The acquisition of Looker is expected to be complete later this year, subject to customary closing conditions, including the receipt of regulatory approvals.

Disclaimer regarding forward-looking statements:
The contents of this material include forward-looking statements, related to a proposed acquisition that is subject to closing conditions. All aspects of preliminary planning or strategy outlined in this material are subject to change.
Google Cloud offers customers high-scale infrastructure, a digital transformation platform and industry solutions to enable digital transformation.

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By bringing Google Cloud and Looker together, we can help customers accelerate how they analyze data, deliver business intelligence and build data driven applications.

Google Cloud will continue to support Looker’s multi-cloud strategy and will expand support for multiple analytics tools and data sources to provide customers choice.
Google Cloud Strategy
Platform for digital transformation

- **Distributed Infrastructure as a Service**
  - High scale, highly reliable
  - Multi-cloud, hybrid cloud - Write once and run anywhere without any change

- **Digital Transformation Platform**
  - Manage data at scale
  - Run smart analytics
  - Leverage ML/AI
  - Develop apps
  - Collaborate everywhere

- **Industry Specific Digital Transformation Solutions**
  - Solutions for key verticals: Healthcare, retail, banking, manufacturing, government and communications, media & entertainment
Google Cloud: Smart Analytics Offering

**Smart Analytics as a Service:** Fully managed. Serverless. Enterprise class. Globally Distributed.

- **Streaming**
  - Dataflow & Dataproc (processing)
  - Data Fusion (ETL)

- **Batch**
  - Dataprep (Wrangling)
  - Cleanse & Process

**Auto ML**

**ML as a Service**

**Vision & Video**

**Text, Translate, Speech**

**Big Query**

**Analyze**

**Data, Metadata, and Model Catalog**
<table>
<thead>
<tr>
<th>Retail</th>
<th>Media &amp; Entertainment</th>
<th>Manufacturing</th>
<th>Public Sector</th>
<th>Healthcare</th>
<th>Financial Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>LUSH FRESH COSMETICS</td>
<td>vimeo</td>
<td>Schlumberger</td>
<td>PPD</td>
<td>CHARTERS HEALTH SYSTEM</td>
<td>HSBC</td>
</tr>
<tr>
<td>Bed Bath &amp; Beyond</td>
<td>itv</td>
<td>AIRBUS DEFENCE &amp; SPACE</td>
<td>GSA</td>
<td>American Cancer Society</td>
<td>Allstate</td>
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<tr>
<td>shopify</td>
<td>dish</td>
<td>Baker Hughes</td>
<td>NIH</td>
<td>McKesson</td>
<td>BBVA Compass</td>
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<td>GANT</td>
<td>WPP</td>
<td>UPS</td>
<td>National Institutes of Health</td>
<td>SCL Health</td>
<td>credit karma</td>
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<td>METRO</td>
<td>sky</td>
<td>Veolia</td>
<td>Stanford University</td>
<td>ATB Financial</td>
<td>ATB</td>
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<tr>
<td>Nestle</td>
<td>Gannett</td>
<td>Bose</td>
<td>Cleveland Clinic</td>
<td>KeyBank</td>
<td>MACQUARIE</td>
</tr>
<tr>
<td>Target</td>
<td>Hearst</td>
<td>Total</td>
<td>Department for Transport</td>
<td>MACQUARIE</td>
<td>BNP PARIBAS</td>
</tr>
</tbody>
</table>
Why Customers Use Google’s Smart Analytics

**Real Time Streaming**
Real Time Analytics

- Ingest and process real time data streams at any scale
- Run SQL queries on streaming data at any scale for real-time insights
- Unify stream and batch data processing for significantly simplified architectures

**Highly Scalable Data Warehouse**
Radically simplifies DataOps

- Start small and scale to exabytes in a single data warehouse
- Create “Private Marts” with a single copy of data
- Eliminate administrative complexity with auto-scaling, fully managed

**Leverage AI and ML Tools**
Provide Better Insight & Predictions

- Leverage AutoML Tables for auto classification of data in warehouse
- Use ML Expressions to understand trends and predictions
- Run bespoke AI models on fully managed hadoop and spark clusters
# Looker Strategy

Platform for business intelligence, data applications, and embedded analytics

<table>
<thead>
<tr>
<th>Business intelligence</th>
<th>Data applications</th>
<th>Embedded analytics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data modelling at any scale across hybrid and multi-cloud</td>
<td>Pre-configured data applications and solutions for key industries and horizontal use-cases E.g. Sales Analytics, HR Analytics</td>
<td>Embed interactive data visualization in custom applications or ISV Apps for contextual insights with “Powered by Looker”</td>
</tr>
<tr>
<td>Interactive reports, dashboards with stunning visualization</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Governance and unified metrics for the organization</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Looker’s Offering

- Deliver data experiences inside the workflows and applications
- Discover and visualize data
- Transforms data at query time
- Extract and load your data

API for Data

Business Intelligence
- Self-Serve Exploration
- Visualization
- Export

Embedding and Customization
- SDK
- iFrame
- Javascript

Business Operations and Workflows
- Email
- Actions
- S3
- API

Git Version Control
JDBC Connections
User Management & Security

API for Data
- Google Cloud
- SaaS Apps
- Transactional DBs
- Business Planning
- Web Analytics

Any SQL Database

Transforms data at query time

Discover and visualize data

Deliver data experiences inside the workflows and applications

Extract and load your data
## Looker: Sample Customers

<table>
<thead>
<tr>
<th>eCommerce &amp; Retail</th>
<th>Media</th>
<th>Technology</th>
<th>Health</th>
<th>Finance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon</td>
<td>FOX</td>
<td>Autodesk</td>
<td>Grand Rounds</td>
<td>Adyen</td>
</tr>
<tr>
<td>lyft</td>
<td>SONY</td>
<td>Cisco</td>
<td>Greenville Health System</td>
<td>Credit Karma</td>
</tr>
<tr>
<td>Casper</td>
<td>HEARST</td>
<td>stackoverflow</td>
<td>Iora Health</td>
<td>Venmo</td>
</tr>
<tr>
<td>Etsy</td>
<td>ESPN</td>
<td>twilio</td>
<td>Better Doctor</td>
<td>Avant</td>
</tr>
<tr>
<td>deliveroo</td>
<td>vimeo</td>
<td>snowflake</td>
<td>Wellframe</td>
<td>Monzo</td>
</tr>
<tr>
<td>GILT</td>
<td>The Economist</td>
<td>HubSpot</td>
<td>Counsyl</td>
<td>ZestFinance</td>
</tr>
<tr>
<td>TaskRabbit</td>
<td>BuzzFeed</td>
<td>docker</td>
<td>GoCardless</td>
<td>NextCapital</td>
</tr>
</tbody>
</table>
Why Customers Use Looker

**Flexible Modeling Layer**
Single source of truth

- Store and manage all business definitions in one central location
- Provide consistency in analytics and calculations across organizations
- Enable business users to access and build on complex datasets

**100% In-Database**
Radically simplifies DataOps

- Leverage modern data warehouse technologies
- Enable business users to discover insights on the entire data set
- Deliver federation and virtualization across multiple sources

**Extensible Web Architecture**
Build data-driven apps

- 110% API coverage
- Every query and visualization is addressable by URL
- Simple extensibility and connectivity to web services
- Applications and Workflow Integrations
### Google Cloud + Looker

Providing customers with an end-to-end multi-cloud analytics platform

<table>
<thead>
<tr>
<th>Integrated E2E Analytics Platform</th>
<th>Common data model over all your data</th>
<th>Augmented Analytics</th>
<th>Industry applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connect, analyze and visualize data across Google Cloud, Azure, AWS, on-premise databases or ISV SaaS applications with equal ease at high scale, with the reliability and trust of Google Cloud.</td>
<td>Operationalize BI for everyone with powerful data modeling that abstracts the underlying data complexity at any scale and helps to create a common data model for the entire organization.</td>
<td>Augment business intelligence from Looker with cutting-edge artificial intelligence from Google Cloud.</td>
<td>Create collaborative, data-driven applications for key industries with interactive data visualization and machine learning.</td>
</tr>
</tbody>
</table>
Looker extends Google’s Smart Analytics Platform

Connect, analyze and visualize data across multi-cloud and hybrid cloud environments

Looker and Google Cloud Joint Customers

enterprises already using Looker and BigQuery to unlock the value of their business data
## Google Cloud’s Commitment to Looker Customers, Partners and Products

<table>
<thead>
<tr>
<th>Multi-Cloud &amp; Hybrid-Cloud integration</th>
<th>Incredible Customer Experience</th>
<th>Customers Choice</th>
<th>Google + Looker Team</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support cloud databases, including Amazon Redshift, Azure SQL, Snowflake, Oracle, Microsoft SQL Server, Teradata, and more</td>
<td>Continue to provide high quality customer support experience</td>
<td>Continue to support best of breed analytics and visualization tools to provide customers the choice to use a variety of technologies with Google Cloud’s analytics offering</td>
<td>Welcome the Looker org to the Google Cloud team</td>
</tr>
<tr>
<td>Support Looker on other Public Clouds, and on-premise data centers</td>
<td>Bolster resources, expertise, and global presence with our Cloud team</td>
<td></td>
<td>Leverage Google Cloud’s global team to help customers and scale Looker’s business</td>
</tr>
</tbody>
</table>
Google Cloud Welcomes Looker Organization

- Looker’s CEO, Frank Bien, executive team, and organization will join Google Cloud.
- The Looker organization will report to Frank Bien, who will report to Thomas Kurian, CEO of Google Cloud.
- Google Cloud will continue to expand Looker’s investments in product development, go-to-market, and customer success capabilities.
- Google Cloud and Looker will have a well-defined plan to integrate product offerings and expand capabilities.
- Google Cloud will continue Looker’s strong reputation for customer service.
- Google Cloud will continue to build on Looker’s momentum and success, and has a well thought-through phased integration plan.
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Summary
Resources

- Google Press Release
- Blog from Thomas Kurian, CEO of Google Cloud
- Blog from Frank Bien, CEO of Looker

For questions or more details on Google Cloud, reach out to Google Cloud sales; For details on Looker, reach out to the Looker sales team

For interest in trying Looker, [contact Looker Sales for trial or demo](https://www.looker.com/contact)
Thank You