

# The Intelligence Gap in Modern Enterprises



Imagine you're an executive who's done everything "right" with data. You've invested in warehouses and lakes. You've rolled out BI tools. You've built dashboards, hired analysts, and probably run at least one AI "pilot" that looked great in a demo but never really made it into the critical path of the business.

And yet, your customers still don't see truly intelligent products. Your teams still live in spreadsheets and presentations. Your AI pilots stall at the edge of production because governance, scale, and architecture weren't designed for real-world use.

That gap—between data infrastructure and real, embedded intelligence—is exactly where GoodData AI Cloud lives. This is the story of how to bridge that divide and transform your data investments into production-ready, customer-facing intelligence.

## The Core Problem: BI and "Toy AI" Can't Power Real Products

### BI Tools Weren't Built for This

BI tools were designed for internal analysts and slideware, not for powering multi-tenant, customer-facing products that generate revenue.

### LLM Chatbots Are Hard to Trust

They're easy to demo but hallucinate, leak cost, and don't plug cleanly into your metrics, governance, or existing systems.

### Internal Builds Are Slow and Brittle

You can spend 12-18 months standing up an "AI platform" that's obsolete by the time it launches.

Most companies are trying to use the wrong tools for the job. Even as the AI hype grows, your actual experience looks like multiple versions of the truth across tools and teams, dashboards that sales and operations teams don't trust, and AI "assistants" that can't be used with real customers because legal, compliance, and security say "not yet."

## What GoodData AI Cloud Actually Is

GoodData AI Cloud is an intelligence layer that sits on top of your existing data stack and turns it into governed, scalable, AI-powered applications—especially for revenue-generating, customer-facing use cases.



### You Bring

Your data platforms (Snowflake, Databricks, Iceberg, S3), business logic (KPIs, benchmarks, policies), and customers and internal users.



### GoodData Brings

Multi-tenant platform, Analytics & AI as Code, AI application framework, secure architecture, and high-velocity engineering partnership.



### The Result

Production intelligence embedded directly into your products, portals, and workflows—not another dashboard.

## The GoodData Platform Components



### Multi-Tenant Microservices Platform

A globally scalable architecture designed to serve tens of thousands of tenants and customers simultaneously with consistent performance and reliability.



### Analytics & AI as Code

Not drag-and-drop BI—every metric, data model, permission, and experience is treated as code that lives in Git and flows through CI/CD.



### AI Application Framework

Blends deterministic models with LLMs using strong guardrails to ensure accuracy, governance, and trustworthiness in production environments.



### Secure, Governed Architecture

Your sensitive data stays in your environment with full observability, control, and compliance built into every layer of the system.

## Internal BI vs. Revenue-Generating Products

### Traditional BI Tools

#### Optimized for:

- Internal analysts
- Ad-hoc exploration
- Presentation and reporting
- Single-tenant deployments
- Drag-and-drop interfaces

### GoodData AI Cloud

#### Optimized for:

- External and internal users at scale
- Revenue-generating data products
- Tightly integrated, branded experiences
- Multi-tenant architecture
- Software engineering discipline

These tools work well for their intended purpose but break down when you try to scale them to thousands of customers or embed them in revenue-generating products.

This is why many customers arrive after failed attempts to scale Power BI or similar tools to complex, global deployments with thousands of tenants.

## Visual Design vs. Analytics & AI as Code

### Traditional BI Approach

Analysts drag visuals around a canvas. Logic lives in hidden expressions. There is no real CI/CD, versioning, or automated testing. Changes are risky and hard to track.

### GoodData AI Cloud Approach

Every metric, data model, permission, and experience is treated as code. It lives in Git, flows through CI/CD, and is tested before deployment.

### The Critical Difference

You can safely evolve one global model serving thousands of customers without version drift. This is software discipline around analytics and AI.

For complex, multi-tenant, revenue-generating products, organizations choose GoodData because they don't just need visualization—they need software discipline around analytics and AI. This approach enables safe, rapid iteration at scale while maintaining consistency and governance across all deployments.

# AI Done for the Real World, Not Just Demos

A lot of AI stories today start with "we plugged our data into an LLM." GoodData's approach is fundamentally different and designed for production use rather than impressive demos.

## 1. Deterministic First, LLM Second

Key drivers, benchmarks, and recommendations are computed by structured, deterministic models you can inspect, test, and audit.

## 2. LLMs Handle Intent and Explanation

The LLM layer translates complex data and models into plain-language narratives, summaries, and recommendations.

## 3. Governed, Trustworthy Outputs

LLMs don't invent numbers—they explain real, governed outputs. If the data doesn't support a question, the system says "I can't answer that."

# RAG, Vector Databases & Contextual Memory

## Advanced AI Capabilities

GoodData AI Cloud incorporates sophisticated technologies to ground AI responses in your organization's reality:

- **Vector databases** for policies, documentation, and playbooks
- **RAG (Retrieval-Augmented Generation)** to ground responses in your content
- **Contextual memory** to remember how specific customers talk about their business

The system doesn't just read your data—it understands how your organization thinks and responds in the right tone, using the right terms. This creates AI experiences that feel native to your business context rather than generic chatbot interactions.

## Governed Use of OpenAI and Other Models

### Data Stays in Your Environment

Your sensitive data stays in your environment (e.g., Snowflake, Iceberg, etc.). Only metadata and intent flow to LLM providers when needed.

### Enterprise-Grade Agreements

We operate under zero-retention, enterprise-grade agreements with LLM providers to ensure your data is never used for training or stored inappropriately.

### Full Observability Loop

You can see what was asked, why it responded as it did, and where it needs tuning. Complete transparency into AI decision-making.

That makes the difference between "fun pilot" and "production system your CISO can sign off on." This governance framework ensures that AI capabilities can be deployed with confidence across your organization, meeting the strictest security and compliance requirements.

## Architecture Built for Change, Not Just for Today

Most platforms assume the world is relatively static: one vendor, one stack, one primary way to do things. Reality is the opposite. GoodData AI Cloud is built around fixed points that stay stable even as the ecosystem changes.

### Iceberg Format

Universal storage format lets you change compute engines without rewriting every application.

### Microservices

Each component scales independently, perfect for global deployments and varied workloads.



### Apache Arrow

In-memory data bus enables zero-copy movement between engines, models, and services —faster and cheaper.

### MCP Protocol

Model Context Protocol exposes every capability as composable services for AI agents and copilots.



## Future-Proof Flexibility

What This Architecture Means for You

### Migrate Freely

You can migrate from one warehouse to another without disruption to your intelligence layer or applications.

### Plug In New Models

Add new AI models and capabilities as they emerge without architectural rewrites.

### Enable AI Agents

Expose everything to AI agents and MCP-based automation without throwing away the intelligence layer.

This future-proof architecture ensures that your investment in GoodData AI Cloud grows more valuable over time rather than becoming technical debt. As the AI landscape evolves and new technologies emerge, your intelligence layer adapts seamlessly without requiring costly migrations or rebuilds.

## Security, Governance & Control: Built In, Not Bolted On

For most enterprises, the blockers are not AI features—they're trust, control, and risk. GoodData AI Cloud is designed from the ground up to address these concerns.

### Data Locality

Your data stays in your cloud (e.g., Snowflake, Databricks, Iceberg). Complete control over where your sensitive information resides.

### No Query Injection

End users never write raw queries; the platform generates them from governed metadata, preventing security vulnerabilities.

### Full Change Management

Analytics & AI as code, CI/CD, automated testing, and code review ensure every change is tracked and validated.

## Observability, Evaluation & Flexible Deployment



### Complete Observability

Logs of prompts, responses, user ratings, and outcomes feed back into tuning and governance. Full transparency into system behavior and performance.



### Continuous Evaluation

Automated evaluation loops ensure AI outputs remain accurate and aligned with business requirements over time as data and models evolve.



### Flexible Deployment Options

SaaS, dedicated regions, or even on-premises for the most sensitive environments. Deploy where your compliance requirements demand.

You're not trading speed for governance—you're getting both. This comprehensive approach to security and control means you can move fast while maintaining the trust of your security, legal, and compliance teams. The platform accelerates innovation without compromising on the governance standards that enterprise organizations require.

## The Human Side: A Product + Engineering Partnership

GoodData is not a "throw it over the wall, configure it yourself" vendor. The model is fundamentally collaborative and hands-on.

### How We Work Together

- **Forward-deployed engineers** collaborate directly with your teams
- **Weekly or bi-weekly cycles** of build-demo-iterate
- **Single platform** with highly tailored experiences for your customers
- **Continuous partnership** throughout implementation and beyond

That combination—a strong product platform plus hands-on engineering partnership—is why complex enterprises lean on GoodData for their hardest, most strategic intelligence workloads.



## Why Companies Choose GoodData AI Cloud

Putting it all together, companies choose GoodData AI Cloud when they need more than traditional BI tools can deliver. The decision comes down to strategic priorities and long-term vision.



### Revenue-Generating Products

Need to build data & AI products that generate revenue, not just internal dashboards for analysts.



### Embedded Intelligence at Scale

Want to embed intelligence into portals, journeys, and workflows for thousands of customers or users.



### Governance Matters

Care about governance, security, and consistency as much as innovation and cutting-edge features.

## Strategic Advantages of the GoodData Approach



### Vendor Independence

Don't want to bet your future on a single vendor's monolithic stack. Maintain flexibility and control over your technology choices.



### Future-Ready Architecture

Believe that agents, MCP, and composable AI services are where the world is going—and want to design for that future now.



### Production-Grade AI

Need AI that works in production with real customers, not just impressive demos that stall before deployment.



### Global Scale

Require a platform that can handle global deployments with thousands of tenants while maintaining performance and governance.

# The GoodData AI Cloud Value Proposition

## What You Get

GoodData AI Cloud is the layer that turns your data foundations into a governed, composable, AI-native intelligence system—built to power real products at global scale.

- Production-ready AI embedded in customer-facing products
- Software engineering discipline applied to analytics
- Security and governance that satisfies your CISO
- Architecture that adapts as technology evolves
- Partnership that accelerates your time to value

This isn't about replacing your existing data infrastructure—it's about unlocking its full potential by adding an intelligence layer that bridges the gap between data and action, between pilots and production, between internal tools and revenue-generating products.

## From Data Infrastructure to Intelligent Products

**1.**

### Where You Are

Data warehouses, lakes, BI tools, and AI pilots that haven't reached production. The infrastructure is there but intelligence isn't embedded.

**2.**

### The Transformation

GoodData AI Cloud sits on top of your existing stack, adding governance, scale, and AI capabilities designed for production use.

**3.**

### Where You're Going

Customer-facing intelligent products that generate revenue, with AI embedded in every workflow and decision point.

The journey from data infrastructure to intelligent products requires more than just technology—it requires a partner who understands both the technical challenges and the business imperatives. GoodData AI Cloud provides both the platform and the partnership to make this transformation successful.

# Ready to Close the Intelligence Gap?

The gap between data infrastructure and real, embedded intelligence doesn't have to be permanent. GoodData AI Cloud is purpose-built to close that gap—turning your existing data investments into governed, scalable, AI-powered applications that your customers actually use and that generate real revenue for your business.

**1000s**

**Tenants Supported**

Multi-tenant architecture scales to thousands of customers simultaneously

**12-18**

**Months Saved**

Avoid the 12-18 month internal build cycle with a proven platform

**100%**

**Data Control**

Your sensitive data stays in your environment with complete governance

Whether you're struggling with BI tools that can't scale, AI pilots that won't reach production, or the challenge of embedding intelligence into customer-facing products, GoodData AI Cloud offers a proven path forward. It's time to transform your data infrastructure into the intelligent products your business needs and your customers expect.