



Accelerate Data-Driven Decisions with AtScale and Google BigQuery

ATSCALE SIMPLIFIES AND ACCELERATES BUSINESS INTELLIGENCE AND DATA SCIENCE PROGRAMS BUILT ON GOOGLE BIGQUERY

Google has revolutionized data warehousing with the highly scalable BigQuery cloud data platform. By aggregating data from disparate sources on a highly scalable cloudbased platform, GBQ is a foundation for modern enterprise data strategies.

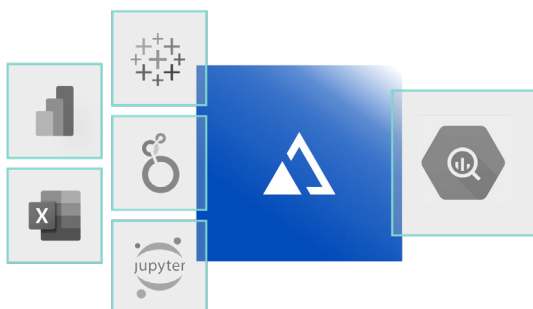
The combination of AtScale and Google BigQuery lets data teams build scalable, selfservice business analytics programs – making analysts and data scientists more productive while optimizing cloud costs and radically simplifying data pipelines.

THE POWER OF ATSCALE AND GOOGLE BIG QUERY

AtScale delivers a business-oriented semantic layer that sits on top of Google BigQuery. AtScale provides live, high performance query access to GBQ while forming a single source of governed analytics for all data consumers to leverage. AtScale supports analysts and data scientists working in a wide range of BI and data tools. Teams spend more time delivering insights, less time manipulating and prepping data.

KEY ANALYTICS BENEFITS








- Business metrics stay consistent across the organization.
- Analysts can access a broader range of data.
- Promotes self-service with business-friendly semantics.
- Insights are more easily disseminated through preferred BI tools.
- Security, compliance, and governance policies are enforced.





AtScale helps Google customers build world-class business intelligence and data science programs while leveraging the full flexibility and capability of Google BigQuery.

THE ATSCALE ON GOOGLE BIGQUERY ADVANTAGE

-  **Semantic Layer**
Establish single view of critical business metrics (e.g. revenue, COGs, headcount) and establish common analytics vocabulary across all analyst groups.
-  **No-Code Modeling**
Build sophisticated models across disparate data sources with no SQL. Rapidly iterate models that can be shared across analysis teams.
-  **Optimize Cloud Analytics**
Optimize analytics programs built on cloud infrastructure. Ensure performance, manage costs, bridge multi-cloud data.
-  **Security and Governance**
Extend role-based security and governance policies of source data to analytics consumption.
-  **Bring your Own BI**
Access AtScale models from your existing tools including Tableau, Power BI, Excel, and Looker.
-  **AI/ML Ready**
Access governed data sets from semantic layer with python. Publish model results back to semantic layer for distribution in BI dashboards.
-  **Integrate New Data Sources**
Enhance analyses with external data sources by blending enterprise data with third-party cloud data services within the AtScale model.

ABOUT ATSCALE

AtScale enables smarter decision-making by accelerating the flow of data-driven insights. The company's semantic layer platform simplifies, accelerates, and extends business intelligence and data science capabilities for enterprise customers across all industries. With AtScale, customers are empowered to democratize data, implement self-service BI and build a more agile analytics infrastructure for better, more impactful decision making. For more information, please visit www.atScale.com and follow us on LinkedIn, Twitter or Facebook.