at \$40K annually for platform and \$95/month per workspace.

Key Use Cases

1. Customer Networks. Because of its multi-tenant cloud architecture, GoodData is ideal for companies that want to deliver packaged analytics or data products (i.e., virtual data marts with built-in dashboards and self-service analytics) to distributed groups, either internal or external. This includes B2B customers; agencies that need to support clients with analytics; retailers with multiple stores or franchises; and similar business networks.

2. Embedded Analytics. As a cloud BI provider, GoodData is easy to embed inside other software applications. Customers can customize the GUI to conform to the look and feel of the host application and use APIs to facilitate interaction and automation.

3. Data Products. GoodData helps customers monetize their data assets using its network distribution and embedding features. By distributing data via KPIs, reports, dashboards, and self-service analytics, customers can grow customer satisfaction, increase the stickiness of their applications or services, or generate revenues from the analytic applications.

Not a Good Fit If You:

1. Can't run data in the cloud. If corporate policy prohibits running data in the cloud, then GoodData is not a good fit. GoodData works only on data that is loaded into its cloud platform and doesn't query data sources or applications outside its platform.

2. Don't want to use the GoodData user interface. Although GoodData provides JDBC access to its data warehouse, the environment is optimized for the GoodData user interface.

3. Want rich analytics. Most GoodData customers' customers consume straightforward dashboards and metrics-driven benchmarks without complex drilling or predictive analytics.



Wayne W. Eckerson has been a thought leader in the business intelligence and analytics field since the early 1990s. He is a sought-after consultant, noted speaker, and expert educator who thinks critically, writes clearly, and presents persuasively about complex topics. Eckerson has conducted many groundbreaking research studies, chaired numerous conferences, and written two widely read books on performance dashboards and analytics.

About Eckerson Group

Eckerson Group is a research and consulting firm of veteran practitioners who help business analytics leaders use data and technology to drive better insights and actions. Its researchers and consultants each have more than 20 years of experience in the field and are uniquely qualified to help business and technical leaders optimize their investments in business intelligence, analytics, big data management, and the Internet of things.

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