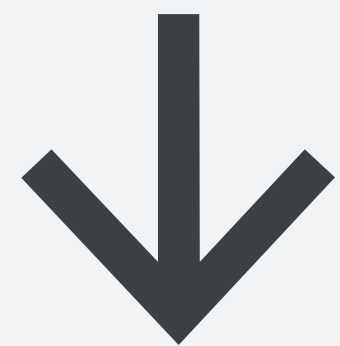


Building data confidence and driving better decisions

Legacy data systems begin their lives as useful tools with a specific use case, but eventually they struggle to function as a single source of truth for BI and data analytics across an entire organization. As employees attempt to pull data from a variety of older sources and systems, they often find that it is inconsistent, inaccurate, and unreliable. When this happens, employees lose trust in the data they depend on to answer important business questions, stakeholders cannot agree on what the data means, and business decision-making grinds to a halt.



Trustworthy data allows timely and accurate decision-making

When employees are confronted with conflicting or inconsistent data, they cannot have faith it is correct or reliable. This situation can stymie progress throughout the company. Interactive fitness platform [iFIT](#) had data in multiple silos spread across the organization, making it difficult to get a complete, timely, and accurate picture of the business. Attempting to get a handle on the problem, the company's data engineers and analysts developed what they called "the Swiss Army knife" of SQL query snippets and scripts that they would run to analyze data. However, this solution often resulted in conflicting results and employees couldn't confidently take action based on the data they received.



Twenty people could run a report 20 different ways and come up with 20 different numbers. We needed a single source of truth in order to trust the numbers, a way to automate reporting and save time, as well as a central point of access so we could align strategy to the same metrics.

Alex Rosenbower, Senior Go-to-Market Analyst, Pendo

Employees can also lose trust in data when the legacy tools they use to access it are overly complicated or produce conflicting results. Product analytics platform [Pendo](#) encountered this problem before switching to Looker. Employees used spreadsheets

and task-specific tools to gather data before manually joining disparate reports that they hoped would build a more comprehensive view of the business. This process was time-consuming and often generated contradictory metrics. "Twenty people could run a report 20 different ways and come up with 20 different numbers," explains Alex Rosenbower, Senior Go-to-Market Analyst at Pendo. "We needed a single source of truth in order to trust the numbers, a way to automate reporting and save time, as well as a central point of access so we could align strategy to the same metrics."

Organizations must be able to rely on their data if they are going to make consequential decisions in a short time frame. [Commonwealth Care Alliance](#) (CCA), a community-based healthcare organization, knew it would have to head off this potential issue as the COVID-19 pandemic began to spread throughout the world. CCA recognized that its members, who live with complex medical, behavioral health, and social needs, would be faced with new challenges and that they would require an enhanced level of support and care. CCA realized that the best way to understand, prepare, and protect their members was through the use of timely and reliable data.

Creating a single source of truth that inspires data trust

Companies can use [Looker](#) to create a single source of truth for all their data, inspiring data trust and enabling accurate decision-making. From there, data teams can apply their expertise toward ensuring that the data is of the highest quality. For example, [iFIT](#) used Looker to operationalize the process of data sanitization so that the data would be more usable and trustworthy. Looker now provides the semantics layer on top iFIT's data stack—ensuring consistent data definitions for KPIs, self-service analysis, and a unified view of the business.

Looker can also help companies achieve better version control of data analysis and implement strong data governance with more dependable results. Although MLB's BI team originally ran into chronic version control problems when developing data models in its legacy tool, the league was able to overcome these obstacles using Looker. Because Looker uses Git for version control, MLB's BI teams can collaborate and build without overwriting each other's work. With seamless SAML and Okta integrations, the BI team also reached its goal of single sign-on integration, something that the team's previous BI tool was unable to support.



Not only do the results from Looker come in faster, but they're also more accurate and, therefore, more trusted. On our traditional tool, you could run a report on a local desktop and on the web application and you might see different results. That's not the case with Looker.

Joseph Moonsammy, Senior Manager of Business Intelligence, MLB

Building a data culture throughout the organization

Data trust issues act as a brake on a company's decision-making, and only by resolving these confidence challenges can businesses unlock the insights to accelerate their growth. Once MLB switched to Looker, its data insights arrived more quickly. "Not only do the results from Looker come in faster, but they're also more accurate and, therefore, more trusted," Moonsammy says. "On our traditional tool, you could run a report on a local desktop and on the web application and you might see different results. That's not the case with Looker."

Companies that use Looker to create a single source of truth can give their employees the data confidence they need to accomplish their priorities. iFIT intentionally pursued this approach, knowing that it was crucial to the adoption of the BI solution as well as future data initiatives. "Building strong confidence in the data was key to the success of our organizational buy-in. Otherwise, they don't trust and take action on the data. Having great data structure and up-front processes reduced tension between our business and data teams. Here's the data. Here's the flow of it. It doesn't need to be this mystery sandbox," says Chase Brammer, CTO at iFIT.

Inspiring data trust is the first step toward building a culture of data analytics within the organization. As credit card processing company [eMoney](#) scaled its analytics stack, Data and Analytics Manager Alicia Minella and her team developed a hub-and-spoke model for delivering data insights throughout the company. "We are asked more and more frequently, 'Is this something we could use Looker for?'" she marvels. Power users in different departments help their own teams build Looks and dashboards as well as socialize insights and training. With data trust issues firmly resolved, companies like eMoney can expand their support and analytics capabilities to serve all their teams and departments.

