

Don't agonize, operationalize! How to turn insights into action at scale

Achieving true data democratization



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14 West



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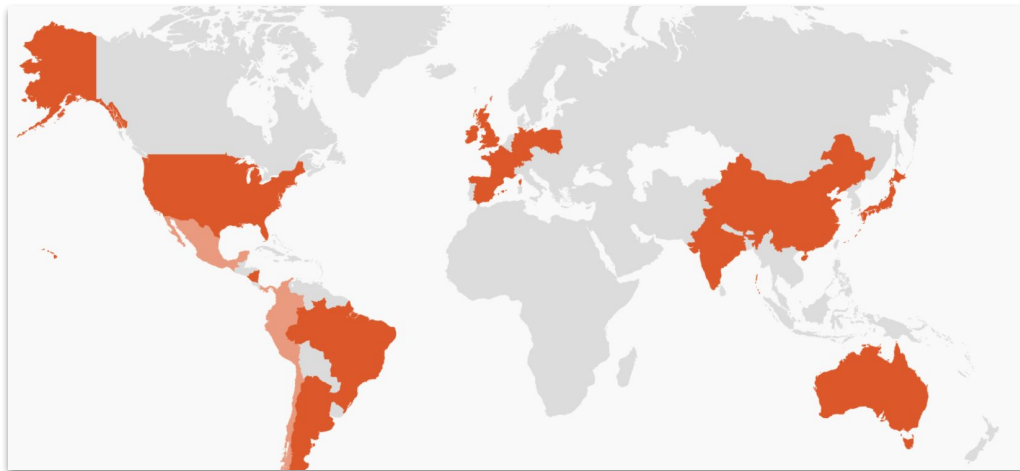
Product Owner,
Business Intelligence

14 West

Level Set

Who is 14 West?

- Technical service provider for over a dozen like-minded but distinct, digital media businesses
- 14 West provides IT, Data & Analytics, Legal, HR, Accounting, Fulfillment and inventory management, customer and campaign management services
- This frees the client businesses to focus on the revenue drivers: product development, marketing, and copywriting



Our clients and their customers



Our business users are mainly marketers

- Though we also have publishers, copywriters, and internal tech folk specializing in payment processing, fulfillment and inventory management, and campaign management using ThoughtSpot

CONQUERING THE MARKET STARTS HERE ...

Join our readers and sign up for our daily emails ... *Real Talk, Winning Investor Daily, Bold Profits Daily, Big Picture. Big Profits, & Great Stuff.*

SIGN ME UP

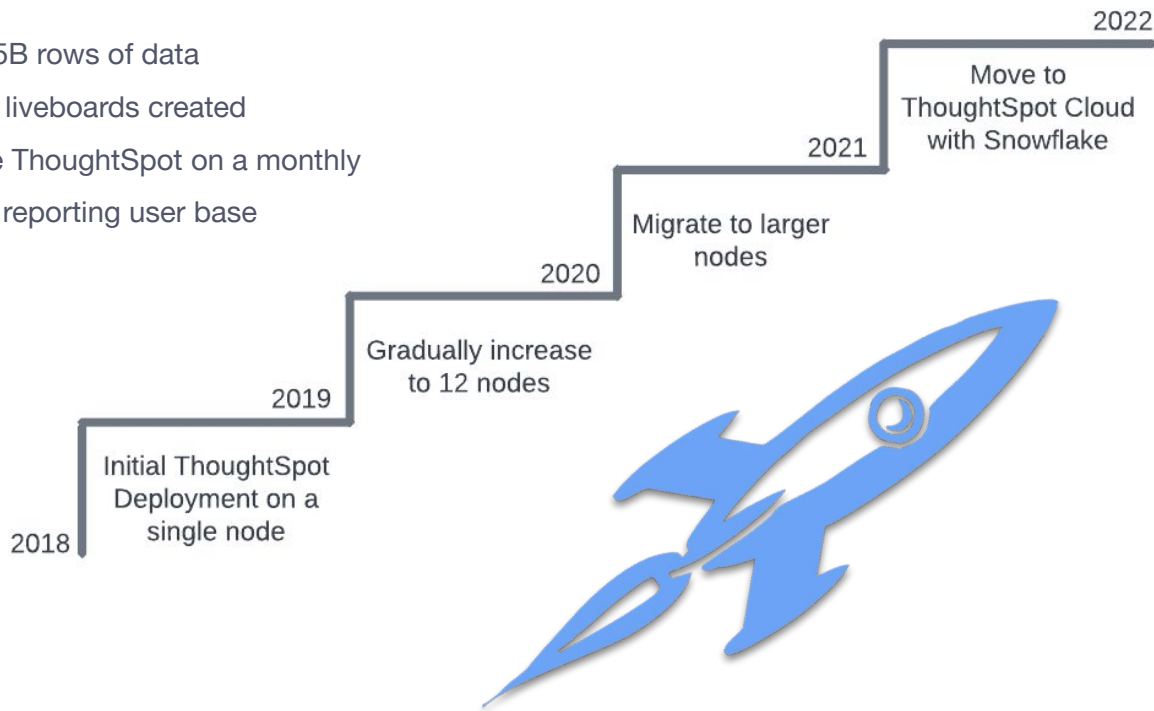
Their customers are you

- Our clients are direct to consumer businesses

Our ThoughtSpot deployment

ThoughtSpot Cloud powered by Snowflake

- 14 production worksheets using 5B rows of data
- About 10,000 answers and 5,000 liveboards created
- Between 400 and 500 people use ThoughtSpot on a monthly basis, which is the entirety of our reporting user base



Let's discuss our first use case...

Simple... We didn't have one...We had a 100 of them!

- **We were relying on highly manual custom reports and static dashboards that were not efficient to scale or easily customizable to our clients needs...**

Just to name a few

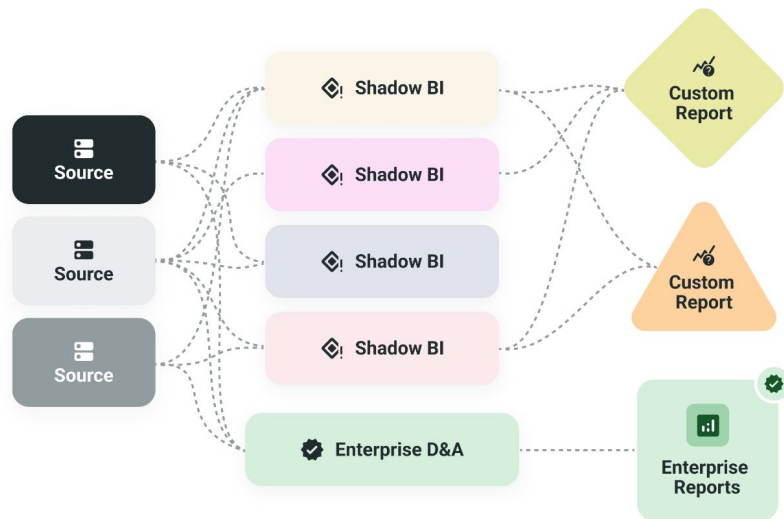
- *Subscriber engagement*
 - *Deliverability*
 - *Revenue Analysis*
 - *Financial Reporting*
 - *Lead Generation*
 - *Client Specific KPI reporting*
 - *And many, many more...*
- **We needed an entire shift in tooling- we had the data but couldn't make it available in the best way to solve our growing number of uses cases!**



We had an analytics problem

Business users wanted access to their data and without sufficient access, “shadow BI” shops had emerged across the company.

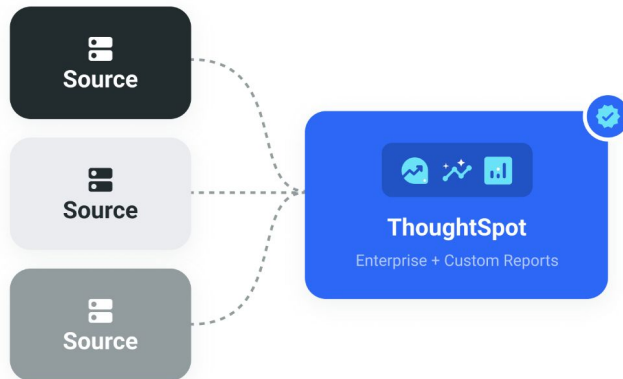
- Between rogue database and technology investments, the company multiplied its disaggregated BI spend but had not gained any more clarity or insights from their data investments.



ThoughtSpot delivered exactly what we needed

And our journey is still being charted.

- Our strategy is to continue to migrate all of our core datasets to ThoughtSpot, even if we already have existing dashboards for that data. In fact, nearly all of the data we have in ThoughtSpot is available in a dashboard, but is visited far more frequently in ThoughtSpot!



Adoption increased? Tell me more

There is no silver bullet.

But if there is, it's to dedicate resources to adoption

- Create standard “getting started” content that excites users and that they can copy
- Let users bring their use cases to you and walk them through the solution creation
- Expect an initial sense of mistrust, and for new data sets, plan “coaching sessions”
- Show time-favoritism to champions, they become your evangelists
- Hold office hours



Success is measured in not only what we can prove, but in our users' feedback!

What we can measure:

- Our entire reporting base uses ThoughtSpot!
- Ad hoc requests and tickets to the D&A team reduced
 - At any given time, 10 ad hoc/ data query requests- now we have less than 4
 - At any given time, 5-10 new dev requests for existing reports- now we have 0
 - Overall, 60-70 tickets open at a time, now we have 30
- As of creating this presentation, 24 liveboards were created in the past 24 hours by 20 different users



"I love ThoughtSpot! It's more intuitive than other reporting tools I've used and makes analyzing data quick and easy."

Sarah Anderson, Customer Success Partner

What we can't measure:

- Increased confidence with data (which is also increased confidence!)
- Questions answered better and faster
- A more knowledgeable, empowered workforce
- A better company

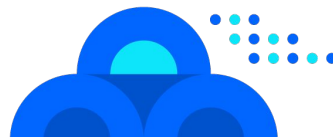
ThoughtSpot is a robust tool that is great for creating consistent looking reports and can be easily configured for our various franchises. The UI is intuitive enough that new users can turn some basic discovery into reports.

Christine Justis, Director of Analytics, Oxford Financial Group

Don't agonize, operationalize!

How to turn insights into action at scale

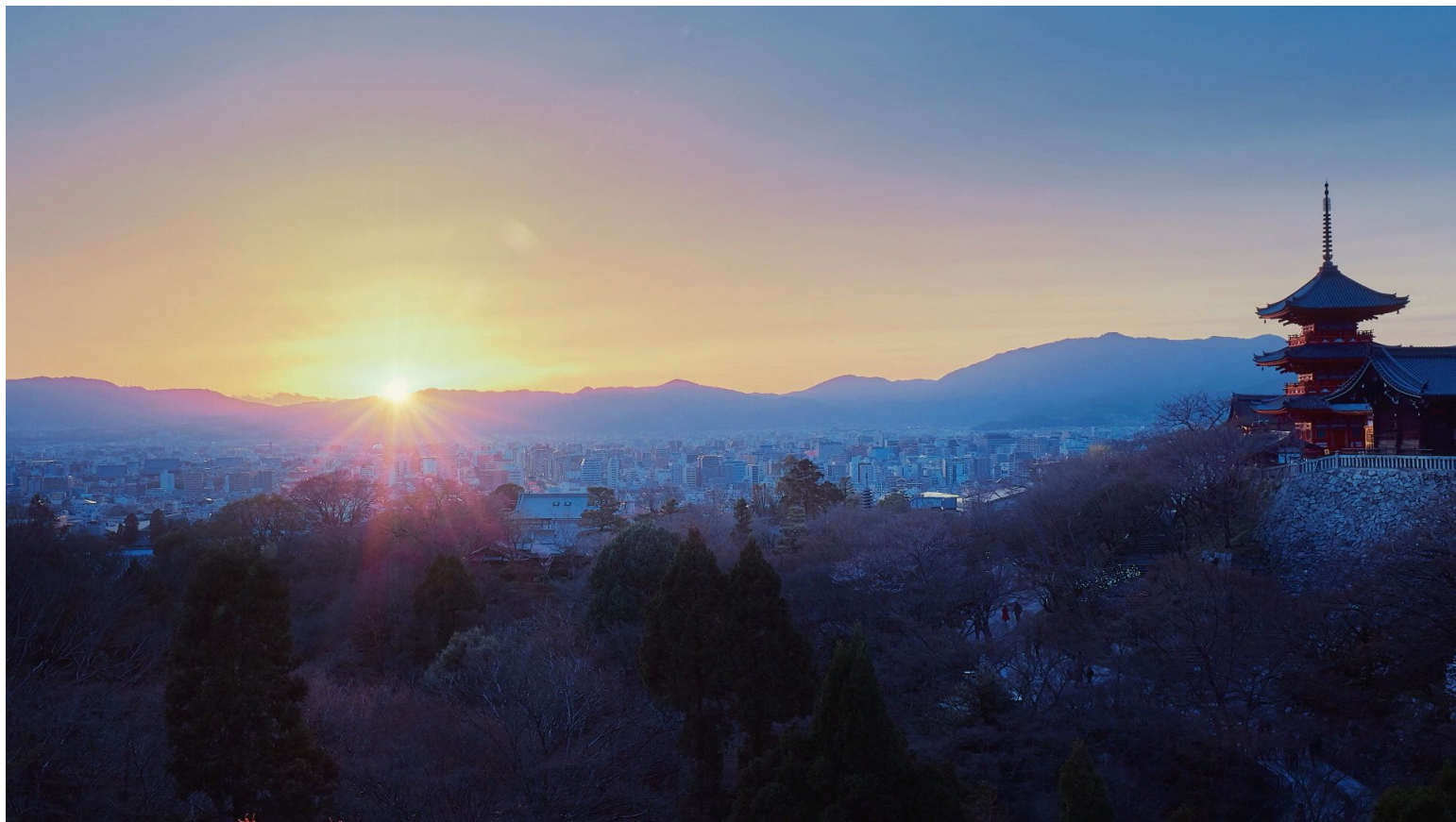
Planning to make all employees become Data Driven



Domu Ueda
Manager, Management Information Systems
Kyocera Corporation

Main Growth Markets





Company status

Company Name: KYOCERA Corporation

Global Headquarters: Kyoto, Japan

Foundation date: April 1, 1959

Common Stock: 115,115,703 MM JPY (1,042 MM USD)

Consolidated Sales Revenue: 1,526,897 MM JPY (13,756 MM USD)

Profit Before Income Taxes: 117,559 MM JPY (1,059 MM USD)

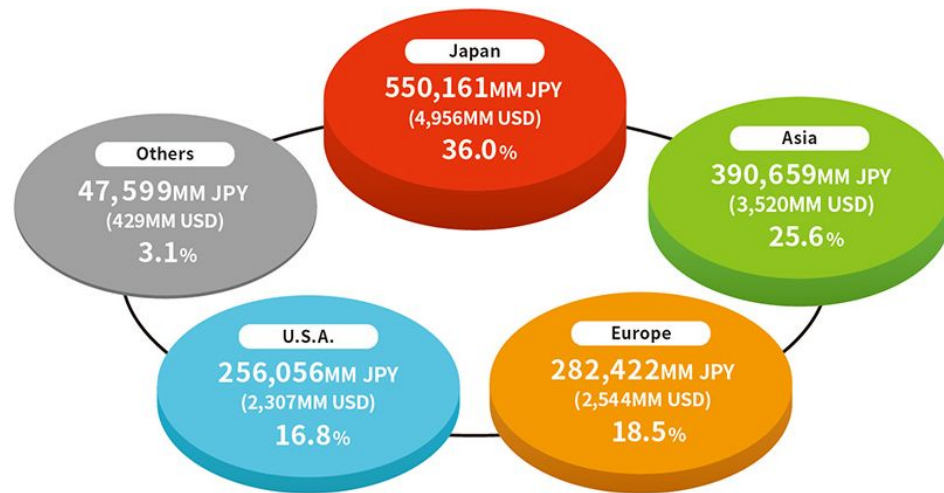
Number of group companies: 308

Group employees: 78,490 *as of March,31,2021

Management Rationale:

To provide opportunities for all of our employees to pursue their material and Spiritual happiness, and through our joint efforts, contribute to humanity and society

Consolidated Sales Revenue Percentage by Region



Information & Communications



Automotive



Environment & Energy



Medical & Healthcare

Products, Services & Solutions (as sample)



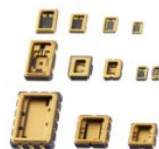
Rugged 5G Smartphones



DuraXE



Printers and MFPs



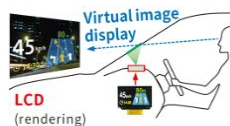
Ceramic Semiconductor Packages



Semiconductor Manufacturing Components



Cutting Tools



Head-Up-Display LCDs



Oxygen-Sensor Heaters



Dental Implants



Automotive Connectors



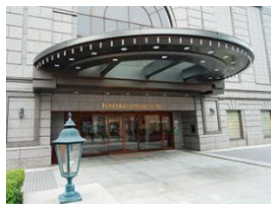
Digital Printing Inkjet Printheads



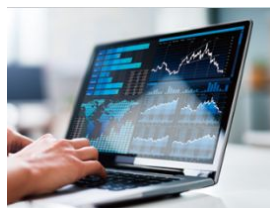
Digital Print Sample



Solar Cells



Hotel Nikko Princess Kyoto



IT Solutions



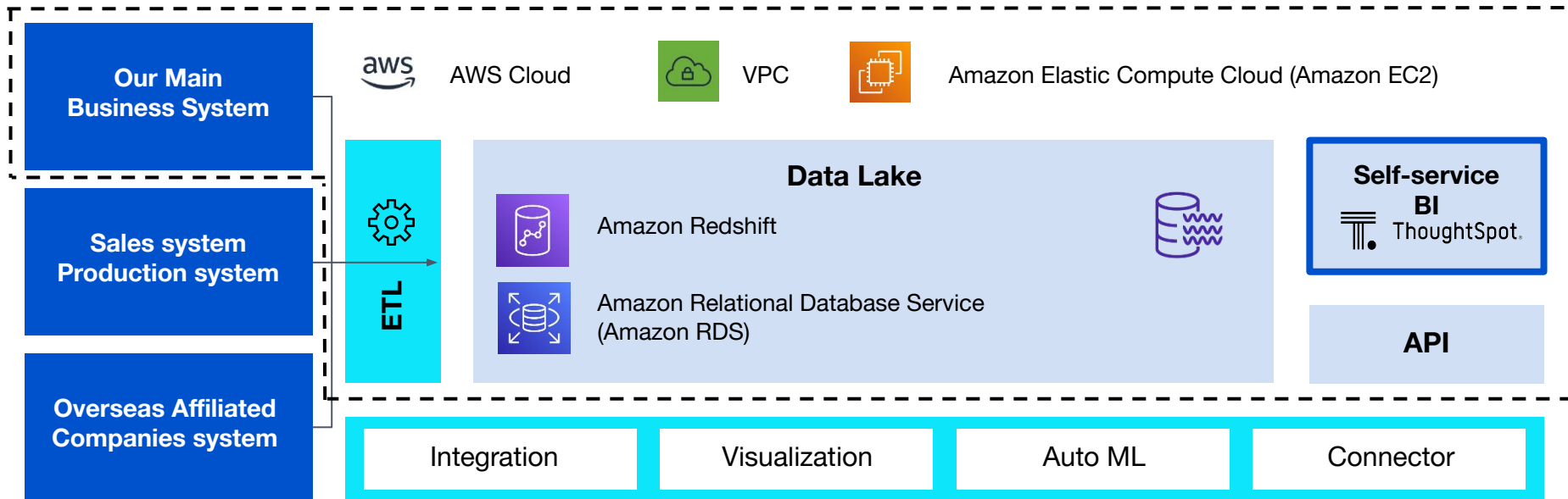
Jewelry



Ceramic Kitchen Goods

Reasons for selecting ThoughtSpot

1. Large amount of data (1 billion rows) even points that can be extracted instantly
->Need a platform to analyze tens of millions of critical data
2. The license type is capacity billing
->Need to be independent of user billing in developing company-wide services
3. Easy operability and awareness (insight)
->All employees must be able to analyze the data themselves.





What is the use case and how is it delivering results?

**Default Liveboards distribution to all managers
by IT division**

Make all users become data-driven users!!!

How to share the Liveboards to all managers

	Sales Division		Manufacturing Division		Administrator Division	
General Managers	Order	NetSales		Production		
	SG&A	Time	SG&A	Time	SG&A	Time
Data Range: Group Rank Stacking: Division Rank						
Division Managers	Order	NetSales		Production		
	SG&A	Time	SG&A	Time	SG&A	Time
Data Range: Division Rank Stacking: Department Rank						
Department Managers	Order	NetSales		Production		
	SG&A	Time	SG&A	Time	SG&A	Time
Data Range: Department Rank Stacking: Section Rank						

Row Security
By all ID

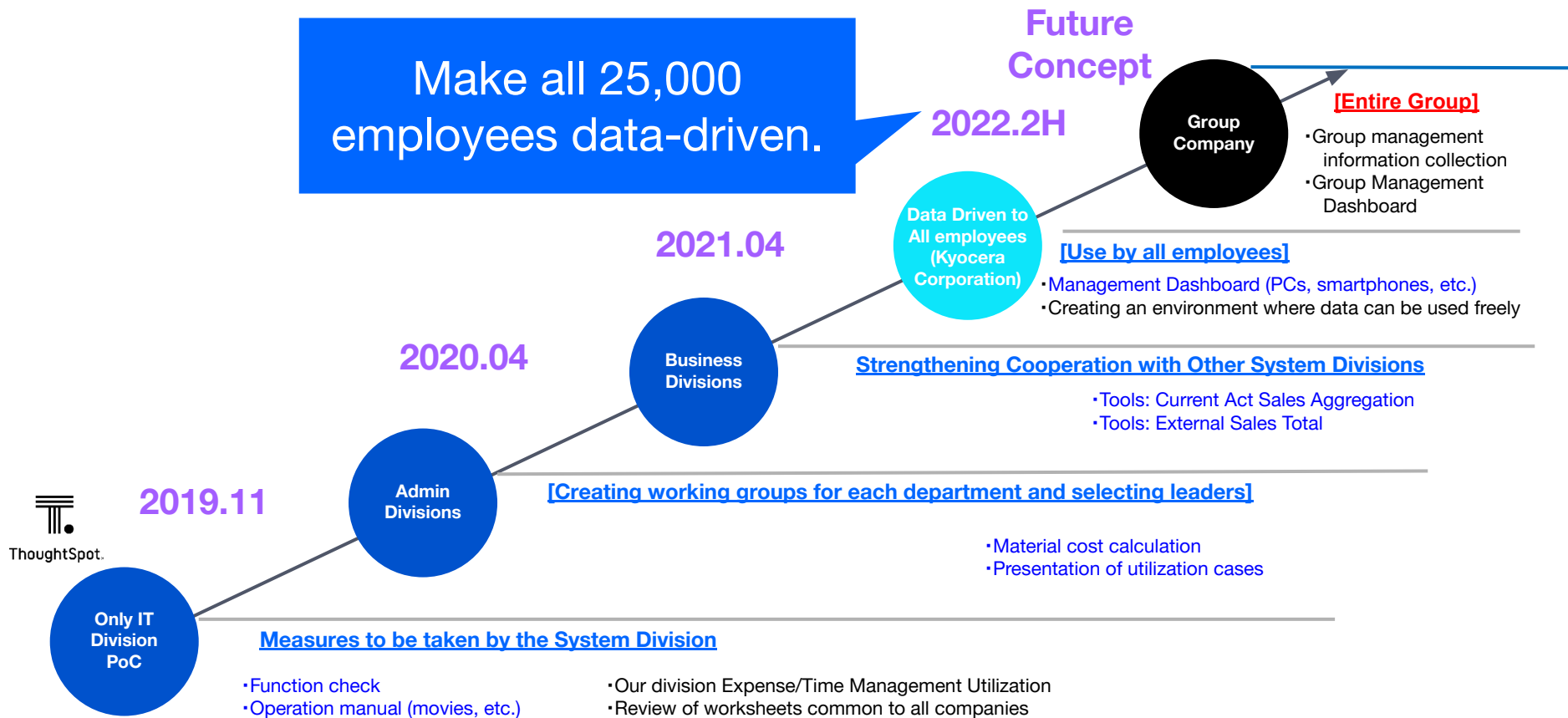


Distribution default 9 Liveboards
to all managers by our division

Arranged by users in case
of necessary

Evolution of ThoughtSpot

How will that evolve as Kyocera deploys ThoughtSpot company-wide?





THANK YOU



HOW DID WE DO?

Click on this breakout session in the mobile app
and scroll down to the session survey.

BEYOND.2022

BEYOND.2022

UP NEXT

2:00 PM - 2:45 PM

Intro to ThoughtSpot for Analysts

Michael Rando, Director, Business Intelligence, Albertsons

*Parimila Narasimha, Sr. Director, Data Sciences & Advanced Analytics,
Cox Communications*

Ryan Pearson, Head of CX BI & Strategic Projects, Logitech

Scott Metcalf, Director of Customer Success, ThoughtSpot