Google Cloud

Empowering the Data-Driven Business with Modern Business Intelligence

Learn how a modern business intelligence solution enables companies to overcome complex challenges arising from data tools designed for the workplaces of the last decade.

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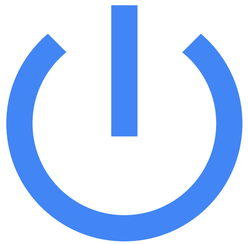


Introduction

Looker is Google for your business data. Just as Google organizes the world's information, Looker organizes your business data and makes it easy for all your business users to get consistent, trusted answers from the freshest available data powered by a curated set of definitions that everyone can use. Looker enables faster decision-making and accelerates time to market, helping companies overcome legacy system barriers.

Looker features data visualizations that shed light on business questions, embedded analytics that companies can use to share data inside and outside of their organizations, and data applications that teams can leverage to develop new data products for internal or external customers. Looker empowers end users with self-help data tools that allow them to answer business questions without having SQL experience or needing to consult data science teams. As a single source of data truth for the entire company, Looker also gives users trust in data reliance and accuracy.

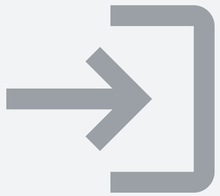
To better understand the impact of modernizing an organization's business intelligence solution(s), Google Cloud commissioned Forrester Consulting to do a Total Economic Impact™ study of Looker in June 2021. The study demonstrates the value that Looker brings to companies that have been hindered by old data systems. According to the study, "Looker customers were able to: reduce their reliance on technical teams for BI workflows by 99 percent, improve business-user productivity related to these workflows by 24 percent, improve average sale value by 26 percent, and reduce churn by 7 percent."

Prior to using Looker, customers struggled with an array of complex business problems arising from legacy data tools. These difficulties included:

- Data workflows that required heavy involvement from technical teams
- The inability to effectively build and manage homegrown analytics solutions
- Security issues related to provisioning data to external parties
- Data chaos stemming from the lack of a common language for metrics and limited trust in their data tools

These challenges diminished internal productivity, increased costs, made it difficult to scale, complicated business decision-making, and lengthened the time it took for the companies to generate business value from their data.

As Forrester notes, companies that invested in Looker were able to democratize data analysis across their organizations, which freed technical teams to focus on other higher-value work. These businesses were also able to accelerate the time to value of their data-based insights and their application. With Looker's BI capabilities, companies were able to develop new business models by monetizing embedded analytics for partners and end customers.



In this e-book, we'll explore the barriers that companies face when relying on existing data tools, how those obstacles compromise their ability to execute on their strategic goals, and how Looker can help them overcome these challenges. Lastly, we'll demonstrate the impressive results that companies can achieve using Looker's modern business analytics.

01

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.

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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>
> *Michelle Yurovsky, Principal Product Manager of Analytics, UiPath*

> Data is addictive. 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.

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.

02

Modernizing the data tech stack

Companies that rely on legacy data platforms often depend on their data and IT teams to pull custom reports. While this may seem like a reasonable ask for data science professionals, it significantly taxes their teams as company size and specialization expand. Data teams need resources to pull reports, identify insights, and then relay crucial information to large groups of product or business users so they can make data-driven decisions. Some companies may initially sidestep this problem by building their own data tools, but those in-house solutions rarely scale and they come with hidden costs.

Legacy data tools disrupt business objectives

As companies grow, they often end up buying or creating multiple data analytics tools to generate needed insights. But through this process, they eventually discover these once-useful tools may now inhibit their ability to access those insights. AutoTrader, a British automotive classified advertising business, encountered this very challenge. When stakeholders needed a new report or type of analysis, they had to ask the data warehouse team to identify new datasets that served their purpose. "This became a real bottleneck," says Edward Kent, Principal Developer in Data Engineering at AutoTrader.

Companies that rely on existing tools struggle to satisfy data demands from a wide variety of stakeholders. Because Auto Trader had difficulty satisfying internal data requests, it could not empower key stakeholders to make timely, better decisions. At the same time, retailers were eager to understand how much their cars were worth to consumers and how well their ads were performing. Consumers also wanted to find the right products by being served up ads relevant to their search based on parameters like types of vehicles, makes and models, price points, and other factors informing their buying decisions. But with outdated data tools obstructing the timely flow of these insights, Auto Trader could not adequately meet these demands.

Similarly, mobile task management platform GoSpotCheck found that its existing data solution obstructed its business users from accessing current data. This delay diminished the data's value and prevented real-time issue mitigation. While the data tool permitted customers to access basic reports and metrics, its underlying extract-transform-load (ETL) process took six to seven hours to complete. Customers weren't able to access real-time insights, and analytics on key performance indicators (KPIs) typically lagged a day behind—sometimes diminishing the value of the data collected or limiting the options for taking action if issues were found.

Modernizing the tech stack and delivering actionable insights at scale

Companies can use Looker to resolve their seemingly intractable technology problems and open the door to business growth. Auto Trader was able to consolidate and phase out its legacy systems, replacing them with Looker's BI platform, so employees, retailers, and their customers could access actionable data. Auto Trader could also provide teams across its business with the data they needed, allowing them to make data-driven decisions in a timely manner.

With Looker's modern data stack, Auto Trader can now expand its data analytics capabilities to meet evolving business requirements. Analysts use Looker to explore data and build dashboards that can be accessed and analyzed company-wide. Data ultimately ends up in the "trusted zone," which is available to everyone for internal use. It is also exported to Auto Trader's data-driven online products that include supply-and-demand forecasting for sellers and buying recommendations for consumers. "The big advantage of Looker is its data modeling layer, LookML, which serves as a single source of truth for the whole company. That's really important if you have a large team of analysts working across different business areas," explains Kent.

In addition to democratizing data insights and establishing a single source of truth, Looker's flexibility allows companies to create new systems that support their business priorities. After Car Next Door implemented Looker, it was quickly able to develop and deploy a new solution to help it drive excellent customer communications and deliver stellar customer experience.

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Accelerating time to business insight throughout the organization

Companies that have modernized their tech stacks in this way have reduced the time needed to generate actionable insights. Since the first year of deployment, the number of weekly active users jumped from zero to over one-third of Auto Trader's employees. Today, approximately 100 employees use data to create their own dashboards and reports that can be shared across the organization. Now the data warehouse team is no longer burdened with providing custom analytics for the various business units, and Auto Trader has become a truly data-driven company.

Other companies have similarly used Looker to make data accessible to the entire business and empower teams to use the resulting insights as they see fit. "The accessibility of the data in Looker is key," says Andrew Bieber, Head of Product at Car Next Door. "It brings together information that used to live in four to five different tools. In every aspect of the business where it's being deployed, it's being driven by those teams rather than a data scientist or development team. Each business team has created unique data experiences in Looker, empowering our people to look at data through their lens." By consolidating data tools and transforming legacy systems, companies can maximize the value of their data.

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Andrew Bieber, Head of Product, Car Next Door

03

Overcoming barriers to timely data insights

Companies must harness the full value of their data, but they cannot do so when their data tools lack automation and integrated self-service capabilities. With antiquated or non-integrated systems, employees have difficulty finding the data they need, and they can't trust that the data is up to date or valid. When that happens, it's difficult to make timely or accurate business decisions. Essential business processes slow to a crawl and employees become increasingly dependent on data teams to discover and validate data. However, as a large volume of data requests flows into the data team's queue, team members must eventually turn their focus away from important tasks like developing data platforms or products.

Lack of integrated self-help tools results in workarounds and lengthy delays

When a company can't give its employees centralized self-service data tools, efficiency suffers. Employees are forced to switch from one data tool to another just to access a partial view of the information they need, leading to time-consuming manual workarounds in an attempt to cobble together a more complete perspective. Mobile games studio Futureplay grappled with bottlenecks arising from a lack of automated self-service tools that could provide a single source of truth. "Employees were juggling anywhere from 10 to 100 different logins to access data," says Camilo Fitzgerald, Analyst at Futureplay. "Not to mention, there were multiple sources of truth across these tools. It became very hard to manually manage and validate the data stored within them all."

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This maze of data sources even raised questions about whether the data was trustworthy in the first place. For example, if Futureplay wanted answers about validating revenue streams, the company first had to confirm if the number of installs charged by the user acquisition networks matched the number of players using the game. Complicating things, Futureplay employees had to bring data together from multiple tools and consolidate definitions manually, and most of them weren't able to fully leverage data to improve customer experience and optimize their own budgets.

When self-help tools are not available, employees have no choice but to reach out to their colleagues in the data team for help answering important business questions. The data team eventually begins to struggle to keep up with these requests at scale, and employees become frustrated as the turnaround time for their requests grows steadily longer. Unable to independently access the data using self-help tools or obtain it from the data team in the time required, employees may resort to using shadow IT processes that create even more data silos or disparate data metrics.

Employees at eMoney, a credit card processing platform for businesses, encountered these difficulties firsthand. The company was dealing with multiple data silos while trying to manage several products across its internal teams and business units. Although eMoney strove to achieve a unified, client-first mindset, its legacy tech stack undermined its ability to carry out this vision. Eventually, the company decided that migrating to the cloud and enabling integrations between various tools would be a worthwhile investment. By modernizing its data tools, eMoney would be able to gain the insights it needed to improve its customer experience.

Empowering business decision-making with a single source of truth

Companies that modernize with Looker can grant their employees self-service data analytics capabilities with a single source of truth. Once they find the insight they need, employees can make it actionable as they see fit without having to ask the data team for help or attempt counterproductive shadow IT workarounds. The data team, having recovered precious time in their schedule, can then devote their talent toward data enhancement projects that benefit the entire business. And the company, now able to trust that the data is accurate, can maximize its value.

Lemonade, a digital-first insurer, appreciates Looker's ability to guarantee data integrity and consistency for all users, technical and nontechnical alike. "As we've expanded, we've been able to create and maintain data consistency. It has proven to be a good reason to choose Looker," says Christian Dulmaine, Business Intelligence Lead at Lemonade. As the company continues on its path of rapid growth, making sure that everyone uses the same consistent definitions of data is key to enabling faster decision-making and inspiring data trust.

Lemonade accomplishes these goals using LookML, Looker's universal semantic modeling layer. LookML provides the business intelligence team with a centralized and collaborative Git development environment as well as version control over each data definition and metric that business users engage with. "Without the layer within Looker to define the metrics, there would have been a lot of room for misunderstanding and dangerous interpretations of the data," explains Dulmaine. "I've been really impressed with the amount of control we have in Looker. I have confidence that when someone goes in and builds their own report, the insights are consistent and trustworthy because users are leveraging the unified model of our defined business logic."

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Christian Dulmaine, Business Intelligence Lead, Lemonade

Serving up actionable data insights on demand, at scale

Integrated self-service data analytics capabilities also allow employees to explore data at scale, steadily creating new insights that move their work forward as the business grows. With the time saved, data science teams can apply their expertise toward initiatives that further benefit the company and its customers.

After eMoney switched to Looker, it discovered that scaling and integration were no longer challenges. “Looker enables the company to scale usage and self-service capabilities by integrating with other tools to help deliver data experiences—from dashboards to integrations with the tools their team already uses—across the business,” says Alicia Minella, Director of Data and Analytic Solutions at eMoney. “We were focused on the many ways to share data from Looker, allowing us to put data in the hands of all eMoney employees so that they can make data-driven decisions, whether it was straight in Looker, a scheduled report, or an embedded dashboard in Salesforce.”

When companies democratize data in this way, they can innovate faster than ever before. For example, Auto Trader has set up a data academy for its employees with the purpose of elevating their data skill sets. The courses—which focus on tools, data access, and data relevance—center on employees’ unique roles and how they interact with data. Tailored instruction is available for developers who build models and for business users who want to become adept at Looker Explore in order to experiment with ad hoc queries or do one-off calculations. There are also courses for other internal users who want to view prebuilt and curated dashboards to help them do their jobs better. By building a vibrant data culture, companies can elevate their internal expertise and enable effective decision-making throughout their organizations.

Accessible data insights allow:

Forward momentum
Easier scaling and integration across the business

Data democracy
Elevated internal expertise for data-driven decisions

Optimized performance
Opportunities to innovate quickly and efficiently

04

Delivering better customer experience with actionable insights

Companies must continually improve customer experience, but without unified data solutions that are easy to use, they cannot access the necessary insights to accomplish this goal. When businesses are hampered by legacy systems and disparate data sources across various systems and groups, they cannot easily obtain the information needed to put customers first. Knowing how important it is to execute on this priority, yet constrained from doing so on their own, employees may heavily rely on data science or IT teams in an effort to move the needle. The resulting bottleneck of data requests can, in turn, further delay the company's progress toward enhancing customer experience.

> Previously, there was a high technical barrier to entry for users to explore or build their own reports, making most people reliant on our BI team for any reports or updates they needed. Additionally, the team was constantly dealing with the tool crashing, which would result in lost work and time.
>
> *George Calvo, BI Engineer, MLB*

Unwieldy data tools thwart customer experience improvements

Old data tools are often too cumbersome or complex for nontechnical employees to use. This creates additional reliance on data teams, who have to perform a lot of manual, repetitive labor simply to get insights into the hands of those who need them. Major League Baseball (MLB) experienced this logjam with its data. Since MLB operates as a central hub, with the individual teams as spokes, all 30 clubs depended on MLB's BI experts to access the data they needed. This resulted in manual, repetitive work for each baseball team and delayed insights across the entire organization—solving this was necessary due to stats being measured through every play.

Because these data tools did not provide an intuitive or reliable user experience, MLB employees struggled to access information that they could use to improve customer experience. "Previously, there was a high technical barrier to entry for users to explore or build their own reports, making most people reliant on our BI team for any reports or updates they needed. Additionally, the team was constantly dealing with the tool crashing, which would result in lost work and time. [This] resulted in limited access to the real-time data needed to improve decision-making and the fan experience," says George Calvo, BI Engineer at MLB.

User experience challenges can diminish business productivity in other ways as well. As beer, wine, and spirits delivery platform Drizly discovered, data teams soon struggle to deliver on other business priorities when the volume of incoming data requests becomes too great. Business users at Drizly found it difficult to access the data they needed, and troubleshooting their issues took the data team away from higher-value work. "Overall, the BI layer was falling short at the last level and it wasn't matching the beauty of the rest of our stack. It made sense to reevaluate and match the power of the whole pipeline," says Athena Casarotto, former Associate BI Manager at Drizly.

Democratized data insights power a better customer experience

With quick access to accurate information, employees can efficiently enhance customer experience. And as they do, they become steadily more proficient in making use of the data available. After MLB switched to Looker, decision-makers from each baseball team were able to log in to their own portals to access and explore their data as needed. MLB has since seen a 60 percent increase in usage from its clubs' marketing teams. Businesses can also use these capabilities to enhance the experience for external customers. Cybersecurity company Flashpoint has used Looker to improve customer experience by giving its customers embedded analytics that provide faster, more detailed insights on the cyberthreat landscape.

Companies that use Looker to upgrade customer experience can also uncover opportunities for business growth. For example, the Drizly team used Looker to optimize retailer experience by identifying coverage gaps, such as hours when stores were not online or products that did not meet customer demand. Drizly also uses the intelligence found in Looker to drive decisions on expanding into new markets, adding retailers to the platform, and making strategic investments. No longer hindered by complex legacy data tools, the company is free to leverage its valuable business data to the fullest extent possible.

> We were able to leverage all the data modeling and many things we had already done in Looker to make relevant insights securely visible to our external partners.
>
> *Rocky Martin, former Strategic Partnerships Analytics Lead, Drizly*

Advanced BI enables rapid innovation

When companies solve the data usability problems their old tools create, they can get data out to their internal teams much more quickly. For example, MLB now delivers data to its users 2–3 times faster in Looker than it did using its existing platform. According to Calvo, this efficiency is due to Looker's increased stability, usability, and scalability. "Previously, a lot of my time was spent either with the interface, the tool crashing, or someone writing over my work because we were out of sync," he says.

Companies can also use Looker's flexible data analytics capabilities to better serve their customers. "We were able to leverage all the data modeling and many things we had already done in Looker to make relevant insights securely visible to our external partners," says Rocky Martin, former Strategic Partnerships Analytics Lead at Drizly. "Our internal analytics were the foundational project for the new customer insights portal." In the process of implementing these customer experience improvements, Drizly was even able to identify a new revenue stream that generated 25 percent year-over-year growth.

According to Flashpoint, Looker helps show the benefits of the company's services. "Looker makes it easy for us to demonstrate our value to customers really, really quickly," says Donald Saelinger, President at Flashpoint. "We can tell business teams, 'Here's Looker. Just click these categories and you can make dashboards.' Having that ability also allows us to scale more effectively. We can service more customers without having to automatically hire more staff." By democratizing data insights available inside and outside of their organizations, these businesses can deliver exceptional customer experience.

05

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.

Conclusion

Companies that rely on legacy data tools face seemingly impossible challenges when trying to answer important business questions. Inflexible, inadequate data solutions drain internal productivity, hold employees back from achieving their goals, and create confusion when teams come together to make key business decisions. Employees are unable to independently access the data insights they need to do their jobs using integrated self-help data tools. Instead, they have to switch between various tools just to obtain a partial view of the information they need. Employees may even run into frustrating glitches when trying to use the data tools available to them.

Inevitably, employees who experience frustrating roadblocks when trying to access data will turn to their colleagues on the data team for a timely assist. But as this influx of data requests flows into the data team's queue, response times become longer and longer. Met with yet another obstacle to obtaining needed data, employees may resort to untested and unscalable IT workarounds that cause even more challenges down the road. Saddled with time-consuming requests arriving from all corners of the organization, the data team can no longer devote its expertise to developing new products or innovating new customer experience enhancements. At a high level, the company cannot move forward at the speed and scale required in today's dynamic and fast-paced market.

Looker empowers companies to overcome challenges associated with antiquated data platforms. By leveraging Looker's modern data analytics capabilities, businesses can democratize their data, make it more accessible to employees using integrated self-help tools, and support accurate decision-making. Companies that use Looker to modernize their legacy data tools can also alleviate the bottlenecks caused by manual labor and processes. Employees can access the data insights they need in less time, and data teams can deliver innovative data insights that enhance customer experience.

With Looker serving as a single source of truth for all data, employees can confidently answer their important business questions. Over time, they can even become data advocates and foster a culture of data trust throughout their organizations. No longer struggling with inflexible data tools or the workarounds they require, companies can accelerate their time to market and continually set their sights on ever more ambitious strategic goals.

Google Cloud