

## Looker Users Rejoice!

If you use Looker for your data analysis then you'll know just how versatile and intuitive this essential tool has become. Used by thousands of business analysts daily, Looker has emerged as a market leader in enterprise data visualization.

Of course, to realize the full potential of Looker, as a business analyst you must be able to find data sources across the enterprise that might be relevant to your analysis. Having discovered the data sources you need a way to prepare the data with cleanse, enrich, normalize, transform, filter and format functions so you can connect the derived data to your Looker visualizations.

Traditionally the process of locating data and prepping it for visualization means a call to the IT department and the incredibly helpful, but overworked, software gurus who perform these tasks for you. The problem is the technologists are not clear on the insights you are trying to obtain, so this process can be time consuming and frustrating.

Good news, there is a better way! It's called Unifi and it is a Looker user's BFF.

### **Unifi Looker**

The Unifi Data as a Service platform is a seamlessly integrated suite of self-service data tools designed to empower the business analyst and data scientist from the hassle of requesting and preparing data for analysis.

Unifi combines all the tools your organization requires to provide Looker users with a truly self-service data experience.

- Data Governance & Security - Comprehensive features for IT to maintain control and security of the data
- Data Catalog & Discovery - Google-like search to find the exact data sets you need
- Data Preparation - OneClick Functions™ and AI-assisted recommendation engine automatically cleanses, enriches, normalizes and transforms data seamlessly
- Community & Collaboration - Ratings and annotations lets you build an enterprise-wide knowledge base to save time and money
- Cloud Optimized - Built for cloud, on-prem or a hybrid environment. Unifi supports Google BigQuery seamlessly

### **ML & AI Meets ETL**

Every aspect of the Unifi Data as a Service platform relies heavily on both Machine Learning and Artificial Intelligence to make the life of the business user simpler. From automated data profiling that will detect PII data such as SSN and Credit Card #, to vertical specific data such as IDC 9 and IDC10 codes for medical claims. Unifi's AI engine creates a semantic data layer to assist in discovery. An integrated recommendation engine streamlines everything from data discovery to collaboration and community.

Our unique OneClick Functions provide simple, intuitive recommendations on how your data should be prepped.

1

## GOVERNANCE & SECURITY

Comprehensive features for IT to maintain control and security of the data

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## CATALOGING & DISCOVERY

Google-like search to find the exact data sets you need

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## AI-ASSISTED DATA PREP

OneClick Functions™ and AI-assisted recommendation engine automatically cleanses, enriches, normalizes and transforms data seamlessly

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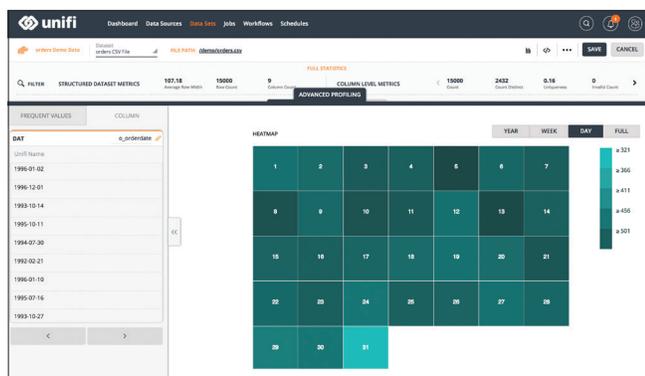
## COMMUNITY COLLABORATION

Ratings and annotations lets you build an enterprise-wide knowledge base to save time and money

5

## CLOUD OPTIMIZED

Built for cloud, on-prem or a hybrid Unifi supports Amazon EMR, Microsoft Azure, and Google Big Query seamlessly



Under the covers Unifi is working like crazy to automatically cleanse, enrich, normalize, transform, filter and format your data with an AI engine that's so powerful it practically provides the answers before you've even thought of the question.

### Collaborate Your Way To Productivity!

Unifi's integrated collaboration and community features help you find what you need by showing you what other users have previously produced. Slack-like messaging, data scoring, and metadata description improvement recommendations are just some of the collaboration tools designed to help every business user using Looker get what they need faster.

### More Visualization Less Hassle

Our Intuitive user interface lets you quickly and easily select various data sets, and with a few clicks start analyzing and deriving insights. No more calling IT, no more waiting! What's more, because Unifi is so simple to use, you'll be pursuing "what if" scenarios with your data before you know it and getting the kudos you deserve as the overworked and underpaid business analyst at your company. As an added bonus, your IT guys will love it because you've stopped calling them.

### The Sum of the Parts

Unifi runs natively on any cloud environment, supports BigQuery and leverages Hadoop and Spark processing engines delivering super-fast processing and reduced time to insight. The only problem now is you'll have to come up with a different reason for why you're sitting around since you're no longer waiting for data processing!

Looker with Unifi really is the perfect combination for any business analyst or data scientist who wants to be more productive, analyze more data in less time and reduce the number of headaches from their business lives.



## About Unifi

Unifi provides Data as a Service in an integrated suite of self-service data tools that include Governance & Security, Cataloging & Discovery, Data Preparation, Community & Collaboration, AI and ML Assisted processing and is Cloud-Optimized. Governed by IT and operated by business users, Unifi alleviates data bottlenecks and delivers faster business insights.