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For on-premise versions of the GoodData product (GoodData.CN) please refer [here](#).

# GoodData Cloud Services

## GoodData Cloud

GoodData Cloud is a fully managed data analytics product. It is currently available as an unpaid, time-limited Trial plan and paid Professional or Enterprise subscription plans licensed for different capabilities as described below and further detailed in the GoodData Documentation. Each subscription plan comes with a license to GoodData Core technology and access to the GoodData user interface, includes embedding capabilities, an API layer, and other tools and functionality as further described in the GoodData Documentation. GoodData Cloud is licensed for the Company's internal use ("**Internal Use**"), for use in connection with the Company's Data Product(s) (whether embedded or accessed through the standard GoodData web interface) ("**Embedded Use**"), or both, as specified in the applicable Order(s).

The GoodData Core technology, which is provided with any Trial or paid subscription, includes the following features, subject to the usage limits described here and in the Documentation:

- Frontend applications
- Multi-tenancy
- Computation engine
- Data modeling and semantic layer
- Cache and Data storage
- Developer tools (APIs, SDKs)
- Underlying platform foundations

## Modules

### Business Intelligence Module

The Business Intelligence Module, available for Professional and Enterprise customers, includes a license for all Business Intelligence ("**BI**") features described here, for either Embedded *or* Internal Use, subject to the usage limits described herein and in the Documentation.

### Artificial Intelligence Module

The Artificial Intelligence Module, available for Enterprise customers, includes a license for all Artificial Intelligence ("**AI**") features described here, for Embedded *and* Internal Use, subject to the usage limits described herein and in the Documentation.

### AI Lake Module

The AI Lake Module, available for Enterprise customers, includes a license for all AI Lake ("**AL**") features described here, for Embedded *and* Internal Use, subject to the usage limits described herein and in the Documentation. For the avoidance of doubt, "AI Lake" refers to the product previously designated as "Analytics Lake".

## GoodData Cloud Subscription Plans and Modules

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| GoodData Cloud Trial                                                             | <p><b>Included:</b></p> <ul style="list-style-type: none"><li>• 1 month access to GoodData Cloud BI (Internal Use and Embedded Use)</li><li>• Up to 10 Workspaces</li><li>• Up to 10 Users</li><li>• Free AI queries shared across all Workspaces</li><li>• 10 Exports per Workspace in a 24hour period</li><li>• Community Support</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>GoodData Cloud Business Intelligence Module - Professional (Embedded Use)</b> | <p><b>Included:</b></p> <ul style="list-style-type: none"><li>• Access to GoodData Cloud BI with an option to embed the Service into Company's Data Service (Licensed as Workspaces)</li><li>• Unlimited Users if Company's own IAM Tool is used; or up to 100 Users included with GoodData IAM Tool (additional Users available for purchase)</li><li>• Custom domain (URL)</li><li>• 1 Organization</li><li>• 50 Exports per Workspace in a 24hour period</li><li>• Community Support and further support for Severity Level 1 issues</li></ul> <p><b>Option to purchase:</b></p> <ul style="list-style-type: none"><li>• SAML and authentication providers federation</li><li>• Additional Organizations</li><li>• AWS PrivateLink capacity</li><li>• Usage Analytics</li><li>• Audit Log Access</li><li>• Branded Documentation and other add-ons</li><li>• Additional seats in GoodData IAM Tool</li></ul> |
| <b>GoodData Cloud Business Intelligence Module - Enterprise (Embedded Use)</b>   | <p><b>Included:</b></p> <ul style="list-style-type: none"><li>• Access to GoodData Cloud BI with an option to embed the Service into Company's Data Service (Licensed as Workspaces)</li><li>• Unlimited Users if Company's own IAM Tool is used; or up to 100 Users included with GoodData IAM Tool (additional Users available for purchase)</li><li>• Custom domain (URL)</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

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|                                                                           | <ul style="list-style-type: none"> <li>• 3 Organizations (1 production, 2 development/test)</li> <li>• 100 Exports per Workspace in a 24hour period</li> <li>• Ability to exceed contractual Workspace limits (billed as overages)</li> <li>• SAML and authentication providers federation</li> <li>• Up to 5 PrivateLink connections with a total of 10 TB traffic included</li> <li>• Usage Analytics</li> <li>• Audit Log Access</li> <li>• Enterprise Support and Service Level Commitment</li> </ul> <p><b>Option to purchase:</b></p> <ul style="list-style-type: none"> <li>• HIPAA-compliant organization</li> <li>• GDPR-S compliant organization</li> <li>• Unlimited number of Workspaces</li> <li>• Additional AWS PrivateLink capacity, Additional Organizations and other add-ons</li> </ul> |
| <b>GoodData Cloud<br/>Artificial Intelligence<br/>Module - Enterprise</b> | <ul style="list-style-type: none"> <li>• Licensed as an Add-on per Workspace (unless agreed otherwise)</li> </ul> <p><b>Capabilities:</b></p> <ul style="list-style-type: none"> <li>• GoodData Memory</li> <li>• GoodData AI Assistant chat interface and APIs</li> <li>• GoodData AI Agents</li> <li>• GoodData AI Knowledge</li> <li>• GoodData infrastructure to create and monitor agents</li> <li>• GoodData agentic skills and MCPs</li> </ul>                                                                                                                                                                                                                                                                                                                                                      |
| <b>GoodData Cloud AI<br/>Lake Module -<br/>Enterprise</b>                 | <ul style="list-style-type: none"> <li>• Advanced cache customization</li> <li>• Data materialization and storage</li> <li>• FlexConnect custom connection &amp; computation features</li> <li>• ML features and hosting</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |

Usage under all GoodData Cloud Modules is subject to the Service technical limits as further described in the Documentation. For GoodData Cloud deployment outside the United States, it is mandatory for the Company to either purchase an Enterprise Subscription Plan or bring its own IAM Tool.

For legacy GoodData Cloud Professional or GoodData Cloud Enterprise Subscription Plans without “Internal Analytics” or “Embedded Analytics” attributes, the GoodData Cloud Business Intelligence Module for Embedded Use shall apply for all licensed Workspaces. For

purchasers of legacy GoodData Cloud “Internal Analytics” or “Embedded Analytics” Plans, the applicable GoodData Cloud Business Intelligence Module shall apply for all licensed Workspaces. Legacy Startup Subscription Plans under prior agreements remain governed by their original terms and are not subject to any of the new terms included herein.

## Product Features / Definitions

### AI Agents

Agents comprise the GoodData AI agent interface and APIs used to interpret natural language, query data, and generate text and visualization responses via generative AI, along with all underlying technology. It includes conversational analytics, agentic workflows, analytics skills, and programmatic access via MCP and A2A protocols. Agents may be triggered through UI interactions, API calls, or automated workflows, and may rely on large language models (LLM) obtained and managed separately by the Company or, if agreed, provided by GoodData. Sharing of customer data with LLM providers is subject to explicit opt-in by Company; Some Agents might not function or functionality might be reduced if data sharing is not opted into. GoodData’s agentic offering includes default agents provided by GoodData as well as custom agents built and configured by Company using GoodData’s agent builder tooling. For clarity, GoodData’s default AI Assistant is one of the GoodData AI Agents.

### AI Queries

An AI Query is a single invocation of a GoodData AI agent triggered by a user action or automated process (whether via the interface or API). Input may take the form of natural language, a visualization identifier, or other supported input types. Each invocation that produces a new AI-generated output counts as one AI Query, including follow-up prompts, automated workflows, agent-to-agent (A2A) calls, and retries. Queries resulting in a server error and passive actions such as viewing past responses are excluded.

### AI Memory

AI Memory enables the GoodData AI Agents to apply pre-defined instructions that guide terminology, tone, and analytic logic etc. Company is responsible for defining, maintaining, and reviewing AI Memory entries, including enabling or dismissing memory suggestions surfaced by GoodData AI agents. AI Memory relies on the semantic layer of the applicable workspace and supplements its definitions without overriding its logic or data access permissions. AI Memory may rely on large language models obtained and managed separately by the Company or, if agreed, provided by GoodData.

### AI Knowledge

AI Knowledge enables GoodData AI agents to reason from unstructured content alongside structured semantic data, available as a composable analytics skill within agent workflows. It comprises semantic search, knowledge ingestion, and retrieval infrastructure. Company is responsible for managing and maintaining the knowledge base, including uploading content to the designated storage location. Knowledge retrieval is metered and billed separately in tiers. AI Knowledge may rely on large language models obtained and managed separately by the Company or, if agreed, provided by GoodData.

### AWS PrivateLink

Company may request establishing up to five connections through AWS PrivateLink into its GoodData Cloud deployment. AWS PrivateLink includes a data throughput limit of 10 TB per year. Company may purchase additional connections or data throughput as an add-on.

### Data Source

Data Source means a logical object that represents the database or data warehouse where Company’s multiple source data is stored. All GoodData Cloud Modules include connectivity to all supported data source connectors (list available at: <https://www.gooddata.ai/docs/cloud/connect-data/>).

## **Organization**

An organization represents a GoodData Cloud environment deployed in a shared cluster. Company is entitled to the number of organizations based on the applicable subscription tier.

## **FlexQuery**

FlexQuery is the computational component of GoodData. FlexQuery utilizes a multi-tiered analytics cache, ingests data in batch or real-time, federates across sources, computes in-memory, and performs pre and post processing transformations.

## **IAM Integration**

GoodData Cloud allows the Company to either connect its existing OIDC or SAML-supported identity and access management tool ("IAM Tool") provider or use the IAM Tool offered by GoodData, to define Users and User access rights to GoodData Cloud components. Company acknowledges that notwithstanding its selected IAM Tool and/or the region for GoodData Cloud deployment, the first User account in the Company's GoodData Cloud instance is always deployed by GoodData in the United States region. Company may purchase additional access for Users through the GoodData IAM Tool as an add-on.

## **Metric Editor**

The Metric Editor is a graphical user interface tool for creating Company's own metrics to use in the Analytical Designer or through the API. The editor uses facts and attribute labels from Company's logical data model (LDM) and other metrics in Company's Workspace to help Company build MAQL expressions with valid syntax.

## **User**

A User means an employee, consultant, contractor, or agent who is authorized to access and use GoodData Cloud by Company.

## **Workspace**

A Workspace is an environment where Company organizes and creates its analytics. It contains information about a data source, a logical data model, dashboards, visualizations, metrics and additional metadata. Access to and use of Workspaces are on a subscription basis. Company shall provision at least one (1) Workspace for each of its Customers (i.e. individual Customers (domains) should be separated into individual Workspaces). Each User Data Filter may be assigned to 1) unlimited Users within the Company, or 2) unlimited Users within a single Company's Customer. If Company uses User Data Filters to separate its individual Customers within one Workspace, each discrete Customer will be considered and charged as a separate Workspace. Workspaces may be purchased in minimum increments of 5.

# **Add-Ons**

## **Additional Organization**

Company must purchase the Additional Organization add-on to provision GoodData Cloud organizations exceeding the subscription limits described above.

## **AI Query Packages**

Company must purchase a package of AI Queries in order to interact with AI Agents. AI Queries are sold in packages, each shared across all AI enabled Workspaces and usable in a given calendar month. Unused AI Queries do not transfer over to the following months.

## **Audit Log Access**

Audit logs are detailed, immutable records of user and system activity within the GoodData environment, capturing actions, timestamps, and changes to support security, compliance, and operational oversight.

## **Branded Documentation**

GoodData creates branded Documentation packs for subscribers to the Branded Documentation add-on with each Documentation

update.

### **Data Regions**

Hosting in one data region is included as part of the Platform Fee. Additional data regions may be added on a per-data region basis.

### **Dedicated cluster**

The Dedicated Cluster add-on provides Company with an isolated GoodData Cloud deployment running on infrastructure dedicated exclusively to Company's organization, physically separated from GoodData's shared multi-tenant environment. It comprises dedicated compute, storage, and networking resources provisioned within a GoodData-operated data center in a region agreed upon at the time of order. GoodData is responsible for provisioning, operating, and maintaining the dedicated cluster, including platform upgrades and infrastructure monitoring, in accordance with the service level commitments applicable to the subscription. Company may not share or sublicense access to the dedicated cluster infrastructure to third parties outside its organization without GoodData's prior written consent.

### **FlexQuery Storage**

Additional storage for FlexQuery (including cache, FlexConnect, FlexMarts) exceeding the base entitlements may be purchased by Company.

### **GDPR-S**

The GDPR-S Add-On facilitates secure and compliant processing of Special Categories of Data. The GDPR-S Add-On includes additional security and compliance safeguards on GoodData end for processing Special Categories of Data, and enables Company to execute a Data Processing Addendum which includes processing of Special Categories of Data and to upload and analyze Special Categories of Data pursuant to Article 9 of GDPR. The GDPR-S add-on is only available for GoodData Cloud Enterprise Modules.

### **HIPAA**

If Company processes, or plans to process, electronic protected health information (“**ePHI**”) that is subject to the Health Insurance Portability and Accountability Act of 1996 (“**HIPAA**”), Company must purchase the HIPAA add-on to meet additional compliance requirements. Upon purchase of the add-on, HIPAA will be enabled on a single organization marked as “production” by Company, subject to the Company's written request and GoodData's approval thereof. The HIPAA add-on is only available for GoodData Cloud Enterprise Modules.

### **SAML and Authentication Providers Federation**

Allows Company's Customers to use SAML or link multiple authentication providers through federation to one organization. Included with Enterprise plans, available as a paid add-on for Professional plans.

### **Usage Analytics**

The Usage Analytics add-on provides high-level information about Company's usage of the Subscription Services. The Usage Analytics add-on cannot be used together with HIPAA add-on or if the Company opts out from Usage Data collecting. Company acknowledges that notwithstanding the region for GoodData Cloud deployment, the Usage Analytics feature always runs in the data center in the United States region. Usage Analytics may be affected by individual User preferences settings on User devices. If the Company customizes or develops any enhancements for the Usage Analytics add-on, GoodData does not provide a guarantee that such customized solution will remain compatible with subsequent updates or versions of the Usage Analytics add-on, or function if GoodData discontinues the Usage Analytics add-on.

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For the current pricing of any product features or add-ons, please contact us at [sales@gooddata.com](mailto:sales@gooddata.com).

Any capitalized terms not defined herein shall have the same meaning as in the respective GoodData agreement which Company agreed to and which governs Company's use of Services.

These GoodData Cloud Product Specific Terms form a part of the agreement between Company and GoodData. GoodData reserves the right to modify, change and update these GoodData Cloud Product Specific Terms at any time, at its sole and exclusive discretion.

GoodData will provide Company notice of material changes to these GoodData Cloud Product Specific Terms on the GoodData Support portal. Company's continued use of the Services after receiving such notice shall constitute Company's acceptance of any such changes to these GoodData Cloud Product Specific Terms.