

Looker: Multi-cloud and the Power of Choice

“We remain committed to our multi-cloud strategy and will retain and expand Looker’s capabilities to analyze data across Clouds.”

—Thomas Kurian,
CEO, Google Cloud Platform

Databases are the lifeblood of many organizations, holding massive amounts of critical business data and carrying out hundreds of thousands of transactions per day. From early on, Looker’s vision was that not only would databases get faster and cheaper due to improvements in technology, but that more vendors would also enter the market. Due to this evolving landscape, companies would be able to choose the databases that best suited their needs.

This early vision led Looker to invest heavily in supporting a wide variety of databases as quickly as possible. Looker was one of the first BI tools to support Snowflake, Amazon Athena, Amazon Redshift Spectrum, and Google BigQuery. A core part of the platform’s value is its ability to give our customers the freedom of choice—something Looker remains committed to.

Google Cloud embraces a multi-cloud strategy because they also understand how important it is for customers to have freedom in their technology stack. In April 2019, they announced Anthos at their annual Next conference. Anthos gives companies the freedom to deploy, run, and manage applications on the cloud of their choice, including GCP, AWS, or Azure.

Looker and Google are both fundamentally committed to a world with more choice for customers, including where they store—or retrieve—their data or run their applications.

Will Looker continue to support non-BigQuery databases like Amazon Redshift and Snowflake?

Yes. Looker will continue to support multiple databases, including—but not limited to—Amazon Redshift, Snowflake, Google BigQuery, Postgres, MySQL, and Azure SQL. Today, Looker supports 47 unique SQL dialects and plans on adding more to meet customer demand.

Why does multi-cloud matter?

According to Gartner, “by 2022, about 75% of enterprise customers using cloud infrastructure as a service (IaaS) will go multi-cloud, up from 49%

in 2017.” Additionally, “multi-cloud is a phenomenon that should become part of the cloud offering, not only for managed service providers but also for all types of cloud service providers.”

–Gartner Market Insight: [Multicloud Becomes Essential for Cloud IaaS Offerings](#), Petr Gorodetskiy, Brandon Medford, October 30, 2018

Will Looker continue to be multi-cloud?

Yes. Looker will continue to be multi-cloud. We will support Looker on other Public Clouds and hybrid environments. For example, a large percentage of our customers already run on AWS today. Looker will also be adding support for Microsoft’s Azure Cloud this year.

“Looker’s support for multiple public clouds and databases aligns well with Google’s multi-cloud approach, and we look forward to working with our enterprise clients to implement these capabilities at scale.

–Sanjeev Vohra, group technology officer and data business group lead, Accenture

If Looker is so committed to being agnostic, why did you agree to be bought by Google?

This acquisition substantially expands our ability to bring you more innovative and compelling solutions. At Looker, we believe our success is a direct function of our ability to help our customers be successful. We’ve heard from you that product innovation, reliability, and support are vitally important—and we work hard to always deliver what you need. Working more closely with Google expands what we can do to serve your needs and deliver transformational data experiences.

“For organizations looking at multi-cloud and hybrid cloud management challenges, continue to consider Looker as a solution to provide consistent analytics across data environments. Looker’s ability to support a wide variety of cloud data and on-prem data sources should not be changed by Google’s acquisition, and Google is committed to Looker’s continued support of multiple clouds”

–Hyoun Park, CEO and Principal Analyst, Amalgam Insights

Customer Use Cases

[Deliveroo](#) is an award-winning food delivery service that runs on data. Looker and Snowflake power insights to support over 35,000 restaurants and 30,000 riders with live data, allowing them to get food to customers on time.

“With Looker and Snowflake, we are very confident that we are building a BI stack that will scale as quickly as we do over time.”

– Deliveroo

[Kollective](#) is a cloud-based video distribution platform for corporate communications. Kollective’s video streaming needed to be reliable, cost-effective, and scalable to support a large number of concurrent clients generating views and running queries. Because of their unique environment and demanding mixed workloads, the team chose MemSQL as their database and Looker for analytics.

“A number of our clients have privacy concerns. It’s really helpful to have an analytics platform that’s SOC2 compliant, meets GDPR standards, has all of the privacy we need, and that we can deploy into a closed system or on VPN networks—on-prem or in the cloud. With MemSQL and Looker, we have top-tier security.”

– Kollective

Looker and Google share a common philosophy on solving business problems for customers across all industries—regardless of where their data lives or where they choose to deploy. We remain committed to delivering on our multi-cloud strategy securely and transparently.