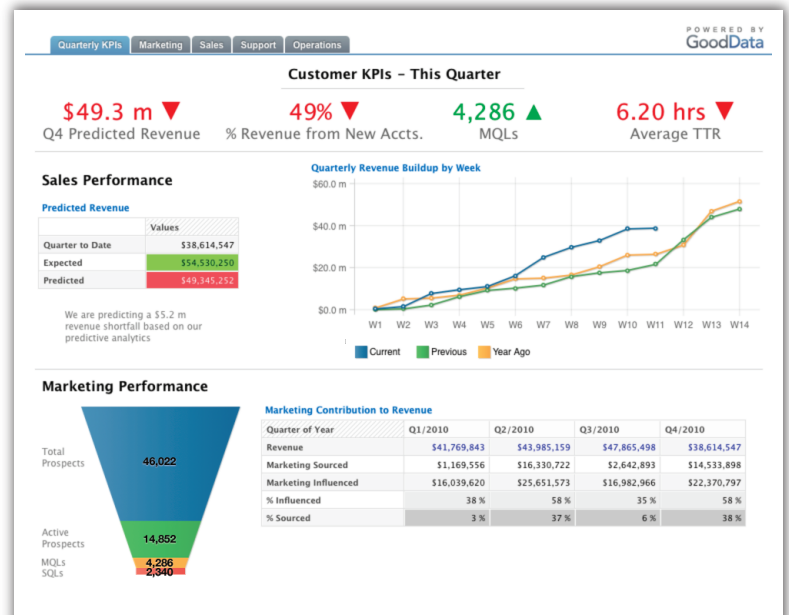


Dashboards & Analytics for Metrics-driven Business

GoodData enables companies to collaborate around the data that drives their business through a powerful, on-demand service.

Whether it's Sales, Marketing, Operations, Product or HR data, GoodData shows it all on one page and lets you intuitively dive into the numbers you want to see. GoodData is free to start, simple to use, and costs a whole lot less than you might think.



- Build dashboards in minutes
- Drill down and analyze business data
- Integrate multiple data sources
- Collaborate with your colleagues

- Pre-built apps integrate seamlessly with a broad range of industry-leading SaaS providers



- Flexible, customizable solution for sales, marketing and support analytics

GoodData provides you greater visibility into your business' **sales performance** by trending your pipeline over time and enabling ad-hoc analysis of the data that drives sales. GoodData makes it easy to:

- Trend data historically**
- Track unique metrics and KPIs**
- Mash up additional data sets**

Create stellar GoodData **marketing dashboards** for instant visibility into your marketing analytics. GoodData is a powerful marketing tool that allows you to analyze your Key Performance Indicators:

- Web traffic and conversion**
- Lead and campaign activity**
- Marketing contribution to revenue**

GoodData knows the importance of tracking the efficiency and effectiveness of your **support operations**. GoodData delivers advanced analytics and reporting for:

- Support ticket creation**
- Resolution times**
- Agent performance**

Who's using GoodData?



What are they saying?

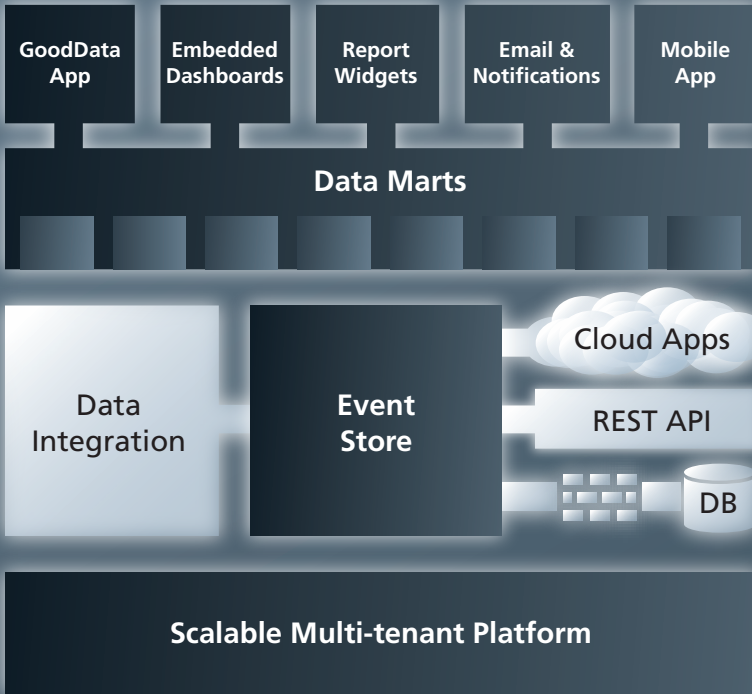
"GoodData gives us reports, dashboards and key performance indicators. But more important, it's our management tool."

— Wayne Deer, VP Operations, Gazelle.com

"GoodData allows us to track global KPIs for our consulting business in one place, trend them over time, and compare regional performance. It's my source of truth."

— Ivo Totev, Chief Services Officer, Software AG

Deep & Extensible BI Platform



GoodData provides a complete BI platform, including analytical engine, data marts, event-based data warehouse, transformation engine, connectors to cloud and on-premises data sources.

Platform-as-a-service: Supports the BI lifecycle [provision, model, load, operate, optimize] taking the plumbing off of your to-do list and letting you focus on your value-add.

Multi Tenant: Single platform instance across all apps and data marts hosted on the platform. Every customer gets every feature when it's released, without painful forced migrations.

Scalable, Secure and Reliable: Elegantly scales to meet your demand without thinking about hardware trade-offs. Rock-solid security designed to host sensitive customer data. Proven uptime reliability for the last two years.

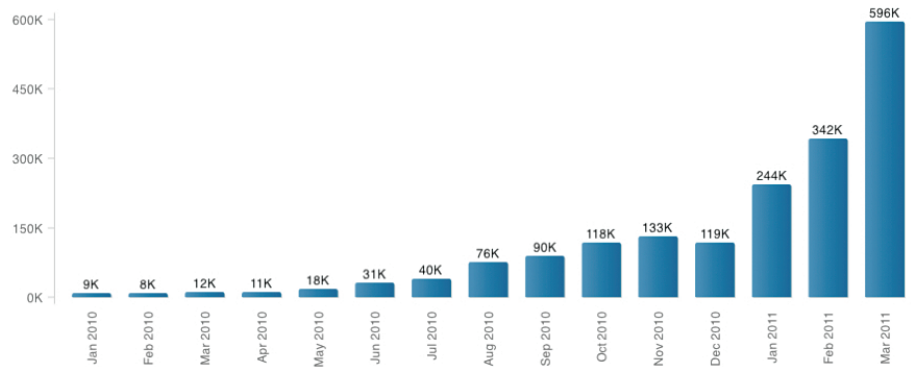
Open: Built completely on open, REST-based APIs and easy-to-consume HTML widgets, from dashboards and reports, to report calculations, data mart, data model and user provisioning, and data integration.

Take a look at a typical month on GoodData

- 2,045 active users across 1000's of customers
- 4,650 customer data marts under management
- 165,000 customer logins
- 596,000 unique report executions
- 10,000,000+ REST API calls
- 100% uptime

*Actuals for March 2011

Report Executions on the GoodData Platform



Technology Partners

GoodData partners closely with companies that help our customers move to the cloud.



"GoodData puts the power in the hands of end users, making BI accessible and available so they're not dependent on IT resources."

— Ben Doyle
Director, IT Applications
Enterasys Networks

GoodData offers the world's most powerful Cloud BI Platform, providing our customers and partners with operational dashboards, advanced reporting and data warehousing at a fraction of the cost and complexity of other approaches. GoodData is trusted by companies like Enterasys Networks, Time Warner Cable, Pandora Media, and Software AG, and embedded into offerings from cloud innovators like Zendesk, Pardot, Get Satisfaction and Brightidea. GoodData is headquartered in San Francisco and found in the cloud at www.gooddata.com.