

Automation Intelligence

Proactive analytics delivery, built for real-world execution.



Automation Intelligence transforms your metrics into operational workflows. Alerts, exports, and reports are triggered by real-time conditions and delivered automatically across email, Slack, storage, webhooks, or embedded views.

Built directly into the GoodData platform, it combines scale, governance, and developer control, enabling teams to move faster without alert fatigue, manual reporting, or fragmented logic. Unlike solutions that lock you into specific automation tools, our vendor-agnostic composability puts you in full control.

GoodData Automation

Built for orchestration. Designed to scale. Engineered to outperform.

What It Delivers



Triggered Alerts & Exports

Launch insights based on thresholds, comparisons, anomalies, or external API calls.



Personalized Delivery at Scale

Filtered, formatted outputs tailored by user roles, filters, or segments — delivered dynamically for each user, in the right channel, at the right time.



Fully Governed Distribution

All automation respects workspace isolation, roles, entitlements, and scales alert logic across thousands of segments with alert-per-attribute capability.



Multi-Channel Output

Send to Slack, email, S3, or other platforms via native connectors, or embed into applications. For custom workflows, use webhook integration to route outputs anywhere. Supports PDF, XLSX, PNG, CSV, and more.

Key Capabilities

Execution Logic

- | Simple threshold-based metric triggers
- | Comparative metric triggers (e.g., YoY, MoM)
- | Alert-per-attribute: scale one rule to thousands of segments
- | Schedule- or event-based workflows

Governance & Control

- | Role-based permissions and delivery scope
- | Tenant-level isolation across workspaces
- | Centralized orchestration, monitoring, and auditing

Extensibility & Integration

- | API-first automation configuration for full programmatic control
- | Webhook and downstream system delivery
- | Embed automation seamlessly into your applications or customer platforms



“With GoodData, we’ve transformed our embedded analytics experience for our customers, giving them tailored, actionable insights into sales performance and customer engagement. Automation features like scheduled exports help ensure our users get the information they need, when they need it.”

Outfield, Performance-based CRM

A future-ready automation layer

Our AI-driven automation layer reduces alert fatigue and boosts insight relevance by leveraging advanced detection and scheduling capabilities.



Anomaly Detection Triggers

Automatically spot unexpected data changes and trigger alerts before issues arise.



Forecast-Based Alerts

Receive proactive notifications based on predicted trends and risk thresholds.



Threshold Recommendations

Leverage historical data patterns to automatically suggest optimal alert thresholds.



Narrative Summaries

Get clear explanations on why key metrics changed, helping users understand the impact and act quickly



AI-Powered Scheduling

Use conversational AI to explore data and automate alert and report scheduling on demand.



Automated Incident Handling

AI-driven detection and alerts for system issues keep you proactively informed.

These features are already in development and arriving soon.

What Makes Our Automation Layer Different



Not layered on. Built in.

Automation is part of the core execution layer, not a bolt-on module.



Governed from day one.

Workspace isolation, role-based delivery, and centralized control are foundational.



Distribution-first mindset.

Designed to deliver insight to users and systems, not wait inside dashboards.



Product-grade architecture.

Built for SaaS vendors, embedded platforms, and modern multi-tenant environments.



Enterprise-ready. Developer-friendly

Automate across thousands of users, dozens of systems, or entire customer bases — all from a single platform.

[Schedule a demo](#)

or

[Talk to our team](#)

to see how Automation Intelligence fits your analytics strategy.

