



LOOKER FOR GOOGLE CLOUD PLATFORM

Gain full value from your data on Google Cloud Platform with an integrated analytics solution that's accessible by everyone in your organization.

In today's business world, you thrive on collecting ridiculous amounts of data—data about events, about user behavior, about the customer journey, about your marketing efforts, about your product or service. How do you make sense of it all? As you continue to invest in collecting and storing gigabytes, terabytes, maybe even petabytes of data, you need a solution that translates your data into meaningful insights about every aspect of your business.

Looker works with Google Cloud Platform to enable self-service discovery of all the data your business is collecting. This complete solution makes massive quantities of data intuitive to explore—by everyone in your company, not just the data team—so it informs decision-making and empowers your business. And since both Looker and Google Cloud Platform are inherently scalable, you'll always have fast access to every terabyte (or petabyte) in all its detail.

What you can do with Looker + Google Cloud Platform

- Centralize your data on Google's enormous infrastructure
- Leverage deep native integration with Google data service features
- Scale storage and compute power automatically

- Query all of your data directly in the database
- Explore row-level data for high-resolution insights
- Create a governed data platform with agreed-upon metrics and definitions

- Empower everyone in your organization with intuitive access to the data they need
- Expect fast answers, no matter how much data you're querying

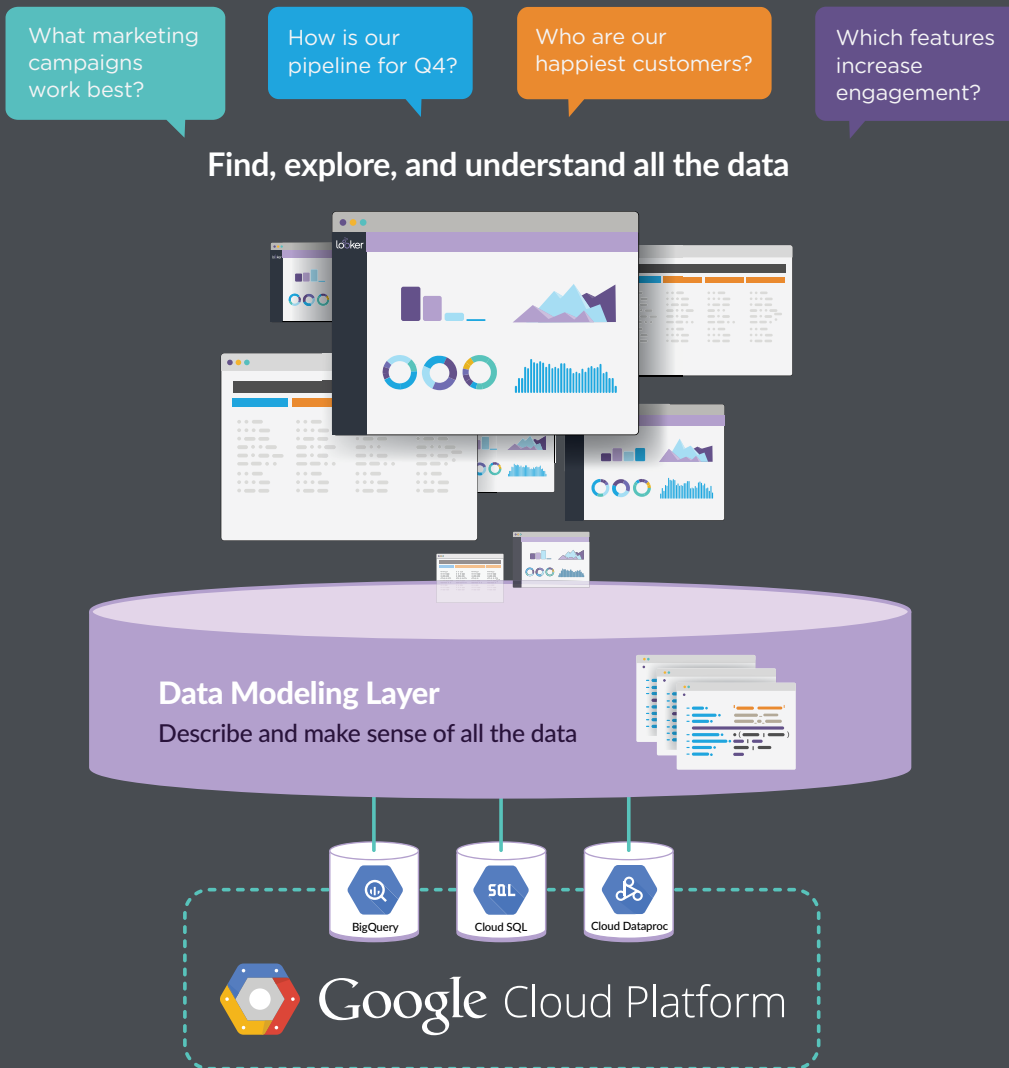
All Your Data in All Its Glory

Big data isn't big if you can only use a fraction of it. Looker is the only analytic tool that harnesses the full power of the underlying database. A unique in-database architecture and flexible modeling layer operate on the data directly in Google Cloud Platform, never pre-aggregating or extracting subsets of data. This innovative design is especially

important when it comes to big data, because you really don't want to have to move it. Instead, you want to leverage the compute engines where the data is stored. Doing just that, Looker directly queries the Google database service, returning incredibly fast queries against every bit of your data.

The Looker + Google Cloud Platform Solution

Now you can build a data exploration platform that makes your data (all your data) accessible in a meaningful, intuitive way for your entire organization. Of course, not every data workflow is the same. That's why Looker connects to the Google solution of your choice: Google BigQuery, Google Cloud SQL, or Google Cloud Dataproc. In fact, to make integration even tighter, you can deploy Looker right on the Google cloud.



Analytics at Scale

Your data keeps getting bigger and bigger. No problem. No matter where or how you connect Looker to Google Cloud Platform, you'll take advantage of Google's super-large infrastructure. And no matter how much data you have, the Google infrastructure never runs out of space.

Because Looker sits on top, we scale up and down—never moving or extracting subsets of the data—even as queries are running. So you'll have direct row-level access to all your data, and your queries will be returned at Google speed.

"We have over 3.5 petabytes of data and our teams need access to all of it to run our business. While Google BigQuery is cost efficient and incredibly fast, only a few people know how to use it. Looker's data platform lets us connect our campaign managers to all the data in BigQuery in a structured way so are able to continually optimize ad performance and sales."

*Daniel De Sybel,
CTO at Infectious Media*



BigQuery

Fast Access to Every Petabyte — Looker + Google BigQuery

Combine Looker with incredibly fast, scalable, and affordable BigQuery storage for the most efficient exploration of your data. Unlike other cloud-managed databases, BigQuery boasts a multi-tenant architecture, so it can always find more processing power to keep even the most arduous queries running fast. Need more resources? You'll have them within seconds. No provisioning, no load balancing, no cluster optimization required.

One Looker customer is pumping 50 terabytes of data per day into BigQuery. They use Looker to execute queries that might scan 500 gigabytes. And even with lots of people looking at this data, all queries return in seconds.

Looker drastically reduces the time-to-value from raw data to meaningful

insights with Looker Blocks. By packing best-in-class code into flexible modules, Looker Blocks turn massive quantities of data into accessible analytical models, making it easy to build a data platform with metrics and definitions that are shared across your organization.

BigQuery is compatible with many of the existing Looker Blocks. Plus, we've created a number of blocks that leverage BigQuery's unique capabilities. For example, the BigQuery Table Date Range Analytics Looker Block makes it easy to understand event data over time, while optimizing query performance; and the Google Analytics Premium Looker Block comes with a full suite of web analytics metrics, such as funnels, bounce rates, and attribution analysis. The Looker Query Size Estimator lets you see the size of a query before it's run.



Cloud SQL

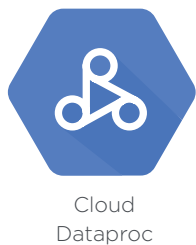
Real-Time Answers — Looker + Google Cloud SQL

Looker's unique in-database architecture connects directly to Cloud SQL, Google's fully managed database service. That means you can build a data discovery platform from transactional and operational data within minutes. Just mirror your production database and connect Looker through Looker's live JDBC adapter for Google Cloud SQL—you don't need to make any changes to your database and you don't need to ETL your data for analytics.

With Looker as your analytics layer, your teams will have access to real-time data, so they can answer critical business questions at any moment of the day. They'll be able to transform the data for complex analysis, such as margin and inventory return rates, customer LTV, and cohort analysis—without needing to change the structure of the database in advance.

"Looker on BigQuery has definitely been awesome for our team. We've been able to generate views that people want to see, much faster and in a more reliable way. And because Looker queries can be saved, it's easy for anyone in the company to go back to them as starting points for further exploration."

Tara MacLean, Metrics Analyst at Plex, inc



Fast Deployment of Big Data — Looker + Google Cloud Dataproc

Deploy Spark and Hadoop out of the box, without modification, with Cloud Dataproc, then run Looker right alongside. Data analysts can use Looker's lightweight modeling layer to describe the organization's data, providing a single source of truth that enables teams to access and analyze Cloud Dataproc data in less than a day.

By transforming petabytes of raw data into meaningful metrics, frontline decision-makers can ask and answer their own questions, without needing help from a data analyst. In fact, Looker is the only data exploration tool that makes all your data in Hadoop accessible to anyone in your company. There's no need to move the data out of Hadoop, no subsets, and no need to pre-transform the data.

Big Data for Everyone — Not Just Data Analysts

What happens when everyone in your organization can access all your business data? They ask more questions (and better questions), they explore more, and they ultimately make better, more-informed decisions. Because Looker is a complete, accessible data platform, it breeds a data-driven culture that's built on organization-wide analytics—where everyone is working with the same definitions, the same agreed-upon metrics, and a single source of truth. Looker combines with Google Cloud Platform so that everyone can discover the information they need and use it to drive your business in the right direction.

"Looker on BigQuery is amazingly efficient, even when we're working with millions of data points. In fact, the more data you put into it, the better it performs. This powerful combination has enabled us to build a visualization player that we offer to our clients, so we have a stronger go-to-market strategy along with better client engagement."

Jared Blake, CTO at Moki

To learn more, see www.looker.com/partners/google.



About Looker

Looker is an inventive software company that's pioneering the next generation of business intelligence (BI). We believe in bringing better insights and data-driven decision-making to businesses of all sizes. The company has fast become the catalyst that is creating data-driven cultures at hundreds of industry-leading companies such as Yahoo!, Gilt, Warby Parker and Sony.

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