

MicroStrategy vs. Looker



MicroStrategy is a fast, easy, flexible, secure, and all-in-one data & analytics platform designed for everyone. An increasing number of organizations using Looker or Looker Studio as a data & analytics tool are experiencing usability challenges. High learning curves. Fragmented tools. Difficult security configuration. What starts as a governing-focused BI decision can quickly escalate into an unmanageable endeavor.

Explore the top 10 ways that MicroStrategy outperforms Looker and Looker Studio.

MICROSTRATEGY

Robust Analytics Capabilities

Easily design beautiful, multi-page dashboards with drag-and-drop visualizations, overlays, & automatic mobile-responsive views via a GUI. Built-in AI-based insights and forecast models. Initiate workflows from a dashboard. And securely write back to the database.

User-Friendly Ad Hoc Analytics

No-code, easy ad hoc data import, data prep, and analytics. Connect to data where it is. Auto-updating dossiers. Anyone can self-serve analyses without knowing the data structure or coding.

Sharing with Ease

Built-in commenting & tagging in Library so users can discuss while viewing key metrics. Easily export all visualizations to Excel at once. Bookmarks so you can save and share your filtered dossier views.

HyperIntelligence

Patented technology. Effortless answers in websites and applications you use every day.

Cohesive Platform

MicroStrategy has built comprehensive product capabilities in-house for over 30 years, so the platform has consistent behavior across an easy-to-understand product line with smooth interactivity from self-service to governed semantic layer.

Openness

Vendor & platform agnostic. All major cloud providers. All OS options for desktop app downloads and platform installation. No data migrations needed-use your data from where it is.

Semantic Graph

Centrally defined, reusable metrics & attributes. Make a change once, and it ripples everywhere instantly. Easy data exploration with self-service data imports scaling to governed semantic layer prompt-based reports.

True Internationalization

Three levels of internationalization: (1) interface, (2) dossiers, attributes, metrics, etc., and (3) data.

Comprehensive Control & Governance

Quickly configure reusable, multi-level security accesses at scale for multiple user groups at once via a no-code GUI. Any security provider. Easy to send scheduled emails with segmented data views with bursting.

Account & Data Source Variety

Integrates with user accounts fitting your organization's domain and needs. Store your local data files where you need and connect to the data where it is. Open data source options to integrate with authentication-based data access.

LOOKER

Limited Analytics Capabilities

No forecasting in Looker Studio. Only tile layouts & no pagination in Looker dashboards. Can't have multiple independent visualization cross-filter combinations on the same page. Writeback capabilities are unsecure.

Technical Knowledge Needed

No ad hoc analytics in Looker-all dashboards must be built on pre-built LookML models. Even technical teams face a high learning curve with LookML. Users need highly technical knowledge to make data usable for Looker Studio.

Export & Collaboration Difficulties

No in-product commenting or discussion capabilities. Can't download full dashboards to Excel. Can't save multiple temporary filtered views of the same dashboard.

No Comparable Zero-Click Offering

Functionality is unmatched. Users have to actively search for information across multiple systems.

Fragmented Tools

Cross-tool operability remains limited. Looker Studio connector can't be used with customer-hosted Looker instances. Looker Studio self-service analyses can't be promoted into Looker's semantic layer.

Data Source and Platform Restrictions

Only SQL-based data sources for Looker. No desktop version-online-only analytics. No Windows or Linux deployments. Confusing cloud interoperability: Looker Studio only on GCP, but Looker offered on multi-cloud.

High Learning Curve Before Self-Service

LookML coding-based data modeling in Looker requires technical knowledge & a high learning curve prior to enabling self-service, then heavy manual upkeep. Filters, some data sources, & data blending are at report-level in Looker Studio-not reusable.

Manual Re-Building Per Language

UI and data labels can be localized, but data level cannot be localized-for that, users still need to manually rebuild datasets & reports in each language to make the same analytics available.

Security Concerns & Complexity

Possibility to unknowingly overshare Looker Studio data visibility with owner's credential access, and report- and data-source-modification access. Email filtering requires technical data source editing & per-report manual configuration, but is not retained in scheduled email notifications.

Looker Studio Google Lock-In

All users required to have & use a Google account, including for row-level security. Local data files stored in Google Cloud Storage or Google Sheets. Data integrations with authentication limited to Google Workplace, Cloud Identity, & BigQuery.

See the MicroStrategy difference

Request a demo with your data at www.microstrategy.com/why-microstrategy