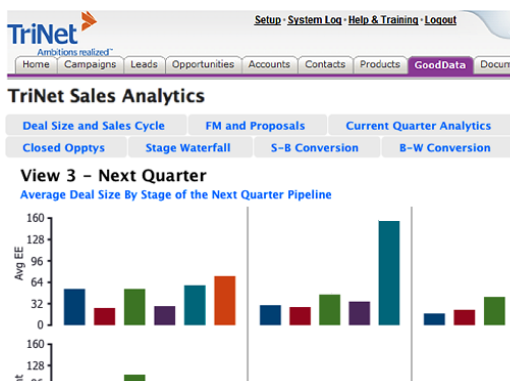


What Makes GoodData Different from Traditional BI Approaches

GoodData provides a way to break through the traditional BI adoption barrier by providing an on demand business intelligence system. We believe that the faster you can answer the first question, the more likely you are to ask the second one. That often means more data, more reports, more users, more collaboration. GoodData scales up elastically to multi-gigabyte data warehouses with dozens of reports and hundreds of users. In fact, some of GoodData's largest and most sophisticated customers started with a simple project.

Your first project success in weeks, not months ... or worse

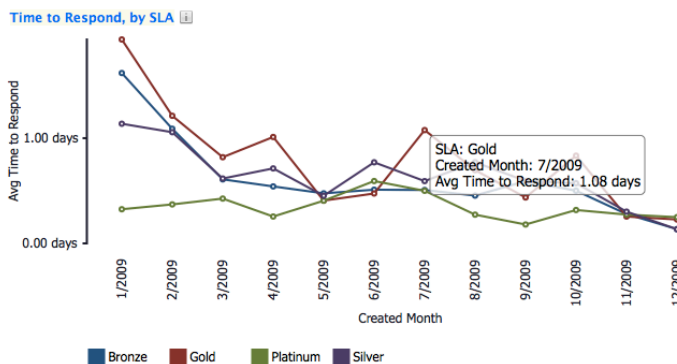


GoodData was instrumental in helping us quickly double the number of high-quality deals in our sales pipeline."

— **Tina Babbi**
Vice President
Sales & Service Operations



BI isn't stuck in IT: business users can now analyze their data

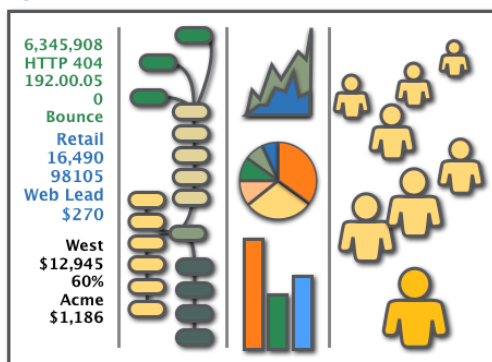


"GoodData has changed how we do reporting at Enterasys. I can now push dashboards directly to our regional sales directors and executives."

— **Dave Barry**
Director
Sales Operations



Flexibility and ease-of-use enable you to take an agile approach to BI



"I try to put every piece of data I can into a GoodData project and invite business users. It's fundamentally changed how we adopt Business Intelligence."

— **Tom Russell**
Senior BI Developer



Good Data projects scale easily to incorporate more data, dashboards and users