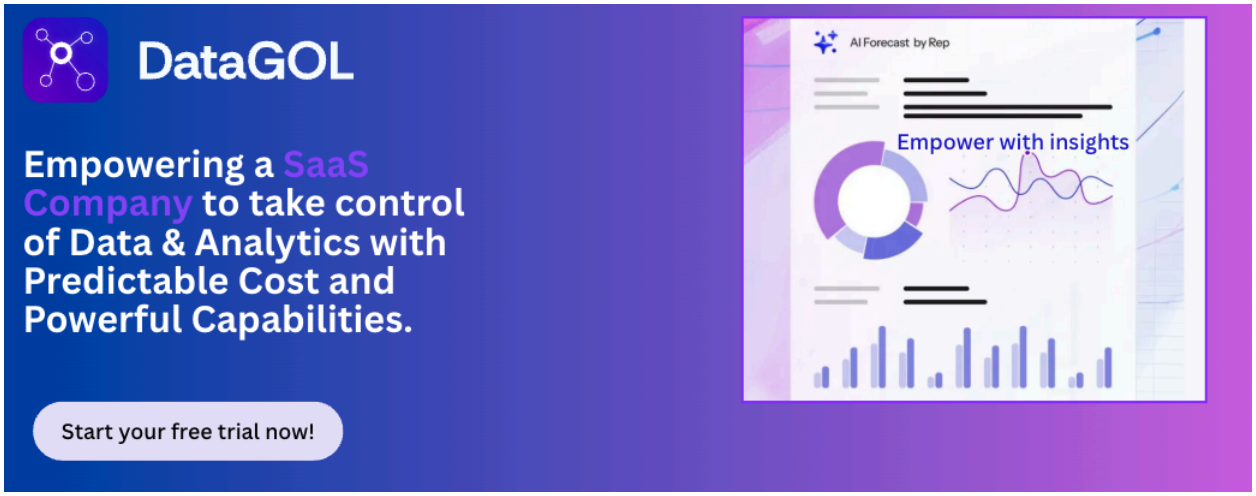

A leading software company faced a common and growing challenge — empowering their customers with meaningful analytics and data autonomy while maintaining control over compliance, sovereignty, and cost.

Despite clear product goals, decision-making stalled due to unpredictable and ballooning costs from other data providers, often caused by fragmented tech stacks (separate vendors for warehouse, BI, cataloging, and connectors). This complexity made it difficult for the client to scope a minimum viable product (MVP) that could balance security, agility, and feature richness.

Key Requirements

- Regional compliance through private cloud deployments (UK, EU, US).
- Transactional metadata analytics (user telemetry) and to load this into the warehouse
- Downloadable, reportable data.
- BI Analytics on Data with GEN AI capability.
- Outcome-driven correlations involving additional data sources that customers can bring.
- Customer-level data autonomy: Direct access to dashboards, raw data, and ability to bring their own data.
- A GenAI interface to interrogate data, extract insights, and drive business decisions.
- Seamless SSO access via Okta, and embedded dashboards within customers products.

The Journey with DataGOL

DataGOL presented a unified, agentic data platform that brings together:

- Private cloud deployments in AWS and Azure, supporting regional data sovereignty.
- An all-in-one architecture combining ingestion, modeling, BI, and GenAI in one platform — no need for juggling 4–6 separate vendors.
- Embedded analytics directly into client's platform or standalone access via SSO with workspace-level control.
- Self-serve, low-code/no-code dashboards, making insights available across both product teams and their customers.

- Integrated AI-powered analytics, enabling users to ask natural language questions and get instant answers from structured and unstructured data.
- Flexible roadmap alignment, with much of the required functionality either already available or achievable via light enhancements.

Key Differentiator

Predictable, Transparent Cost:

Unlike other vendors where cost scales unpredictably with data volume, compute, or concurrent users. DataGOL offers pricing clarity with: **Bundled TCO across ingestion, modeling, analytics, and GenAI.**
No hidden costs across separate vendors, admin overheads, or compute surges.

"Partnering with DataGOL was a game-changer. We were stuck—juggling fragmented tools, unpredictable costs, and compliance roadblocks that made delivering customer-facing analytics feel impossible. DataGOL gave us a unified platform that just worked — from ingestion to GenAI — all while ensuring regional data sovereignty and seamless customer access. What truly stood out was the pricing clarity. No hidden surprises. Just full-stack capabilities with total control. Today, we're delivering embedded intelligence to our customers with confidence and speed. This is how modern data platforms should work."

— Chief Product Officer, Leading SaaS Company

Conclusion

Impact:

DataGOL client established a clear path to:

- Launch a scalable MVP for customer analytics.
- Retain full ownership and compliance of their customer data.
- Reduce internal engineering burden while enabling self-service.
- Empower customer engagement and retention through embedded intelligence.

DataGOL is enabling SaaS companies to leapfrog their competition and deliver exceptional value to their customers. With DataGOL, you're not just keeping up with the AI revolution – you're leading it.

Call to Action

When your product vision includes compliance, AI-Powered analytics, and customer autonomy-but cost and complexity become roadblocks. It's time to think about DataGOL, It's the SaaS anywhere solution for scaling data teams to ensure data is always running as expected. The only data platform empowering data and business collaboration to meet growing business needs. Let's work together to make your data a strategic asset for success.

We make your data simple and easy to use.
Discover, Govern and Analyse all your data - no matter where it lives.