Modern Business Intelligence

Amplify your Workforce with Modern BI.

Business Intelligence for Intelligent Businesses

To unlock the full value of data, companies need data experiences that deliver trusted, timely and actionable insights to every person and workflow. Looker's modern BI solution empowers everyone in the organization to ask sophisticated questions and get real-time, trusted insights that improve decision making and can be operationalized to power workflows in other tools and systems.

What's new?

Looker 7 delivers new enhancements including a reimagined BI experience that improves collaboration and data flow across common business tools. More at looker.com/product/looker-7.

Partner Spotlight

⫶⫶ Fivetran	❄ snowflake®	**aws**
fivetran.com	snowflake.com	aws.amazon.com
◉ Maven Wave	⫶⫶ Bytecode IO	SADA
mavenwave.com	bytecode.io	sada.com

Benefits

Inspire users to drill-in and ask more with a business-friendly UX that delivers real-time governed data.

Free your data team to focus on high-value analytics projects.

Create unique experiences that operationalize data, driving value with data at every turn.

"We had lots of different tools that were specialized but we wanted an environment where we could manage all the data so we could actually understand it, and look at it without siloed points of view."

Bobby Gill, Data Analytics Director, The Economist

Looker's Platform Delivers Data Where You Need It

Best-in-Class Business Intelligence & Analytics

Integrate Insights

Build with Looker

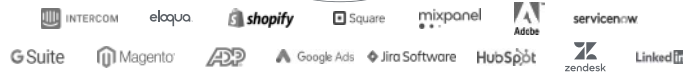**Amplify your teams and workflows**
Best-in-class BI, plus anything else you want to build

- twilio
- Airtable
- slack
- Segment
- Marketo
- zapier

✉ Reports delivered to your inbox

🔔 Dynamic alerting

📈 Export data into other platforms

- ▦ Productize embedded analytics
- ▦ Internal embed
- ☁ Embed back into SaaS tools
- ▦ iFrame embed anywhere
- ⤳ Feed ML/AI workflows

Robust platform
Unified understanding of data & metrics

Complete picture
A rich view with all your company's data

✦ Looker
Unified metrics | Permissioning | Version-control | Security | Cloud | Best-in-class APIs

SQL in   Results back

Cloud Spanner   BigQuery   CloudS QL

- INTERCOM
- eloqua
- shopify
- Square
- mixpanel
- Adobe
- servicenow
- G Suite
- Magento
- ADP
- Google Ads
- Jira Software
- HubSpot
- zendesk
- LinkedIn

Industry use cases

Retail
Have better, more tailored interactions with your customers with a 360-degree view into all their activity. Optimize store operations and manage complex supply chains.

Media
Create a holistic view of your content engagement. Track user acquisition and retentions costs. Surface the right ads at the right time. Compare content monetization strategies

Financial Services
Improve customer lifetime value and reduce churn. Create new products and business models. Leverage real-time insights to flag fraudulent behavior before it takes a toll on your business.

Healthcare
Improve patient outcomes by securely bringing data from different systems together to deliver the highest level of care to patients at every touch-point. Optimize operations to reduce costs.

"Looker's agile BI approach avoids the challenges of traditional BI and ETL solutions in supporting multiple data sources and has become a new standard for accelerating the value of data."

Amalgam Insights

Google Cloud