

# Modern Business Intelligence by Looker

Amplify your Workforce with Modern BI.

## Business Intelligence for Intelligent Businesses

To unlock the full value of data, companies need data experiences that deliver trusted, timely and actionable insights to every person and workflow. Looker's modern BI solution empowers everyone in the organization to ask sophisticated questions and get real-time, trusted insights that improve decision making and can be operationalized to power workflows in other tools and systems.

## What's new?

Looker 7 delivers new enhancements including a reimagined BI experience that improves collaboration and data flow across common business tools. More at [looker.com/product/looker-7](https://looker.com/product/looker-7).

## Benefits

**Inspire users to drill-in and ask more** with a business-friendly UX that delivers real-time governed data.

**Free your data team** to focus on high-value analytics projects.

**Create unique experiences** that operationalize data, driving value with data at every turn.

## Related Products



BigQuery



Cloud  
Spanner



## Supporting partners



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“We had lots of different tools that were specialized but we wanted an environment where we could manage all the data so we could actually understand it, and look at it without siloed points of view.”

Bobby Gill, Data Analytics  
Director, The Economist

# Looker's Platform Delivers Data Where You Need It

**Amplify your teams and workflows**  
Best-in-class BI, plus anything else you want to build

## Best-in-Class Business Intelligence & Analytics



## Integrate insights

- twilio
- Airtable
- slack
- Segment
- Marketo
- zapier
- Reports delivered to your inbox
- Dynamic alerting
- Export data into other platforms

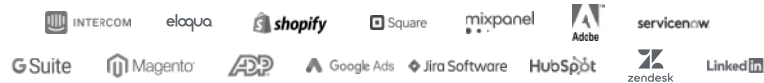
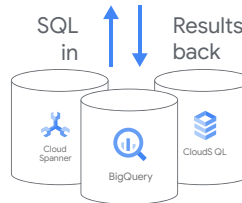
## Build with Looker

- Productize embedded analytics
- Internal embed
- Embed back into SaaS tools
- iFrame embed anywhere
- Feed ML/AI workflows

**Robust Platform**  
Unified understanding of data & metrics

Unified metrics | Permissioning | Version-control | Security | Cloud | Best-in-class APIs

**Complete Picture**  
A rich view with all your company's data



## Industry use cases

### Retail

Have better, more tailored interactions with your customers with a 360-degree view into all their activities. Optimize store operations and manage complex supply chains.

### Healthcare

Improve patient outcomes by securely bringing data from different systems together to deliver the highest level of care to patients at every touchpoint. Optimize operations to reduce costs.

### Media

Create a holistic view of your content engagement. Track user acquisition and retention costs. Surface the right ads at the right time. Compare content monetization strategies.

### Financial Services

Improve customer lifetime value and reduce churn. Create new products and business models. Leverage real-time insights to flag fraudulent behavior before it takes a toll on your business.