Cody Crnkovich

VP Business Development, GoodData

CloverETL Powers GoodData's CloudConnect Platform

GoodData | **CloverETL**

Industry
Cloud-based
Business Intelligence

Using CloverETL
OEM Partner
Embedding and Extending
Designer for Data Ingest

Data Profile
Generic Analytics
Big Data

Location
San Francisco Bay Area, CA

As ETL is the start of everything when it comes to business intelligence, GoodData wanted the best-of-breed technology for their CloudConnect platform. They selected CloverETL as the foundation on which to build it.

For GoodData, access to data and getting data into their platform is absolutely critical. Embedding CloverETL enabled GoodData to take the enormous domain knowledge and engineering effort around ETL and build their proprietary needs on top of it. This allowed them to support their partners and customers and dramatically shorten the time to market.

With CloudConnect powered by CloverETL, GoodData has opened itself up to a massive new audience. Its visual approach and the ability to have many transformations readily available let consultants model and feed data into the product easily.

About GoodData

GoodData is a cloud-based BI tool helping global companies monetize big data. CloudConnect, their end-to-end data ingest tool, is built on top of the CloverETL platform. It enables users to design data models and transform the input data according to them. By using CloudConnect, users are able to extract-transform-load multiple data sources, no matter if they are stored in SaaS applications or in local databases.

The Project

In the past, BI projects were often difficult, with a low adoption rate, because customers were required to go to multiple vendors to stand up everything they needed for a successful BI implementation. With GoodData, customers get a seamless, end-to-end, and highly integrated platform for doing all tasks in the BI value chain, including data integration, multi-dimensional analysis, reporting, and visualization.

CloudConnect powered by CloverETL is GoodData's piece for data integration. CloudConnect helps GoodData's consulting partners who are integrating to other data sources feed data into the GoodData platform, build data models, and visualize their advanced analytics solutions on top of the GoodData platform from the data they were pulling in. With CloudConnect, consultants can design these processes visually and quickly, while leveraging technology and methodology with which they're familiar.

Before CloudConnect

Formerly only a REST API-based platform, GoodData would allow developers to write code against REST APIs directly, while also offering a command line tool to make that process somewhat easier. For people who were familiar with these processes, or who had integration technologies in-house, this system worked well. However, GoodData was missing out on a bigger customer base. Now, with CloudConnect, anyone who has GoodData can use the visual tool to design integrations. They can do data modeling work visually, upload that to the cloud platform, and run those seamlessly, as GoodData operates those on an on-going basis for them.

GoodData's New Audience

Customers using CloudConnect can more easily feed data into the GoodData platform. CloudConnect has opened up GoodData to a massive new audience and a greater variety of partners, including consulting firms and systems integrators. New connectors, the familiarity of the Eclipse-based front-end, and the extensibility of transformations has made the end-to-end process more user friendly.

"CloverETL is a great framework for helping build advanced transformations and analytic solutions," said Cody Crnkovich, VP Business Development. Evaluating the advantages and disadvantages of "build vs buy," they chose CloverETL, a best-of-breed tool that integrated well with their offering. "It would've taken us a long time to build it ourselves – we still would be working to get access to the markets we have today. CloverETL as our solid foundation allowed us to bring CloudConnect to new markets within nine months."