BEYOND.2022

ThoughtSpot

From Bake-off to Take-off

How Accern built a booming data business on ThoughtSpot Everywhere

Brent Litwak
Vice President Global Sales & Field Operations
Accern

Amit Prakash
Co-Founder & CTO
ThoughtSpot

Agenda

01 | **ThoughtSpot product introduction**

02 | **Do you need analytics in your product**

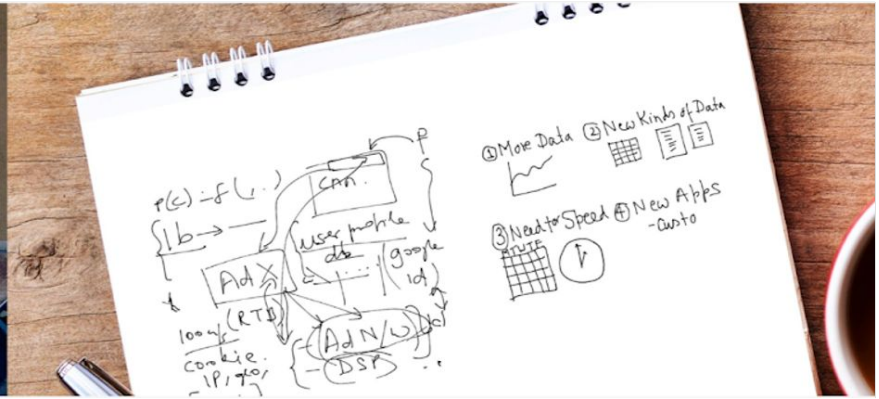
03 | **When to Embed**

04 | **What does it take to Build**

05 | **What does it take to Embed**

06 | **Short Demo**

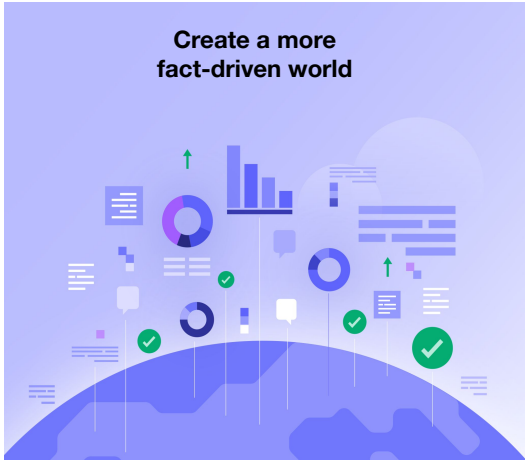
The story of ThoughtSpot



ThoughtSpot Overview

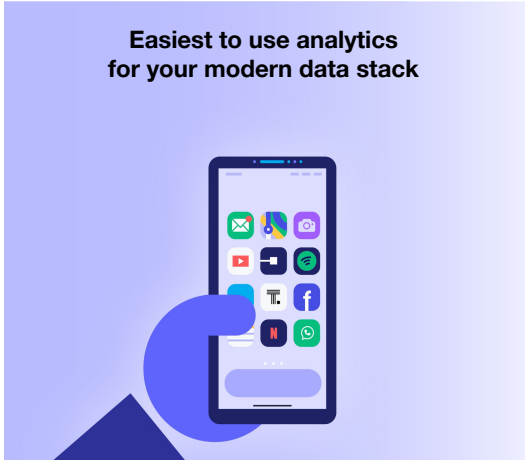
MISSION

Create a more fact-driven world



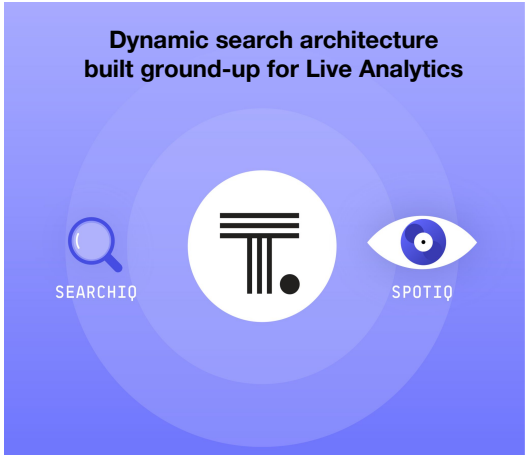
VISION

Easiest to use analytics for your modern data stack



TECHNOLOGY

Dynamic search architecture built ground-up for Live Analytics



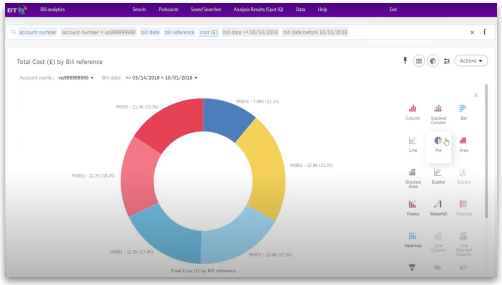
CLOUD PARTNERS

snowflake
databricks
Azure Synapse Analytics
amazon REDSHIFT
Google Big Query
Starburst

CUSTOMERS

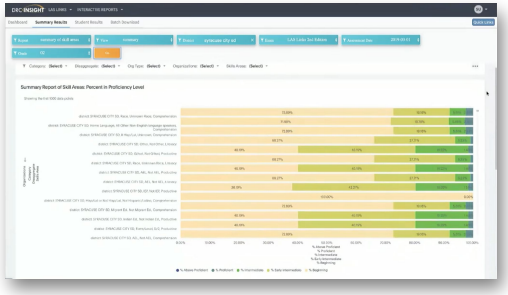
CapitalOne
pitney bowes
TP ICAP
mastercard
CAT
FIS

We discovered an untapped market



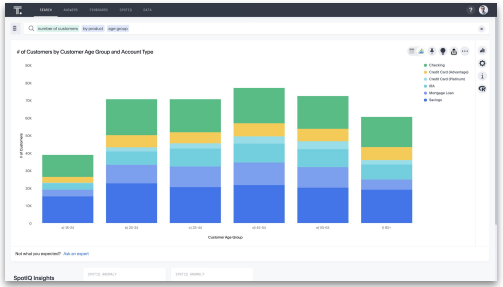
British Telecom builds billion portal using ThoughtSpot

→ NPS jumps by 45 points



DRC builds its embedded analytics using ThoughtSpot

→ Significant savings on development costs vs in-house or other solutions



Cetera builds embedded analytics for financial advisors

→ Adopted by over 15K financial advisors

And adapted the product based on market needs

Rich Visual SDK

Rich APIs

Scriptable Metadata and configuration

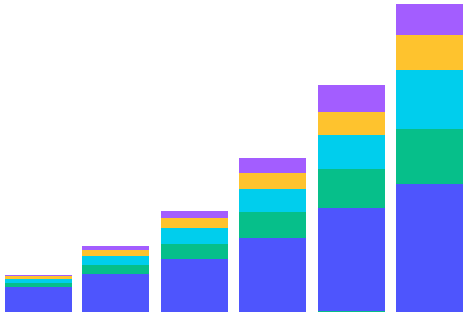
IDP Integrations

Multi-tenancy

Robust Security Model

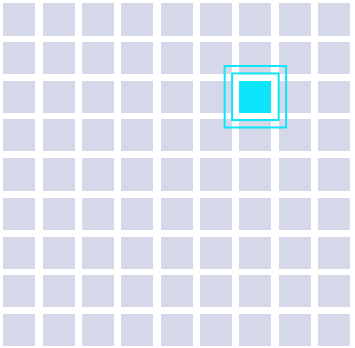
Why build embedded analytics into an app?

Create new revenue streams

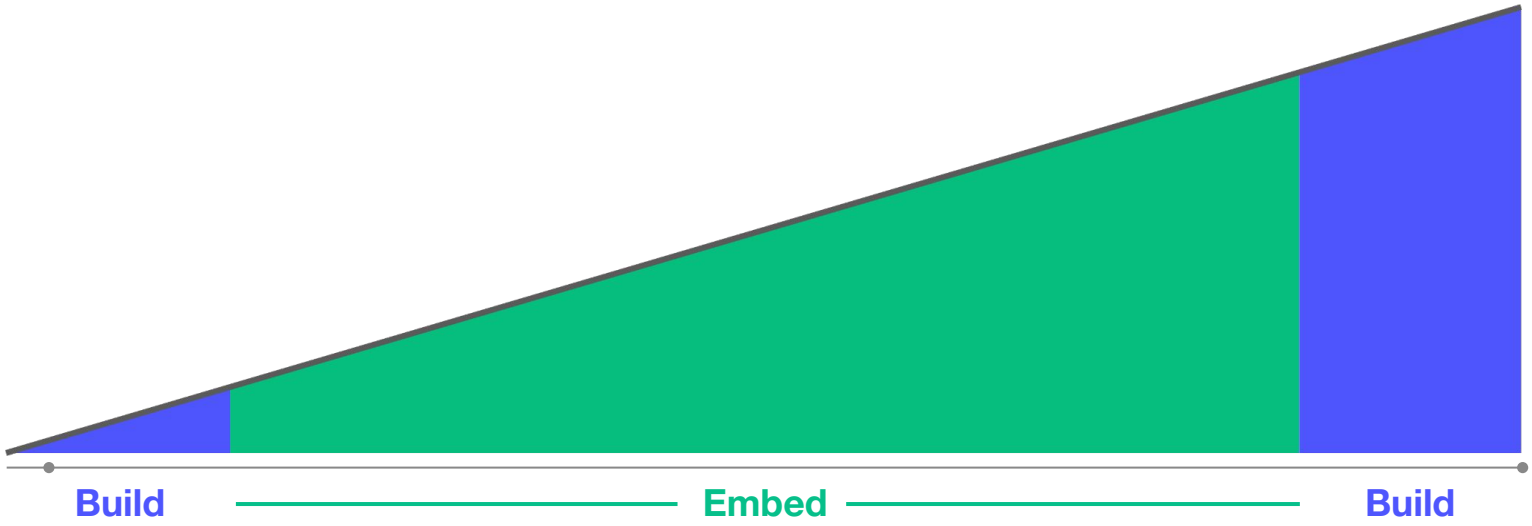


Attract new customers

Differentiate your offering



Build or Embed?



A few static tables or charts with fixed SQL

Completely bespoke app with custom animations and workflows

Building it from scratch

Write SQL

Integrate chart library

Integrate search

Sync data

?

Optimize & index database

?

Add machine learning

Migrate data to BI tool

Add security and authentication

Build & train model

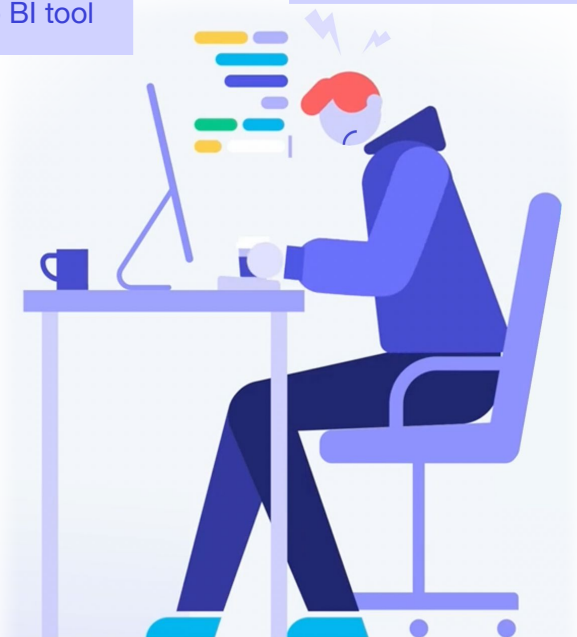
Connect backends

Write callback & workflow logic

?

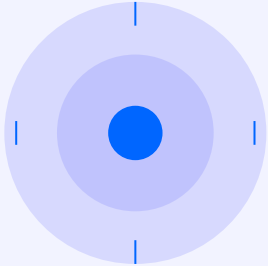
Add custom logic & UI to app

Test, migrate, deploy



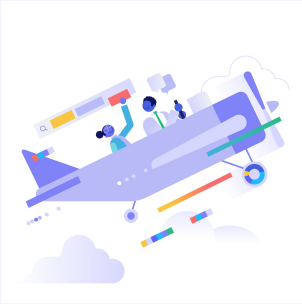
Embed path

Select the best analytics platform that meets your needs



Focus your resources on core application functionality

Don’t need to maintain capabilities on your own



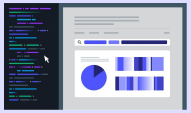
Get to market faster

Considerations for selecting a embedded analytics platform

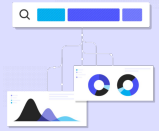
Supports core analytics requirements

Ease of development

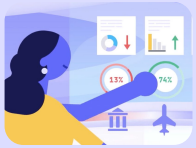
Connects to your data, wherever it may be



Ability to customize & extend



Capabilities that help you differentiate



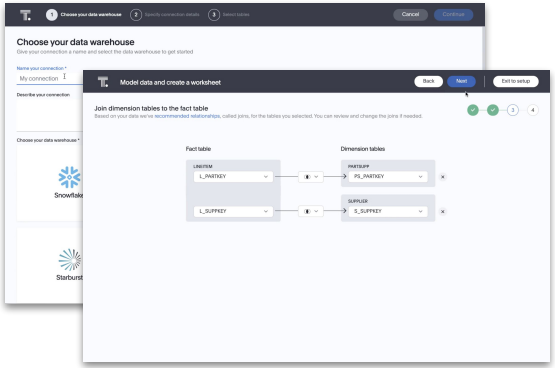
Create sticky experiences that keep users coming back

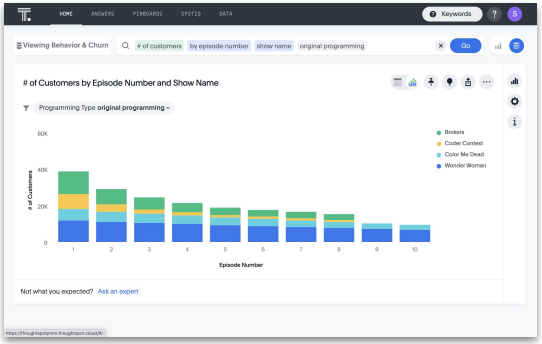
Blueprint for building analytics into your app with ThoughtSpot Everywhere

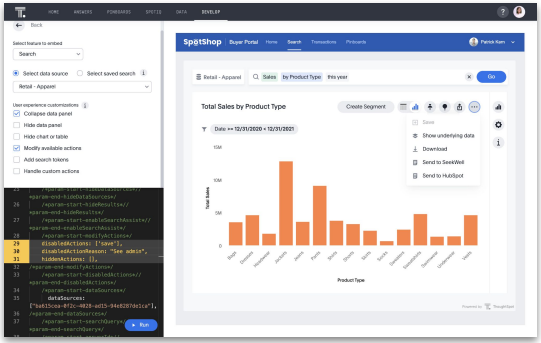
1 **Connect & model**

2 **Search & create visualizations**

3 **Embed search & insights programmatically**







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Agenda

01 | **About Accern**

Company Summary

02 | **Product Overview**

Product Overview

03 | **BI Partner Evaluation**

Situation & Competitor Evaluation

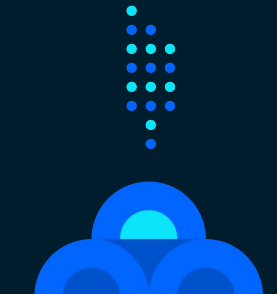
04 | **Accern + ThoughtSpot**

ThoughtSpot's Impact on the Accern Platform

05 | Questions & Answers

Audience Participation

About Accern



About

ACCERN

Accern is a no-code NLP platform that allows Financial Institutions to easily extract themes and sentiment data in real-time from unstructured data sources for better risk, portfolio management, and investment insights.

New York | Toronto | Bangalore

85 Full-Time Accernauts

Forbes 30 Under 30
Enterprise Tech Founders

40%
Team worked in Financial Services

300%
Employee Growth since 2020

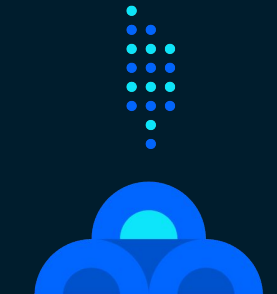
$25M Capital Raised
Backed by Top Tier VCs

Rank
11
2020 & 2021 NYC Best Places to Work
Crain's NY

Rating
4.8
Glassdoor

aws · Google Cloud · snowflake · Azure · FACTSET · MSCI · Eagle Alpha · MORNINGSTAR · Capgemini · lpa · McKinsey & Company · DOW JONES · Moody's Analytics NewsEdge · unqork · ThoughtSpot · BRILLIANCE · Standard Bank · LAZARD · William Blair · MIZUHO · Allianz · IEX Cloud · NVIDIA

Product Overview



Product

ACCERN

Our AI Apps power up financial services workflows.

Model Enhancement

67% Customers

Accern enables data teams within Financial Services to enhance their existing models with new types of data and AI features.

- Credit Risk Models
- Credit Lending Models
- Fraud Prevention Models
- Insurance Underwriting Models
- Systematic Trading Models
- Risk Management Models

Standard Bank millennium LAZARD

BI Enhancement

22% Customers

Accern enables analysts within Financial Services to enhance their existing business intelligence dashboards with new types of data and AI features.

- Credit Risk Dashboards
- Financial Fraud Dashboards
- Investment Research Dashboards
- Investment Portfolio Dashboards
- Investor Relations Dashboards
- Insurance Claims Dashboards

William Blair MIZUHO KEMPER

Product Enhancement

11% Customers

Accern enables product teams within Financial Services to enhance their existing products with new types of data and AI features.

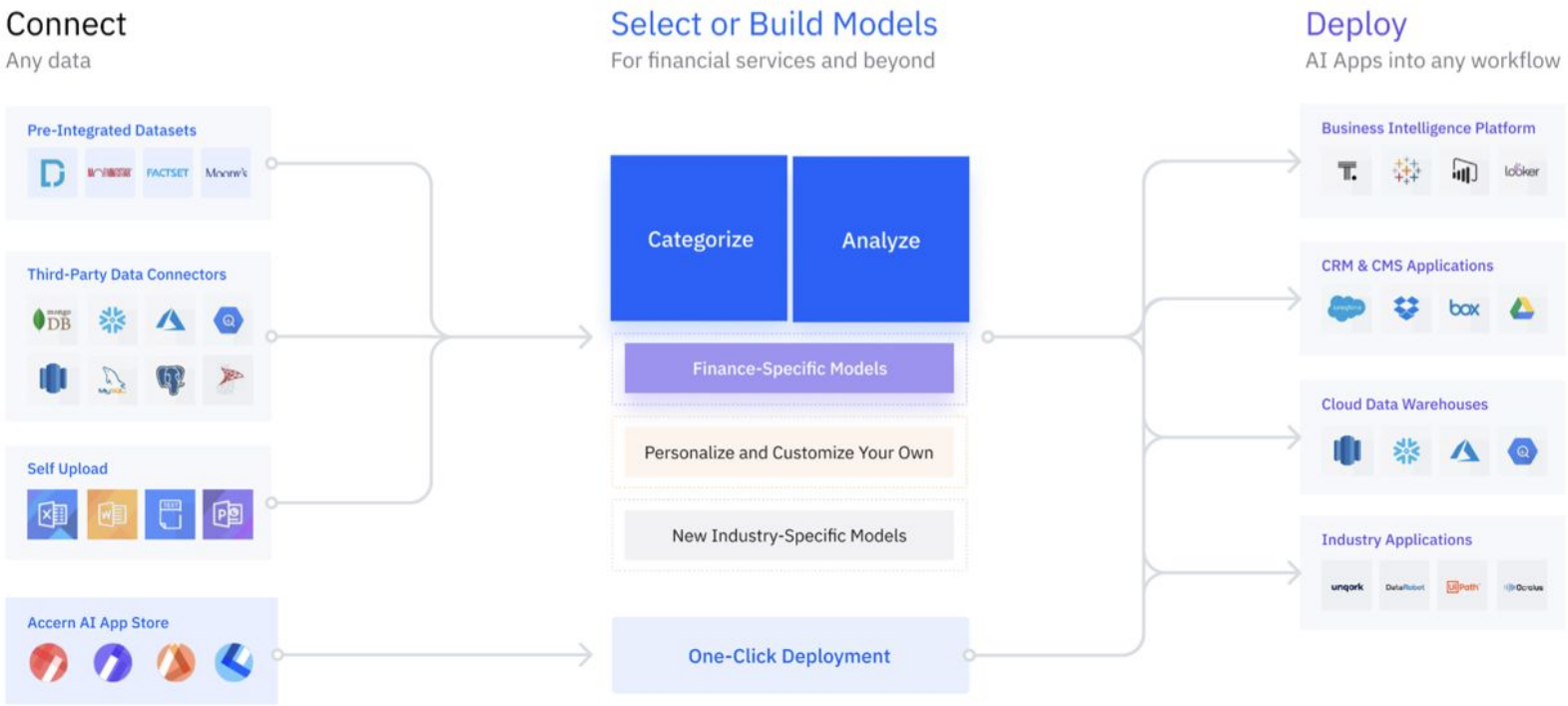
- CRM Applications
- Content Management Systems
- Automation & RPA Platforms
- Financial Data Vendors
- AML/KYC Applications
- Financial Service Chatbots

Forbes Allianz IEX Cloud

Product

ACCERN

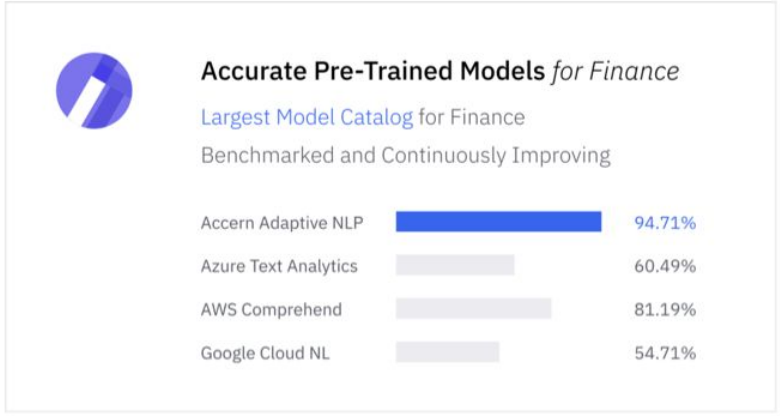
We remove all the complexity of building AI apps.



Product

ACCERN

Leading to the most accurate and powerful No-Code AI platform.



Google Cloud

Multi-Level, Multi-Lang. NLP

AI for Investment Research

NVIDIA.

AI Breakthroughs in Finance

Accelerated Computing

Fastest Use Case Deployments

Smart No-Code Workflow for Finance

End-to-End AI Workflow

All AI functionalities in a unified platform

Pre-Trained Models for Finance

Up to 99.7% accuracy on financial content.

User-Level Personalization

Train our AI models with your own criterias

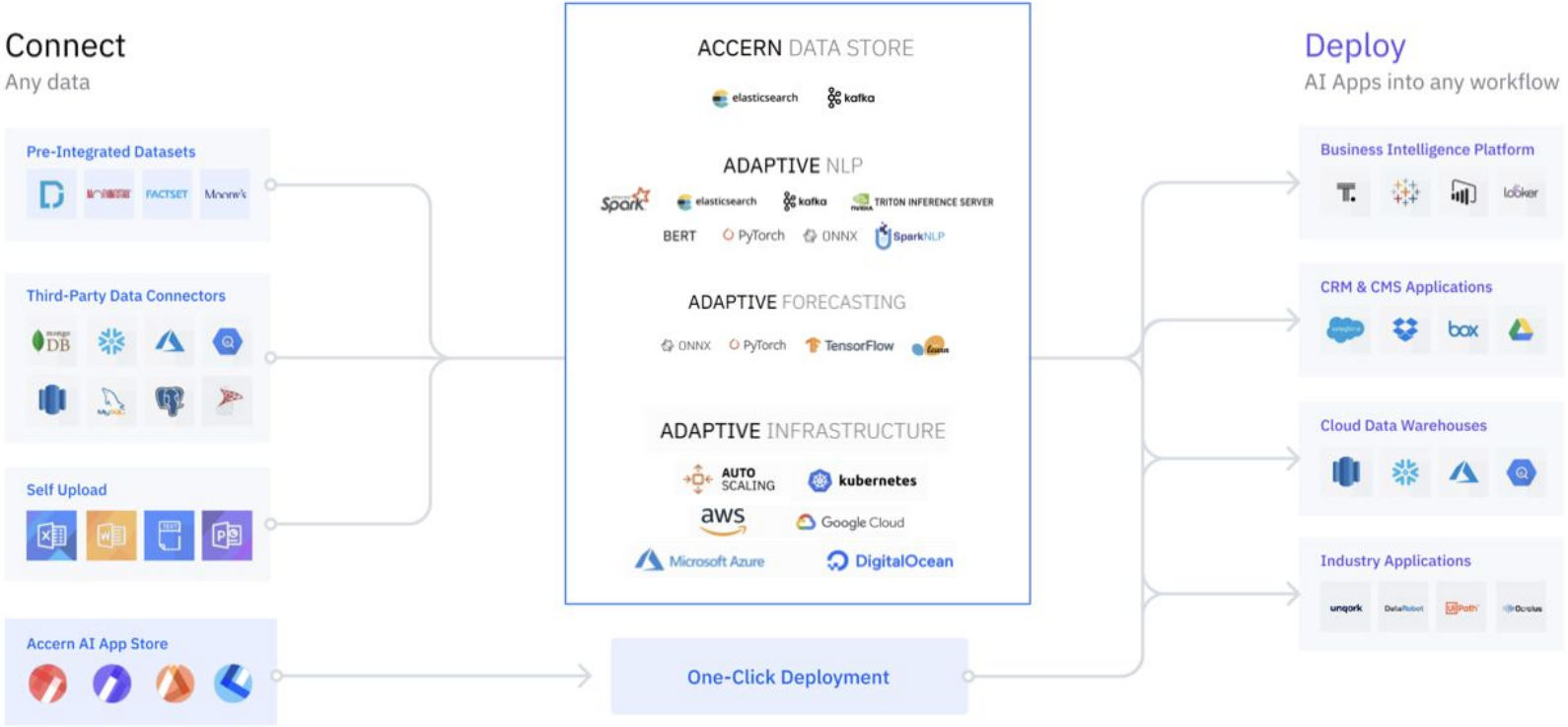
Accern AI App Store Ecosystem

Allow 3rd parties to build and intergrate AI apps

Product

ACCERN

Powered by the best-in-class technology.

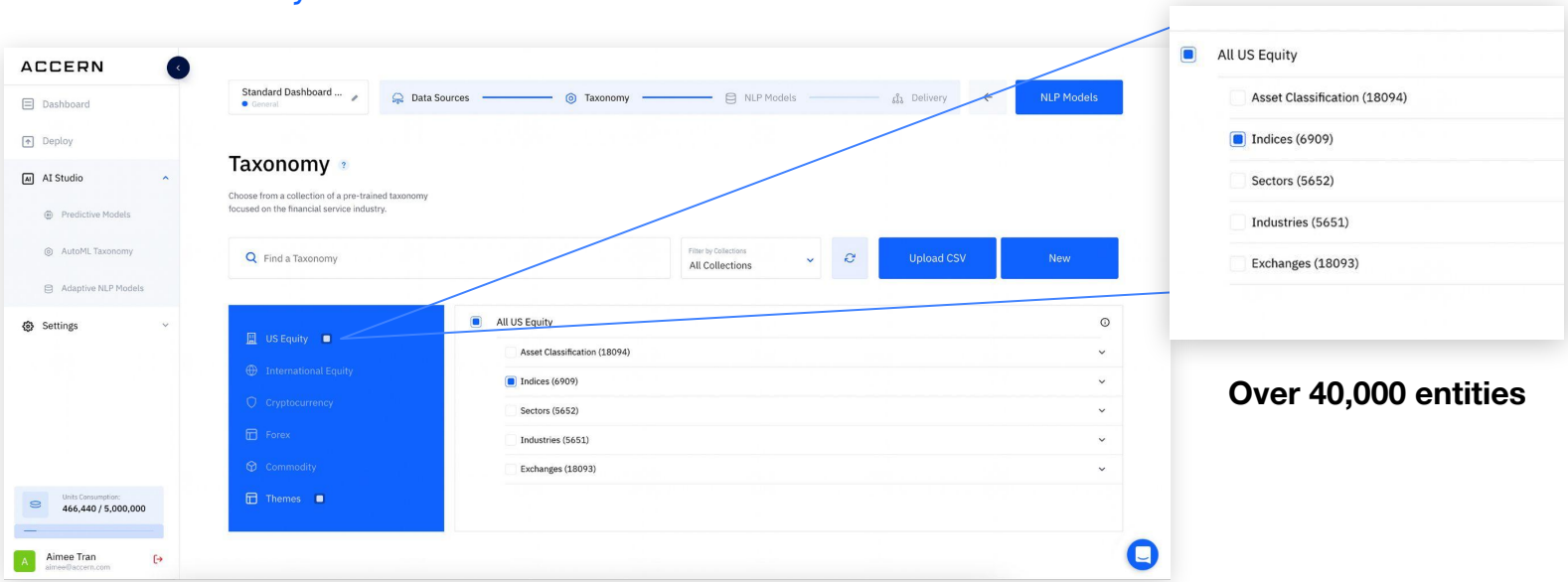


Workflow

ACCERN

Perform complex data science without writing a single line of code.

Select Taxonomy - Entities



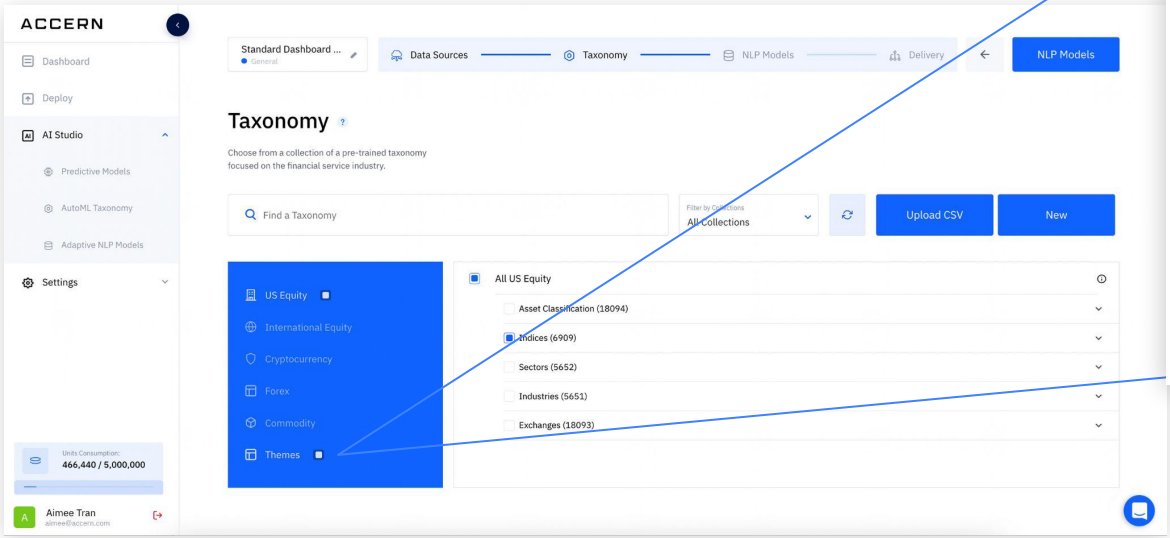
Over 40,000 entities

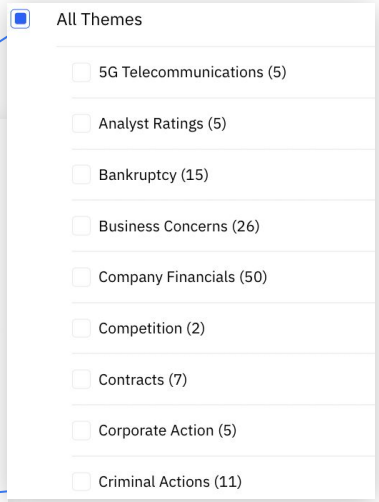
Workflow

ACCERN

Perform complex data science without writing a single line of code.

Select Taxonomy - Events





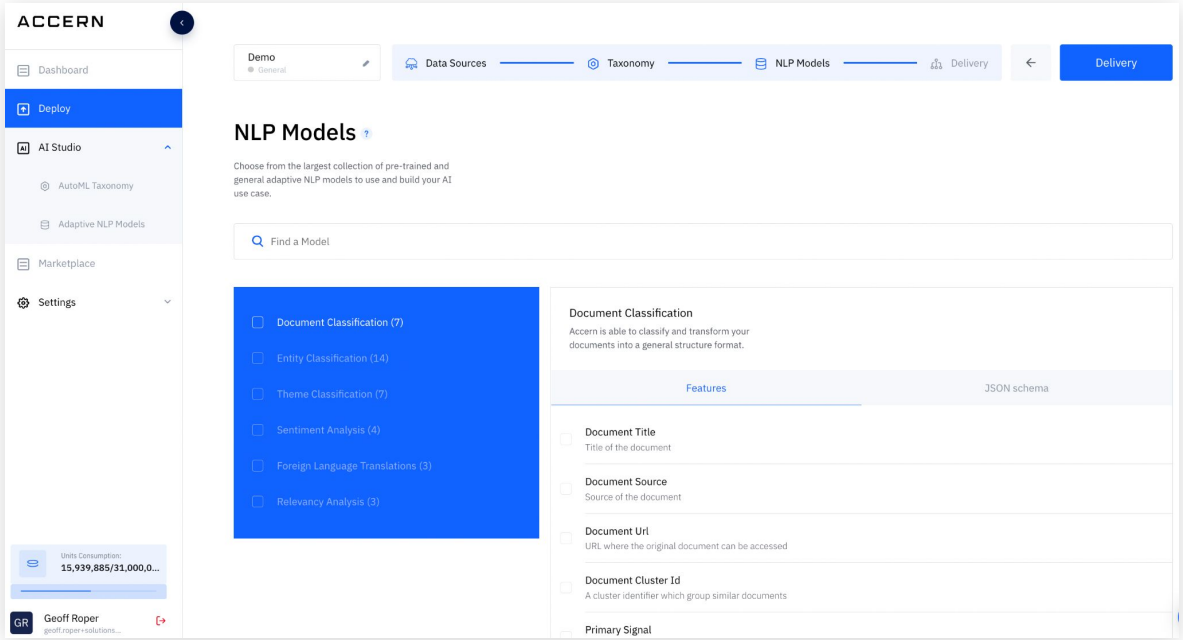
Over 200 Events

Workflow

ACCERN

Perform complex data science without writing a single line of code.

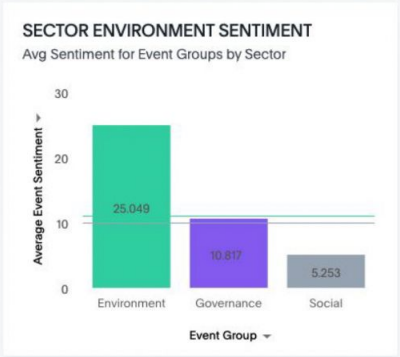
Apply NLP Models



Workflow

ACCERN

Deliver and Visualize

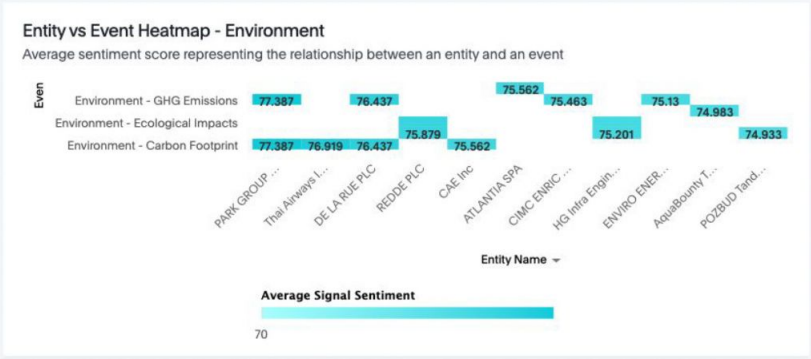


Environment Key Issues

Top issues with signal count and sentiment score

Event	Number of Signal	Sentiment Categories
Environment - Air Quality	9.63K	neutral
Environment - GHG Emissions	113.66K	positive
Environment - Water Waste Management	4.21K	positive
Environment - Energy Management	69.75K	positive
Environment - Climate Change	84.06K	positive

Showing 9 of 9 rows



Workflow

ACCERN

Deliver and Visualize

18842ea309777a4d6b3a38abdf89828c	HITACHI ZOSEN CORP	Environment - Water Waste Management	Stringent regulations on the use and disposal of sludge driving Dewatering Equipment Market	["Download PDF Brochure: https://www.marketsandmarkets.com/pdfdownloadNew.asp?id=139515410 In the Biosolids Laws and Regulations of the US Environmental Protection Agency, as per 40 CFR Part 503 (the Rule or Regulation), standards for the use or disposal of sewage sludge have been established. The standards consist of general requirements, pollutant limits, management practices, and operational standards for the final use or disposal of sewage sludge generated during the treatment of domestic sewage in the treatment facility. Standards are also included for sewage sludge applied to land, placed on a surface disposal site, or fired in a sewage sludge incinerator.", "The dewatering equipment market is highly competitive in the European region due to the presence of established players, such as HUBER SE, Veolia Environnement SA, SUEZ, and Aqseptence Group. Stringent European laws on wastewater treatment and reuse of sludge for agriculture purposes are expected to drive the demand for dewatering equipment in the process chain of sludge treatment Alfa Laval AB (Sweden), Andritz AG (Austria), Veolia Environnement SA (France), HUBER SE (Germany), Gruppo Pieralisi (Italy), Hitachi Zosen Corporation (Japan), Evoqua Water Technologies Corp. (US), SUEZ (France), GEA (Germany), Mitsubishi Kakoki Kaisha, Ltd."]	["sewage", "treatment", "wastewater treatment"]	https://virtual-strategy.com/2021/04/30/stringent-regulations-on-the-use-and-disposal-of-sludge-driving-dewatering-equipment-market/

BI Partner Evaluation

The Situation

We needed a *“True”* Last Mile.

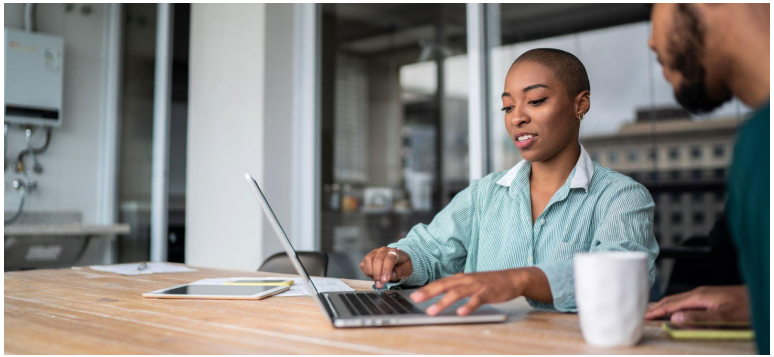
Our dashboard visualizations weren’t compelling.

- → We had ongoing client login issues.
- → The onboarding process was complicated.
- → Our Kibana dashboard integration was clunky and poorly integrated.
- → Most clients had never heard of Kibana, which created usability and adoption issues.

Understanding the Last Mile

Visualization

Accern needed a more reliable, effective way to visualize our output of unstructured data to structured data.



Quick Insights

Our customers needed an efficient way to determine if the data they were evaluating was useful to their unique use cases.

Build vs. Buy (Embed)

Build

Cost (Perceived)

Customization

Control

Time-Consuming

Responsible for Maintenance

Buy (Embed)

Out of the Box/Quick To Deploy

Control

No Ongoing Maintenance

Established Market Expertise

Competitor Evaluation

Sisense

Multiple Account Teams

Some Cool Data Science Features

Elasticube wouldn't work for us long term

Live connection okay, but required same backend effort

Limited Search Capabilities

Tableau

Performance issues on Data Volume over 100M Records & Above

Embedded Functionality/Customization were lacking

SFDC Acquisition

High Maintenance Requirement 1 FTE Minimum

Power BI

Performance issues on Data Volume over 100M Records & Above

Coop-ition with Snowflake & others

Multiple account teams Accern's company's size

Customizations were required and difficult to manage

Accern + ThoughtSpot

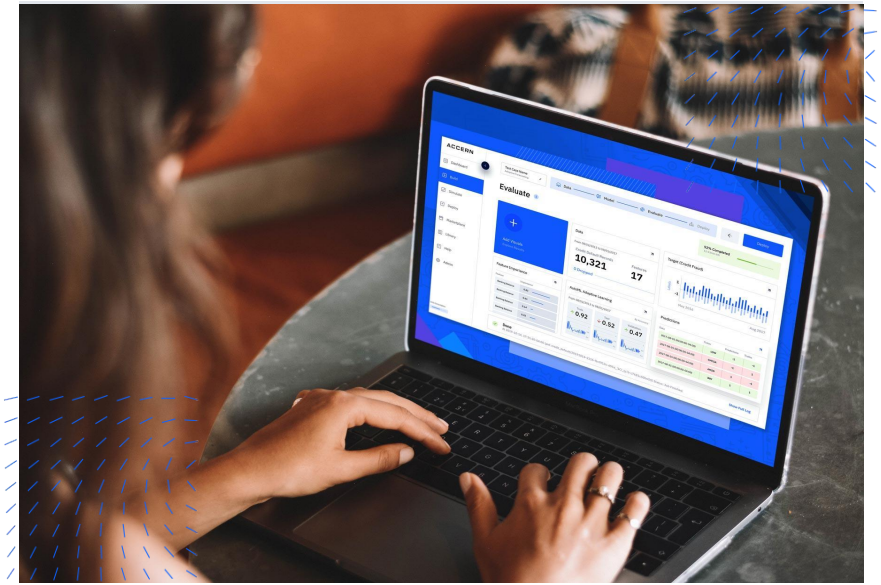
Accern + ThoughtSpot

Accern clients enjoy an easy onboarding process and seamless user experience.

The NLP to NLQ process is smooth and congruent.

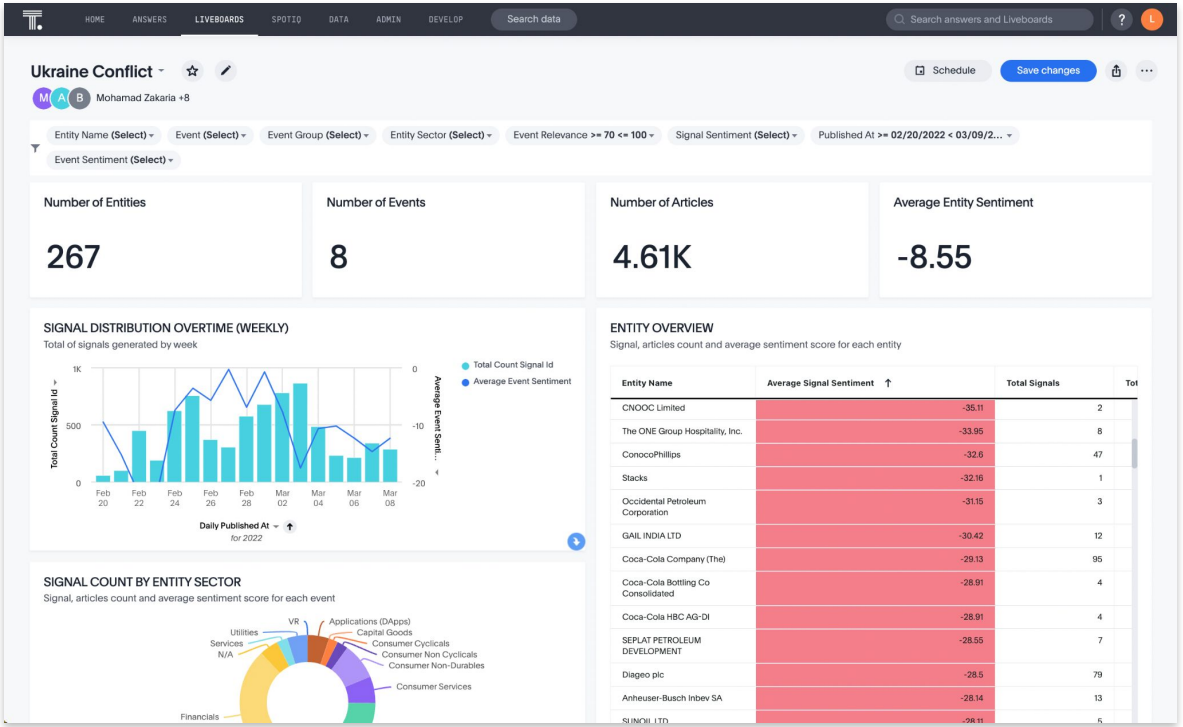
We have a cohesive joint partnership with a scalable, like-minded company.

Accern is a next-generation analytics provider for the financial services industry.



Accern + ThoughtSpot

Example Liveboard: Ukraine Conflict



Lessons Learned & Project Advice

Gain executive alignment across your organization

Partner with the business

Always use a systems integrator

Use trusted customers for your pilot

Iterate and fail fast