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Unlocking data value with faster insights

Companies gain significant value from rapidly getting to market, but legacy systems can block their ability to accomplish this goal. These antiquated platforms require companies to hire expert data engineering teams to fulfill requests for data analysis from product or business teams. The platforms' inflexible reporting and dashboard capabilities can't accommodate requests on demand, so companies compensate for this inefficiency by tasking their in-house development teams with creating custom reports and data dumps. And by the time the data is ready, it may no longer be useful. Even with the best of intentions, companies end up wasting developer and employee time they could be investing in innovation.

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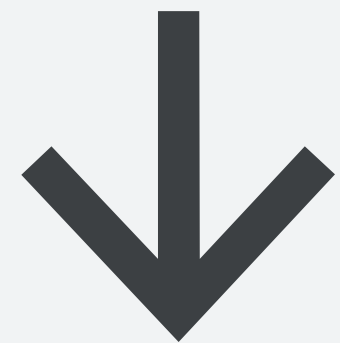
Legacy data tools drain productivity and block business growth

Car-sharing service Car Next Door encountered these obstacles with its homegrown data analytics solution. While anyone in the company could access the tool and the dashboards in it, the high-level data shown wasn't useful on its own. To make it actionable, employees had to get help pulling information from various sources. They would need to submit data requests to the development team, but it took several days for the team to gather the data. By the time employees received their data, the information was often out of date. Eventually, developers found themselves spending an unsustainable amount of time servicing data requests instead of developing new products.

Left unaddressed, this business problem quickly worsens. As companies collect and process larger volumes of data, they must also spend more time and resources to properly use it. Every month, cybersecurity company Flashpoint collects between 2 and 10 terabytes of new data from the internet about security threats such as information breaches, organizations' administrative passwords, and tips about exploitable software vulnerabilities. Because Flashpoint analyzes new threat data in the context of petabytes of historic data, creating a new report could take several days or weeks, and creating a new dashboard took weeks or months. As a result, Flashpoint's data analysts required ever-increasing blocks of time to manually create concise, customized reports and dashboards for colleagues in other business units.

Advanced BI enables rapid innovation

Companies can overcome these legacy system barriers with an advanced BI solution. Car Next Door used Looker to give the entire company access to useful data and easily deliver custom data experiences to its employees. With rapid access to valuable insights and an unburdened development team, the company was able to make better decisions and innovate at a faster pace. It developed new applications that improved customer experience, drove product development, generated cost savings, and advanced the company's goal to reduce greenhouse gas emissions.

UiPath, a trailblazer in robotic process automation (RPA) software, used Looker to build a new product that went from proof of concept (POC) to beta in six months. UiPath was able to accomplish this goal with limited internal resources because implementation was easy, time to value was fast, and Looker offered the right mix of technical expertise and customer support. "Our engineering team had no capacity to help, and we needed Looker to do it quickly. The POC was fast and well executed. We felt so much support from every aspect of Looker," says Michelle Yurovsky, Principal Product Manager of Analytics at UiPath.

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Callum Kift, Senior Director of Engineering, Assurance IQ

Achieving transformative results

Having overcome their obstacles and increased their innovative capacity with the help of Looker's BI solution, these companies are now achieving impressive results. Although the process for developing new data visualizations, dashboards, and reports was once labor-intensive and time-consuming, it is now far simpler and faster. Flashpoint reports that Looker has accelerated the development of customer-facing dashboards by 98 percent. This capability proved essential when it came time to identify an emerging cyberthreat that had the potential to impact Flashpoint's customers.

Once companies empower their employees to access the data they need and reduce the resulting workload on their data science and IT teams, they are free to reach ambitious new heights. Assurance IQ achieved exactly this kind of transformation. This ability to scale access to insights without scaling on a human level gives the data team leverage to make a bigger business impact. "Data is addictive," says Callum Kift, Senior Director of Engineering at Assurance IQ. "We've given our business users a taste and they want more. We have the ability to share and provide access to data and to let people derive their own insights without us having to scale on a human basis."

With efficient workflows supporting better decision-making and enabling faster time to market, companies can invest their resources in projects that grow their businesses. Looker has furnished Car Next Door with richer and faster analytics and created a data-driven culture that improved efficiency throughout the organization. Every department can now create custom data experiences based on its unique needs, allowing the entire company to make better decisions for a more sustainable future. With old tools no longer standing in the way of innovation, companies like Car Next Door are free to pursue strategic business goals.

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