

## PERSEFONI How to Power Fast, Embedded Carbon Accounting for 1,000+ Global Users

The Persefoni platform enables organizations to manage their climate data with confidence, supporting carbon accounting, water and waste tracking, and goal setting for initiatives like net zero. Designed as an **AI-enabled SaaS climate management and accounting solution**, the enterprise-grade web application helps users collect, analyze, and act on greenhouse gas emission inventory data. By embedding GoodData® Cloud into its Advanced product, Persefoni delivers faster, more visually compelling insights that drive informed decision-making for large-scale climate strategies.

### 96x faster data refresh

Data updates now occur every 15 minutes instead of once every 24 hours, giving customers near real-time visibility.

### 1,000+ users

GoodData powers analytics for over 1,000 users on Persefoni's enterprise platform.

### Dashboards load in seconds

All embedded dashboards now load in as little as 2 seconds, improving user experience and increasing engagement.

## THE COMPANY

Persefoni serves a global customer base across all industries, including finance, manufacturing, and retail. While specific needs may differ (such as facility-level emissions in manufacturing or investment-related disclosures in finance), these organizations share the need to track business activity and reduce their carbon footprint. **Persefoni makes climate accounting accessible to everyone, from small businesses to global enterprises**, with tools that support both standard and advanced reporting.

### THE CHALLENGE

Persefoni's customers generate millions of data points, often at very fine levels of granularity. But delivering that data back to users in a fast, usable, and visually intuitive way was a growing challenge.

Early efforts relied on in-house APIs and visualization libraries, which placed a heavy burden on engineering teams and slowed delivery. A second iteration using Power BI improved development speed but fell short in performance, visual customization, and data freshness. With once-daily refreshes and limited control, it simply couldn't keep up with Persefoni's need for near real-time, enterprise-grade analytics.

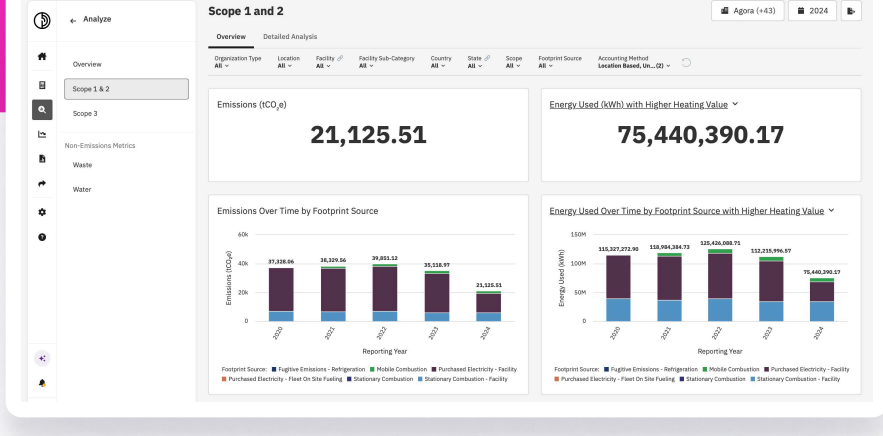
To scale effectively, **Persefoni needed a solution that was embedded more natively within its application, worked seamlessly with its tech stack, and integrated tightly with Snowflake (its preferred data warehouse).**

### THE SOLUTION

GoodData provided an embedded analytics solution that integrated seamlessly into Persefoni's existing front-end stack and Snowflake data warehouse. The platform's React-friendly architecture enabled the engineering team to work within familiar development patterns while delivering faster, more responsive dashboards.

Unlike the previous solution that rendered in iFrames and lacked usage visibility, the GoodData® solution used React SDK, which integrated smoothly with Persefoni's existing tools. This allowed Persefoni to embed dashboards and monitor their use, helping the team better understand what mattered most to their customers.

At the data layer, GoodData's logical modeling capabilities aligned closely with Persefoni's robust data structure, which included complex relationships between facilities, suppliers, products, and emissions data. Real-time querying against Snowflake reduced the delay between data upload and visualization, enabling near-instant feedback and progress tracking for users across the globe.



Dashboard example in the Persefoni platform.

**“Professional Services played a critical role in the implementation. Over our 80-hour engagement, they helped define secure, scalable workspace structures, develop engineering best practices, and align visual logic with business concepts. The cooperation was really great!”**



**Blake Blackwell**

Director of Platform Architecture and DevOps, Persefoni

## What Persefoni Like Most About GoodData

### Rapid iteration and delivery

GoodData enables engineers to respond quickly to customer needs, turning feedback into working dashboards within days, not weeks, and fostering a smooth, collaborative flow between teams.

### Flexible and adaptable

Persefoni appreciates that there hasn't been a problem they couldn't solve or work around using GoodData. Of course, constraints exist, but never complete blockers.

### SaaS-native and engineering-friendly

The platform supports mature development practices and scales easily across a multi-tenant SaaS application, unlike traditional BI tools designed for on-premise enterprise environments.

**“From a user experience, we went from the pages feeling like they were rendering constantly to near instantaneous visualization.”**



**Blake Blackwell**

Director of Platform Architecture and DevOps, Persefoni

### THE RESULT:

Client feedback on Persefoni's analytics capabilities has been overwhelmingly positive. One customer even described these capabilities as a “great Christmas present” when they launched, underscoring how valuable the new insights are to users.

Instead of relying on manual exports to Excel, customers now gain immediate, automated insights within the product, helping them make better decisions faster. This shift has elevated the platform experience and further deepened customer engagement.

Internally, the move has streamlined the engineering process and empowered cross-functional collaboration to an even deeper level. Visually, the upgrade hasn't gone unnoticed either. Persefoni recently launched a refreshed visual experience through GoodData's customization options, earning praise from both designers and end users.

Looking ahead, the Persefoni team is working to enable customers to design their own reports securely through GoodData's embedded dashboard designer, furthering their vision of a self-service analytics future.