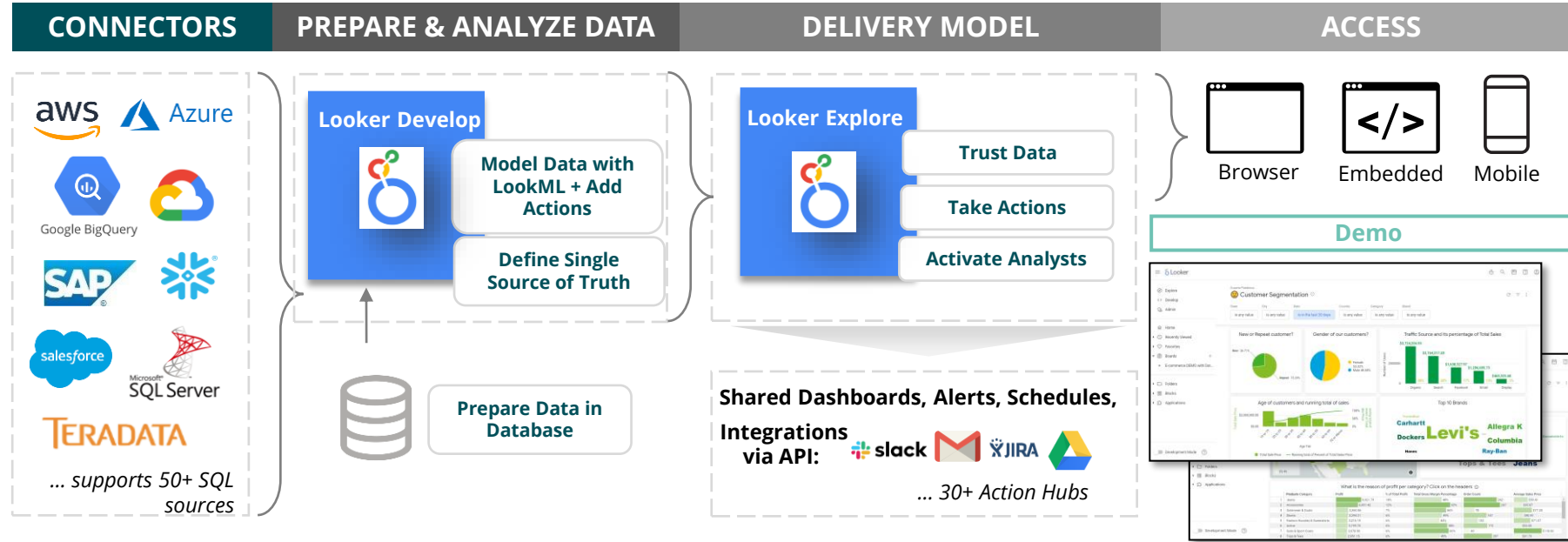


# Google Looker Stack

**Looker** is a modern data platform that delivers actionable business insights to every employee at the point of decision and inspire more in-depth analysis. It is based on API & native cloud technology to integrate into existing workflows, resulting in seamless data experience.



## USER LICENSE

- > Viewer
- > Standard (Explorer/Creator)
- > Developer/Admin

## INSTANCE

- > Looker-hosted
- > Customer-hosted

## KEY BENEFITS

Data Governance	SQL Based Language
Self-Service BI	Custom Apps
Git Version Controlled	Security at Scale
Actionable Workflows	Data Experience

## MAIN CONTACTS

<b>Zuzana Patakova</b> Looker SME, AI & Data Tel: +420 777 512 086 Email: zpatakova@deloitteCE.com	<b>Aneta Trepakova</b> BI Lead, AI & Data Tel: +420 728 211 215 Email: atrepakova@deloitteCE.com

Why do companies purchase Looker?

**Companies often experience two main problems with data and analytics:**

<p style="text-align: center;"><b>Data bottlenecks</b></p> <p>... when only a group of technical staff have access to, or understanding, of the data. Need for requests and submitting tickets with long queues is frustrating. These bottlenecks cause costs of sacrificed opportunities in the whole business.</p>	<p style="text-align: center;"><b>Data chaos</b></p> <p>... when individuals or separate teams create their own calculations or data definitions, they cannot agree what is actually happening. As a result, the data is perceived as unreliable, unhelpful.</p>
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**Looker solves both with a combination of self-service BI and advanced data governance.**

BI TOOLS & REPORTING

SELF-SERVICE BI

DATA MONETIZATION

REGULATORY & COMPLIANCE

DATA MANAGEMENT

DATA ARCHITECTURE