



# Make Petabytes of Data Instantly Accessible Across Your Organization

Google BigQuery and Looker combine to create a solution that helps everyone in your business build the workflows they need to deliver value.

## The business problem

In today's business world, it's common to collect data from every part of your business—data about events, about user behavior, about the customer journey, about your marketing efforts, about your product or service. How do you make sense of it all? As you continue to invest in collecting and storing gigabytes, terabytes, maybe even petabytes of data, you need a solution that translates your data into meaningful insights about every aspect of your business.

Looker works with BigQuery to enable self-service discovery on all the data your business is collecting. This complete solution makes massive quantities of data intuitive to explore by everyone in your company - not

just the data scientist—so it informs and empowers your business decision-makers. And since both Looker and BigQuery are architected to support analytics at any scale, you'll always have fast access to every terabyte (or petabyte) of data.

**Looker and Google BigQuery combine for a truly scalable data platform stack:**

### BigQuery

#### Flexible architecture

Only pay for what you use

#### Scalable storage and compute

Instantly scale horizontally and vertically

#### Modern workflows

Machine learning, marketing, and web analytics workflows that are quick to deploy and scale

### Looker

#### Powerful integration with Google Cloud

Directly leverage critical features of BigQuery within Looker

#### Robust governance

Modern semantic layer ensures trust and consistency of metrics across the enterprise

#### Data delivery

Looker's API, alerting, and actions bring data to your users wherever they work

“Looker and BigQuery are helping us build a world class platform that makes people want to engage with us around the world.”

— Mark Kubik  
VP of BI and Analytics at Global Payments

# Google BigQuery + Looker: A joint solution

Together, BigQuery and Looker represent a fundamentally different approach to Data Analytics. BigQuery relies on a multi-tenant distributed architecture that uses a small portion of a super-large compute cluster. This enormous scale enables BigQuery to run even the largest, most complex queries quickly. As a result, even as queried datasets grow from gigabytes to petabytes, BigQuery remains responsive.

## Simple, automatic scaling

Built on Google Cloud Platform, BigQuery is designed for modern workflows, and is intuitive and easy to deploy within your organization. Once deployed, BigQuery's compute clusters scale automatically to match the size of any and all of your queries, no complex reprovisioning or horizontal scaling of your database required. Looker brings the power of BigQuery to the entire enterprise by surfacing

data to everyone in the organization via an intuitive self-service analytics platform.

## Realize more value, faster

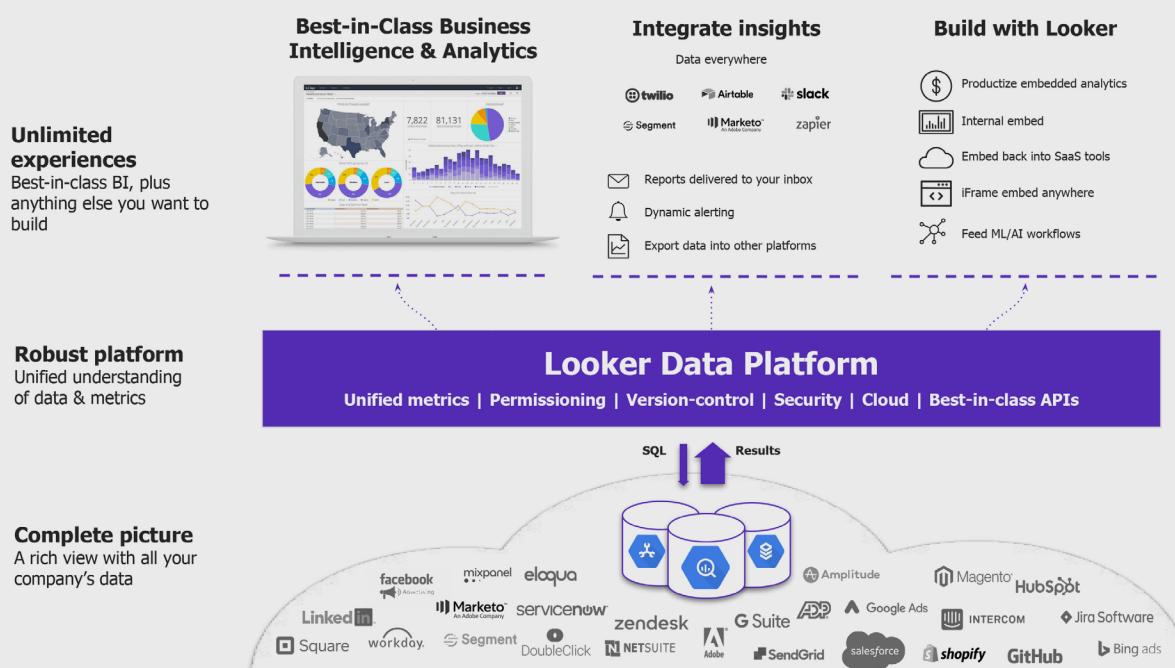
Looker and BigQuery is an ideal solution for any company that wants fast access to every petabyte of their data. Getting started with BigQuery is easy, and managing BigQuery requires minimal maintenance. For services managed by Google, such as Google Analytics 360 and DoubleClick, Looker and Google work together to get from data to insights in minutes.

## Faster insight to action

By connecting directly into BigQuery, Looker provides analysts the ability to increase the speed and pace of model development, and allows business users to operationalize workloads and reduce wait-time in getting predictive metrics by leveraging services like BigQuery Machine Learning (BQML).

## Modern workflows work better with BigQuery and Looker

A modern approach to analytics that can help you get the most out of your data.



## About Looker

Looker is a unified data platform that delivers actionable business insights to employees at the point of decision. Looker integrates data into the daily workflows of users to allow organizations to extract value from data at web scale. Over 2000 industry-leading and innovative companies such as Sony, Amazon, The Economist, IBM, Etsy, Lyft and Kickstarter have trusted Looker to power their data-driven cultures. Looker joined Google Cloud in February 2020. For more information, connect with us on [LinkedIn](#), [Twitter](#), [Facebook](#) and [YouTube](#) or visit [looker.com](#).