

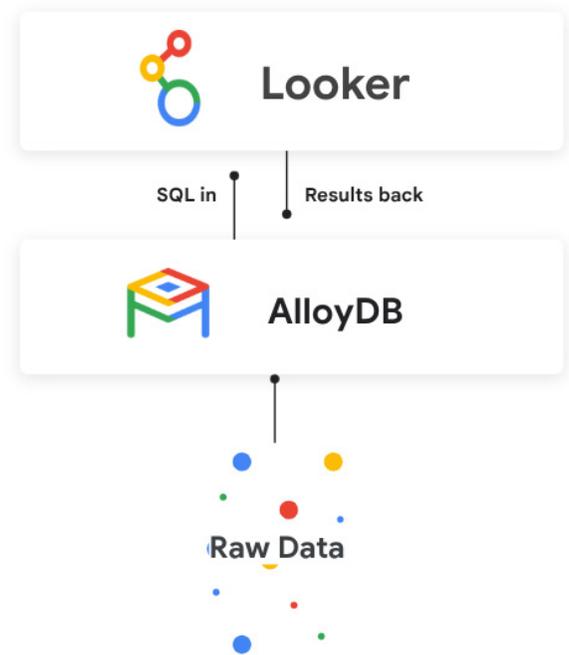
Looker and AlloyDB Deliver Trusted, High-Performance Data Experiences for the AI Era

The Challenge: A Disconnect Between Data and Decisions

Even as data and AI play an increasing role in every business, today's enterprises are often slowed by gaps between the real-time transactional information found in their operational data and strategic analysis of that data, due to three major factors: data latency, architectural complexity, and inconsistent metrics. By leveraging Looker with AlloyDB, including Conversational Analytics for natural language questions of your data, you can build on a unified data and analytics stack, designed to eliminate latency and complexity, while gaining real-time governed insights for the age of AI.

A Unified Real-time Solution to Business Analytics

Looker and AlloyDB provide a unified, high-performance solution that bridges the gap between real-time operations and strategic analysis, analyzing data directly where it lives without complex data replication.



AlloyDB for PostgreSQL is a fully-managed, PostgreSQL-compatible database that delivers multi-workload performance for transactional and analytical processing, and simplifies operations as a fully managed service that handles maintenance, scaling and backups. AlloyDB AI offers fast vector search, and offers access to AI models on Vertex AI and other platforms.

Looker is a cloud-first business intelligence platform that provides a flexible, self-service experience with trusted data, best exemplified by its semantic layer, which provides a single source of truth, enabling data engineers and analysts to define business logic and Key Performance Indicators (KPIs). Looker's flexible data experiences deliver insights where people work through interactive dashboards, in embedded analytics and custom applications, or by powering AI agents.

Connecting the two, users can ask questions of their data, thanks to Conversational Analytics, and gain rapid insights in natural language, creating a business logic layer that unlocks the full potential of your database – transforming unstructured data to action.



Unlock New Opportunities

The combination of Looker and AlloyDB with Conversational Analytics unlocks critical capabilities for modern enterprises, including real-time transactional analytics, a simplified architecture, governed self-service capabilities on the freshest data, and high performance embedded analytics. You can query live operational data directly without performance degradation and know your data is up to date, backed by unified and accurate metrics. You can now design fast and reliable analytics directly into your products for internal consumption or to unlock new business opportunities through data monetization.

This combination is suited for a wide variety of business use cases, such as:

 **Real-time Operational Intelligence:** You can monitor live sales funnels, logistics, inventory, or IoT sensor data as it happens to make up-to-the-second operational decisions.

 **Live Customer Service:** You can give support and success teams a complete, live view of every customer interaction and transaction for proactive, context-aware service.

 **Embedded Analytics:** You can deliver fast, interactive dashboards and reporting directly within customer applications or internal portals.

The Foundation for Conversational AI

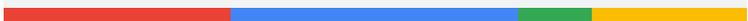
AI innovation requires strong data governance, backed by accurate measures. Together, Looker and AlloyDB provide the structure that ensures external-facing, real-time analytics are grounded in high-quality, trusted enterprise data, significantly minimizing the risk of AI hallucinations.

Looker provides data accuracy with the semantic layer acting as a crucial bridge, providing LLMs with the vital context, definitions, and governed business logic needed to generate consistent and accurate SQL queries. This layer can reduce data errors in Gen AI queries by as much as two-thirds. Meanwhile, AlloyDB ensures that AI interactions and conversational queries are answered on the freshest data, enabling a truly interactive experience.

This combination powers Conversational Analytics for everyone: Conversational Analytics in AlloyDB empowers database engineers with real-time, context-aware database insights via natural language, while the Looker Platform provides governed BI and semantics for natural language data exploration for hundreds and thousands of business users.

Ecosystem Flexibility Designed for any Era – Including this One

Looker unifies the entire Google Cloud data ecosystem, connecting seamlessly to AlloyDB for real-time, high-concurrency operational needs and BigQuery for large-scale historical analysis, complex aggregations, and advanced features like BigQuery AI. This ensures that regardless of where the data resides or its analytical complexity, users access a single, governed view of the truth. To fully realize the potential of your data in the AI driven era, you need an infrastructure built for today's challenges – Looker and AlloyDB.



Learn more about Looker and AlloyDB at cloud.google.com or contact our team to get started with your high performance data experience ready for the AI era.