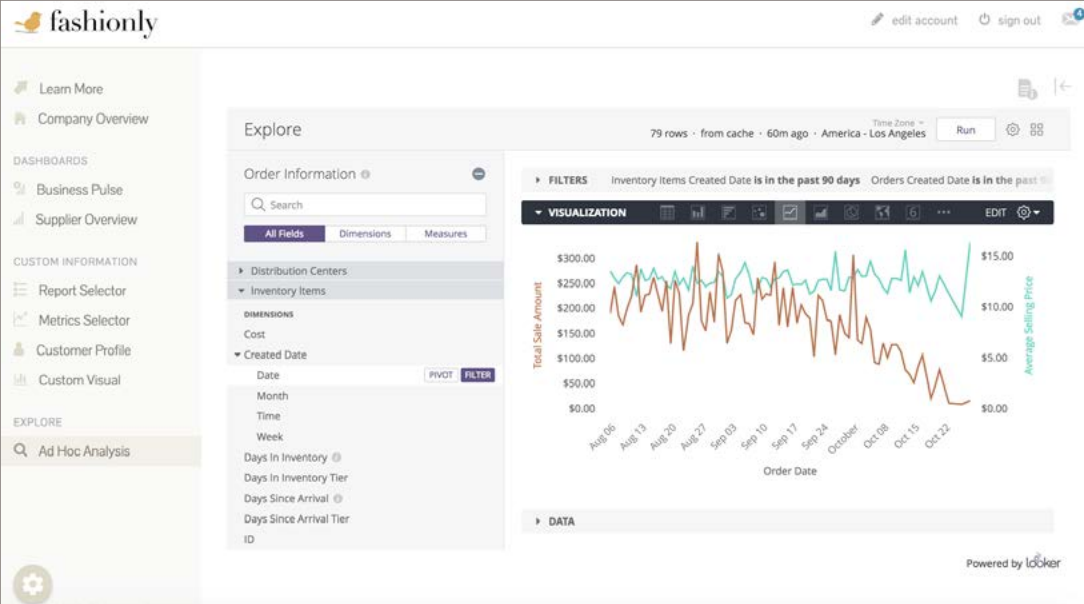Looker

Embedding Analytics with the Looker Platform

Google Cloud

As organizations digitally transform to compete and win, the role of the technology leader becomes increasingly strategic. The shift to digital makes their technology team's efforts critical drivers of competitive differentiation and—by extension—growth. We see this trend reflected in the fact that growth is now the top priority for technology leaders.

It is essential for these leaders to invest precious engineering resources on core competencies. By outsourcing the rest, these teams benefit from a best-of-breed technology stack while achieving a high return on their expensive in-house engineering efforts.

For organizations like Namely, these types of choices resulted in real business outcomes: increased revenue and customer engagement, and decreased costs of development and service. The product and engineering teams at Namely saw an opportunity to win upmarket against large incumbents by offering best-in-class analytics in their product. By choosing the right tools for the job, and focusing technical resources on delivering more value to the customer, their technologists have slingshotted the business forward. And they are not alone...

What all these organizations have in common is that they carefully considered the three most important technology factors to their success:

Build Efficiently with a Customer-Centric Approach

Looker is unique among embedded analytics providers in helping engineers build product using the modern agile software development workflows they expect. Working in git, developers can use version history, development-staging-production environments, branching, importing projects, unit testing, and more. The results: reliable releases and best-in-class developer collaboration for embedded analytics.

Analyze the Short and Long Term Scalability

The Looker platform scales with your growth over time. Because it has a software-based modeling layer, adding new customers, users or use cases is easy. And when product owners inevitably need to make a change to metric definitions or customer permissions, they do so in one place and have those changes pushed out to customers automatically, maintaining performance at scale.

Pick the Right Architecture to Deliver Data that is Always Accurate

The Looker platform's data modeling layer and in-database architecture provide product owners with the peace of mind that the analytics they are embedding in their product is always reliably showing accurate data to their customers. This is because Looker live-queries the database on behalf of the user, so the data that the users see is always accurate: it's governed and fresh. This also unlocks the ability for the user to ask questions of the data in a self-serve manner, for new valuable decision making insights.

" At Looker, we see time-to-value as the most common reason why people choose to go with our embedded solution compared to alternatives."

One more thing...

Great visual elements are hard requirements for product people ... rightfully so. However, when productizing analytics, it's key to remember that the impact of these visual elements are completely dependent on complex technologies working together properly behind the scenes. Technology leaders who recognize that the many features in an embedded analytics vendor are not all created equal, can more strategically outsource the hardest and most important parts of the job and invest their precious resources where they can make the greatest difference.

Google Cloud

Embedded feature overview

Modern Enterprise Analytics Platform
Easily embed data, charts and dashboards into your products or applications, with enterprise-grade data governance and permissioning.

Highly Scalable In-Database Architecture
Keep your data secure where it already is. There is no need for traditional ETL, giving you enhanced scalability and security.

Git-Versioned Data Modeling
Designed for modern git workflows and agile development process. Gives developers fully revertible version history and stable release cycles.

Full Customization
Control the look, feel, filtering and drillability of your data and visualization to your customers precise needs. Interactive iframes allow for rapid time to value.

APIs and Documentation
A robust suite of RESTful APIs, SDKs and popular application integrations make it easy to build custom workflows and applications on top of the Looker platform.

Minimized Maintenance Cost
Engineers can focus on writing software, rather than spending time supporting changes for end users and scalability.

Business benefits of embedding Looker

Best-In-Class Time-to-Value
World-class professional services to ensure you are up and running in a matter of days, and supported throughout your product development process.

Massively Scalable
Update user permissions and business metric definitions all in one place and propagate changes to allendpoints instantly.

Agile Development
Data model git-versioning for agile software development process. Stable release cycles, complete version history, roll back any changes easily.

Predictable Pricing
Customizable to your unique business model and use of the platform. Cost grows slower than the value you get.

Enterprise Grade Security
In-database architecture means you never have to move your data and reduce your attack surface. Authentication, permissioning and robust administration.

Future-Proof Your Investments
As your data and your business grow, you're able to take advantage of the fastest databases. Better leverage your past and future data stack investments.

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