



# Lyftrondata & Looker comes Together for quick insight

## LYFTRONDATA AND LOOKER

Managing a comprehensive data stack that collects, organizes, and provides unique insights to everyone in an organization is no small feat. Whether it be sifting through disparate data sources for relevant data, or creating a centralized data warehouse, most solutions will only solve part of a larger issue, often creating new problems along the way; but thriving in this new, fast paced world of business requires best-in-class tools to act on real-time time.

Lyftron, a modern data hub is excited to announce a strategic partnership with Looker, a leading BI and data analytics platform. Lyftron changes the way how data is prepared for Looker. Data from all data sources are accessible instantly in Lyftron's logical data warehouse system which allows companies to avoid cumbersome data warehousing, saving them time and money in the process by making automatic data pipeline, and converting any data into relational format and make it possible to analyze it instantly with ANSI SQL.

"Organizations across all departments are becoming increasingly more reliant on fresh real-time data to drive their business and everyday decisions," said Keenan Rice, Vice President of Alliances at Looker. "We're thrilled to add Lyftron as it furthers our mission to bring together the best technology companies from around the globe to help empower people through the smarter use of data."

"Our modern data hub is designed to easily and seamlessly serve, process and manage any type of data for any size customer," said Piotr Czarnas, Lyftron Co-founder & CEO.



**Lyftrondata** eliminates traditional ETL/ELT bottlenecks with automatics data pipeline and make data instantly accessible to BI user with the modern cloud compute of **Spark & Snowflake**.

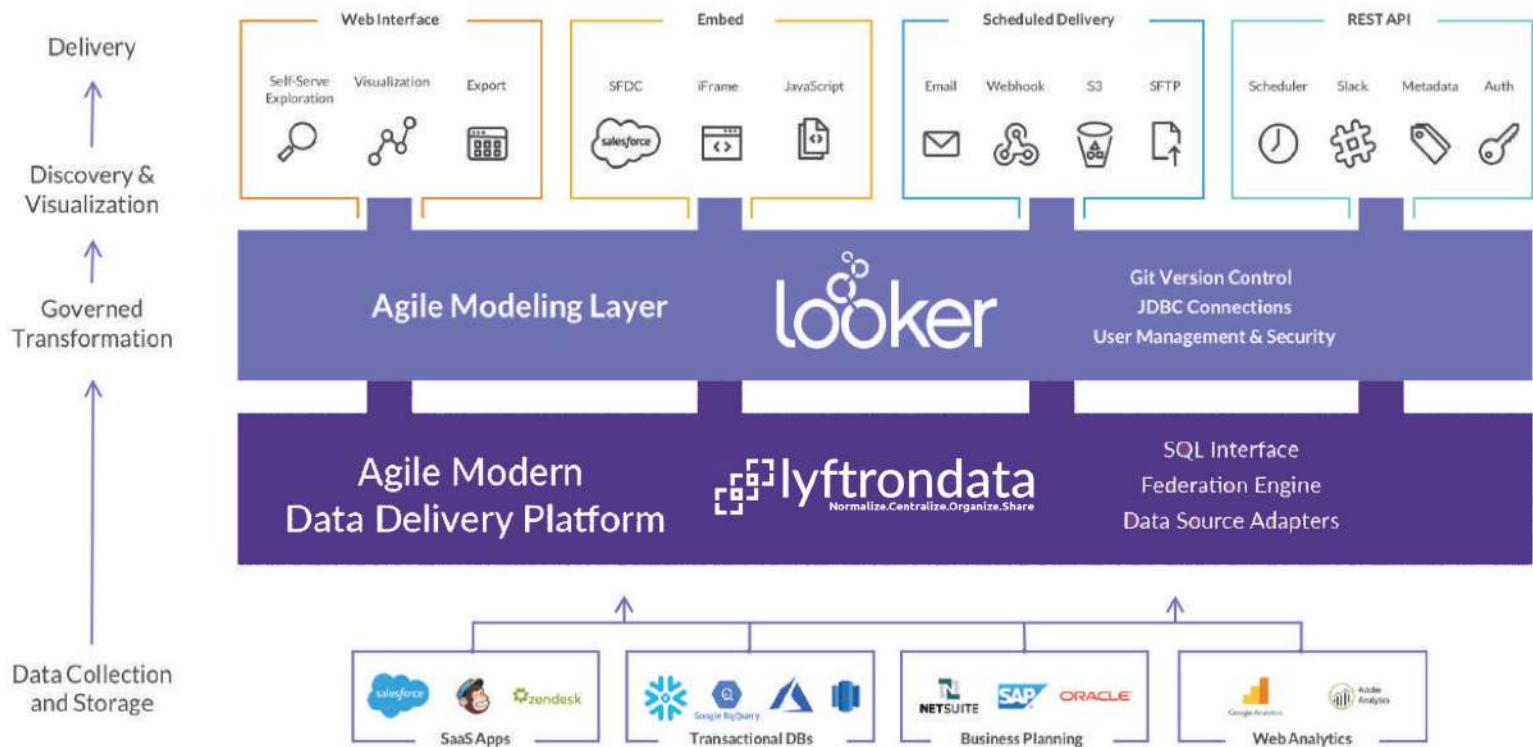
Lyftrondata connectors automatically convert any source into normalized, ready-to-query relational format and provide search capability on your enterprise data catalog.



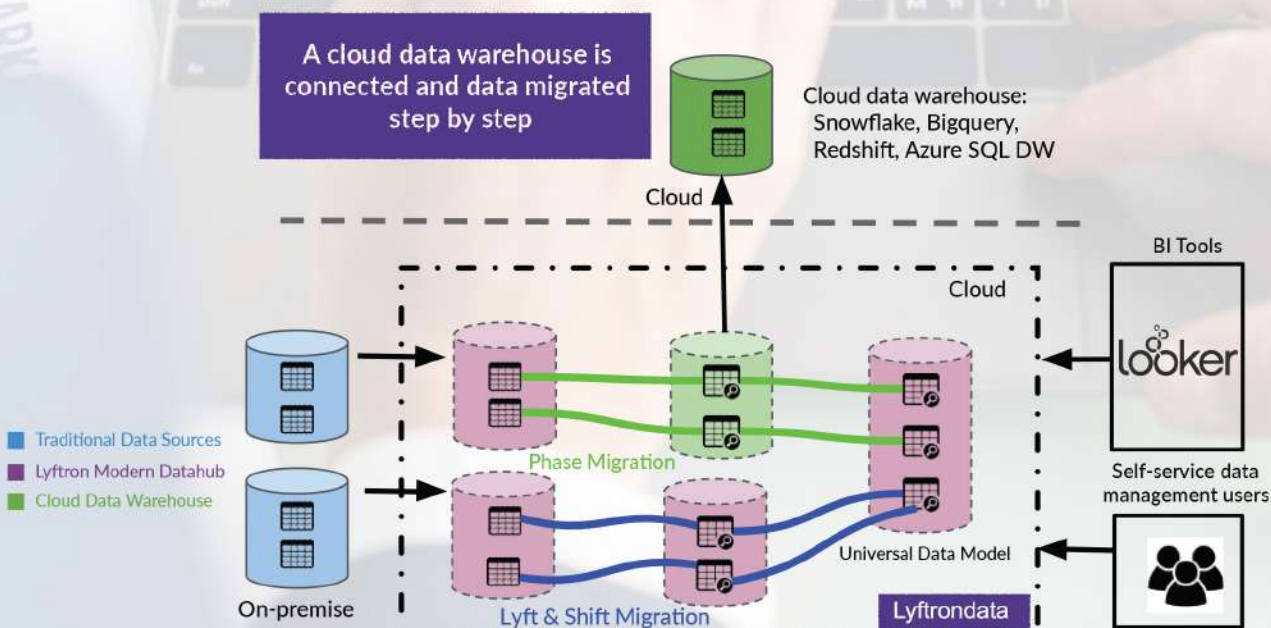
**Looker** is a modern Platform for Data that allows users to access, analyze and take action on the specific data they need. Looker Blocks™ are pre-built templates of code that you can leverage to accelerate the time-to-value of your analytics.

# A TRANSFORMATIONAL STEP FOR BI ACCELERATION GUIDED BY THESE USE CASES

## Agile Data Delivery Platform



## Cloud Migration

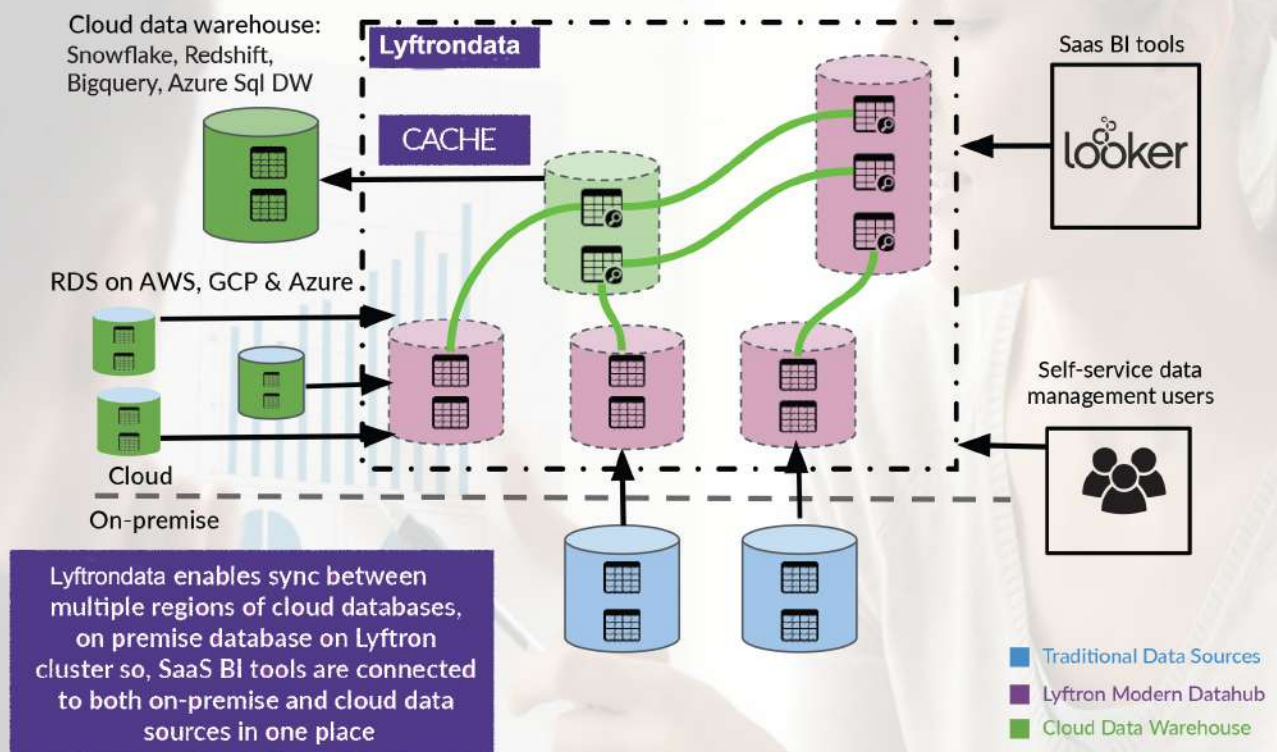




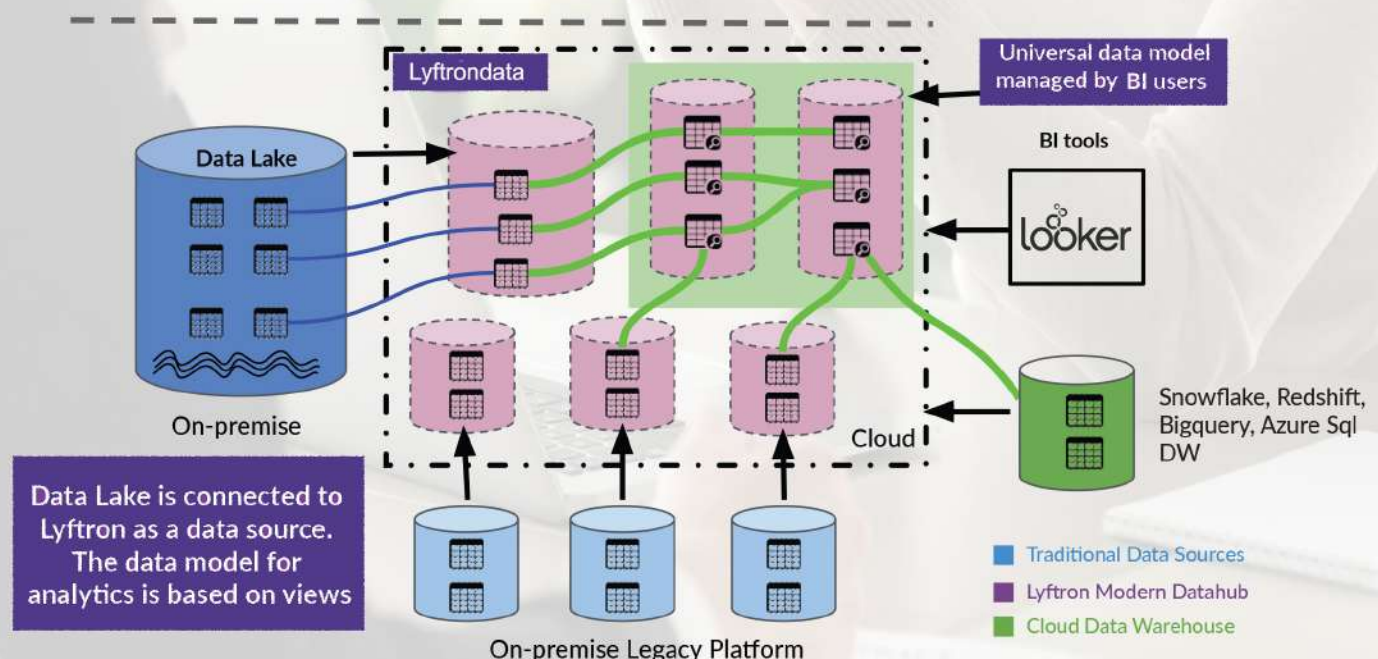
## INSTANT BI WITH ZERO ETL/ELT

## HEADACHES UTILIZING THESE USE CASES

# Hybrid Cloud Management



# Governed Data Lake Analytics



# TOSS THE COMPLEXITY

# EMBRACE SIMPLICITY



## Democratize data with lookML

LookML, Looker's data modeling layer, allows customers to define business logic so everyone in the organization can get reliable and consistent results no matter how SQL-savvy they are. This makes it possible for customers to avoid arguing over conflicting results and how data was pulled in the first place, and focus more on taking concrete actions based on results.



## Hybrid cloud management

Build a hybrid cloud data warehouse that acts as a data bridge between leading cloud platforms, on-premise data warehouses, and data sources. With Lyftron, users can instantly access all data from different regions in a data hub, and migrate from legacy databases to a modern data warehouse without worrying about coding data pipelines manually.



## Enterprise wide data catalog & data lineage

Enable full database object search guided by the principles of tagging, alias, and data set definition. Lyftron's platform empowers data analysts to collaborate with ease. The data lineage process is also simplified, enabling teams to monitor data sets usage to maintain a healthy warehouse.



## Shorten time to insights

Empower data savvy users to find and prepare the data they need for analytics. Enable real-time access to any data source from any BI tool.



## BI acceleration

Lyftron is a data layer for Business Intelligence that both simplifies data loading to a target Data Warehouse and also modernizes the traditional Data Warehouse architecture, adding true real-time query capabilities.



## Enhance security of data

Register over 140+ types of data sources in one place. Choose the most valuable data sources and replicate them to the cloud.



DELIVERING ON THE PROMISE OF TRUE  
SCALABILITY AT THE LOWEST COST

Out of the

**85%**

of companies who are trying to be data-driven, only

**37%**

have been successful in their initiatives.

**DON'T BE ONE OF THEM.**



**DATA IS THE FUEL OF  
SUCCESSFUL BUSINESS**

**Embrace data innovation and  
schedule your demo today!**

Lyftron enables instant access to data and effortless data replication in days not months with the compute power of Snowflake & Spark.

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