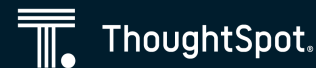


**BEYOND.2022**



# 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

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01 | **ThoughtSpot product introduction**

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

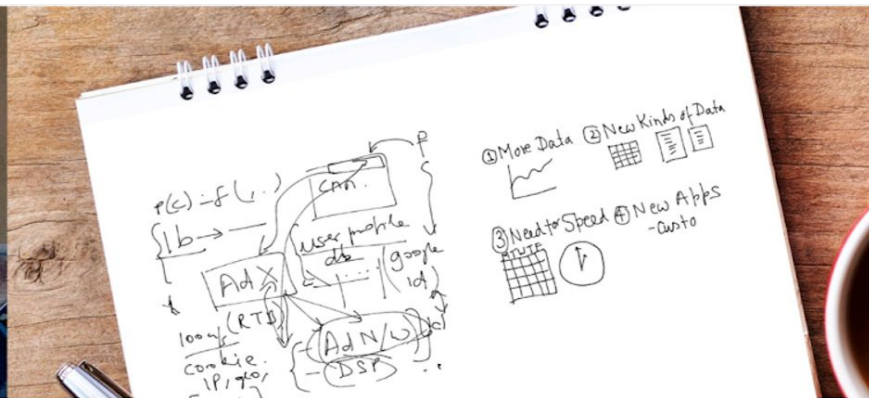
02 | **Do you need analytics in your product**

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

03 | **When to Embed**

06 | **Short Demo**

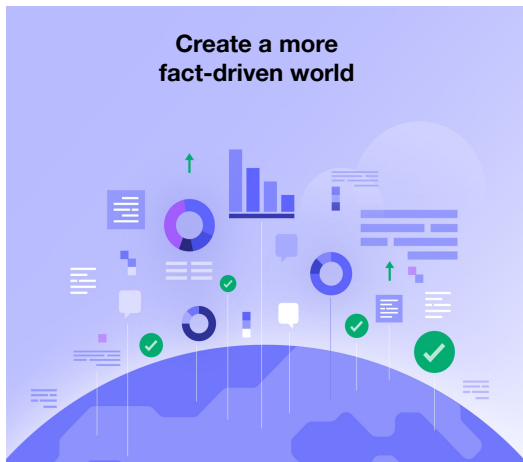
# The story of ThoughtSpot



# ThoughtSpot Overview

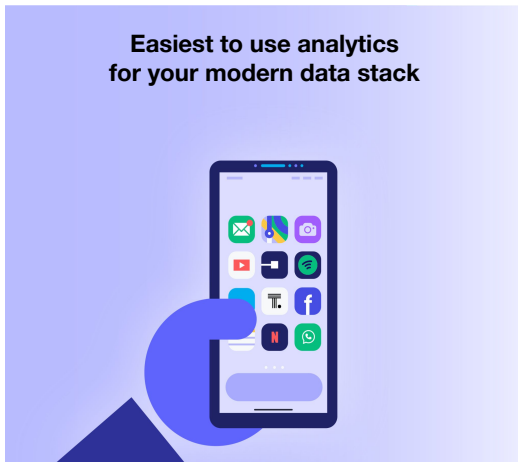
## MISSION

Create a more  
fact-driven world



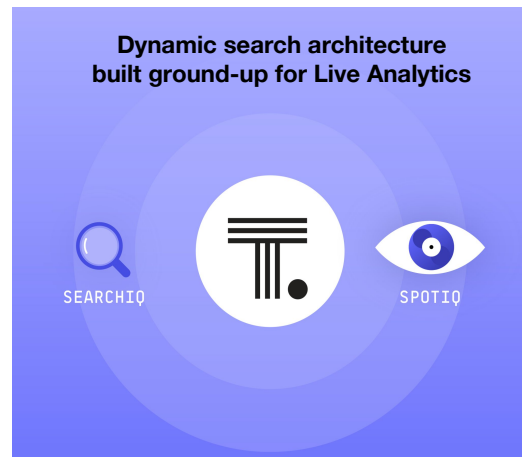
## VISION

Easiest to use analytics  
for your modern data stack

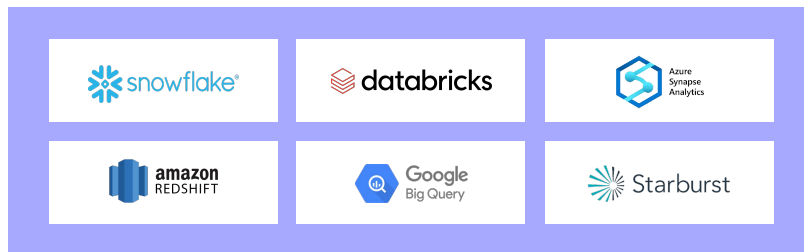


## TECHNOLOGY

Dynamic search architecture  
built ground-up for Live Analytics



## CLOUD PARTNERS

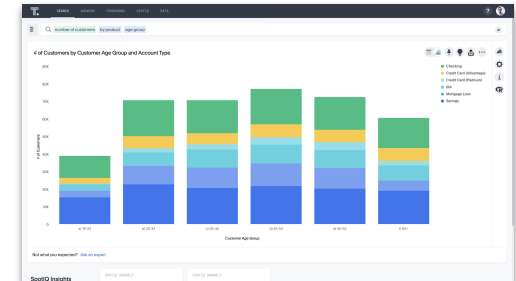
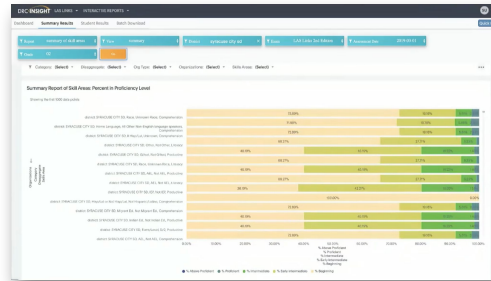
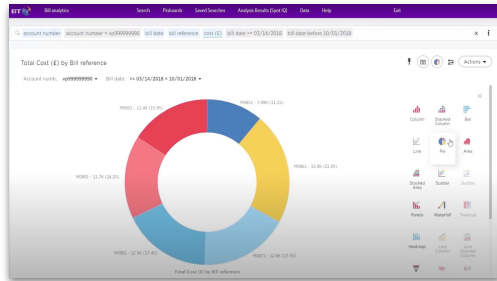


## CUSTOMERS





# 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

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Rich Visual SDK

Rich APIs

Scriptable Metadata  
and configuration

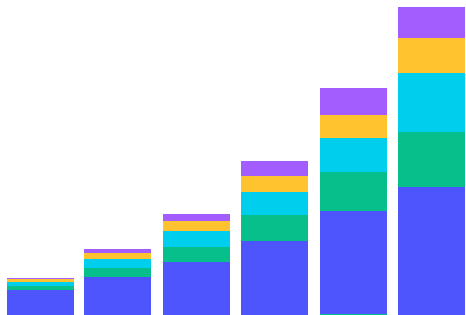
IDP Integrations

Multi-tenancy

Robust Security  
Model

# Why build embedded analytics into an app?

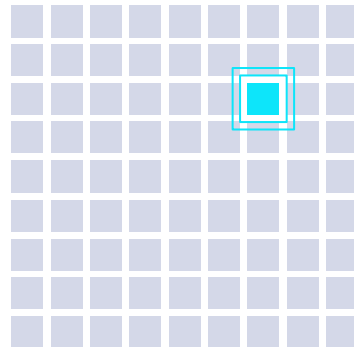
Create new revenue streams



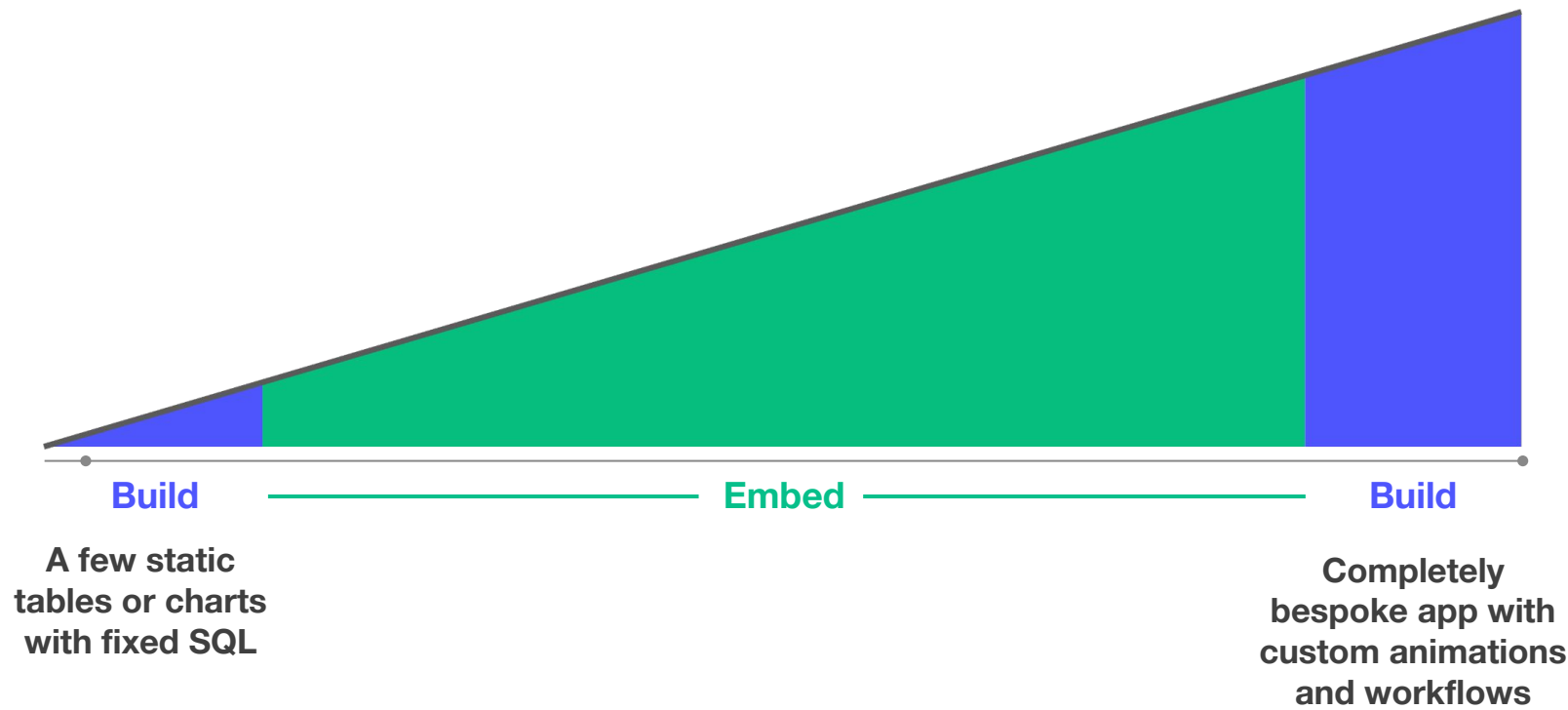
Attract new customers



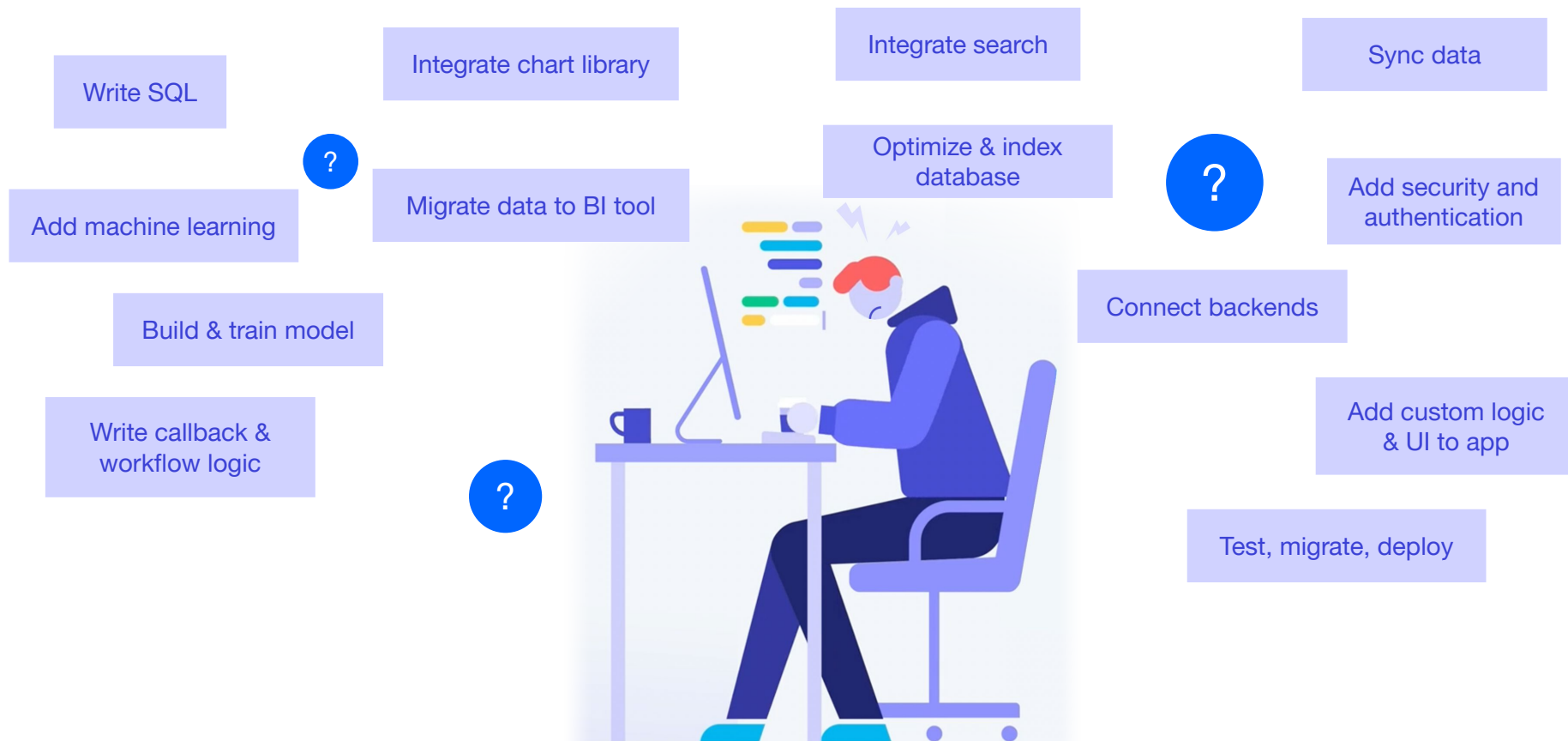
Differentiate your offering



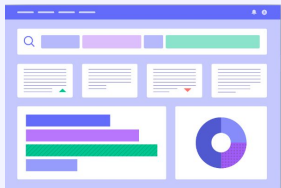
# Build or Embed?



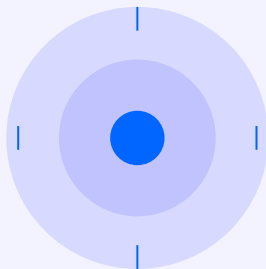
# Building it from scratch



# Embed path



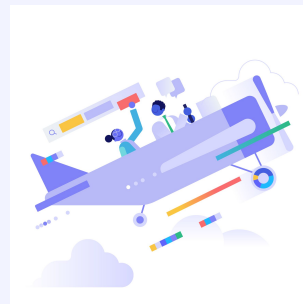
Select the best analytics platform that meets your needs



Focus your resources on core application functionality



Don't need to maintain capabilities on your own

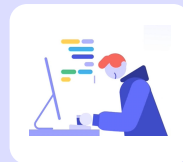


Get to market faster

# Considerations for selecting a embedded analytics platform



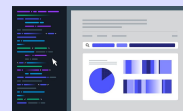
Supports core analytics requirements



Ease of development



Connects to your data, wherever it may be



Ability to customize & extend



Capabilities that help you differentiate

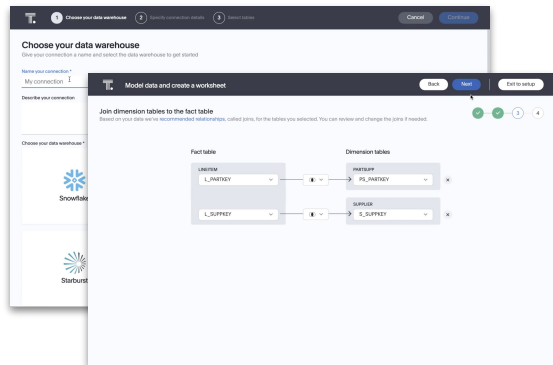


Create sticky experiences that keep users coming back

# Blueprint for building analytics into your app with ThoughtSpot Everywhere

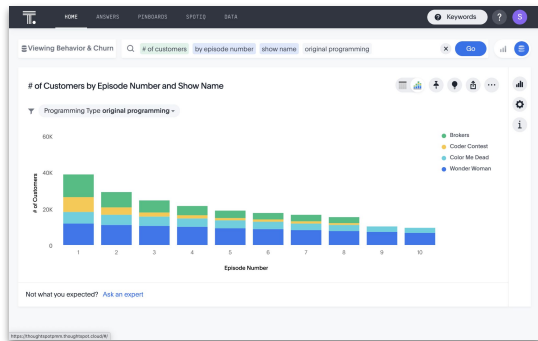
1

**Connect  
& model**



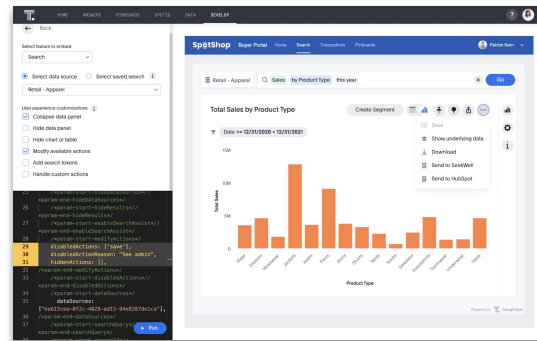
2

**Search & create  
visualizations**



3

**Embed search & insights  
programmatically**





**BEYOND.2022**



# 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

# Agenda

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## 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 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

F

Forbes 30 Under 30  
Enterprise Tech Founders

40%

40%  
Team worked in Financial Services

300%

300%  
Employee Growth since 2020

\$25M

\$25M Capital Raised  
Backed by Top Tier VCs

# ACCERN

Rank

11

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

Rating

4.8

Glassdoor



Google Cloud



FACTSET

MSCI



MORNINGSTAR

Capgemini

lpa

McKinsey  
& Company

DOW JONES

MOODY'S  
ANALYTICS

NewsEdge

unqork

ThoughtSpot

BRILLIANCE  
FINANCIAL TECHNOLOGY



LAZARD

William Blair



# Product Overview



## 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

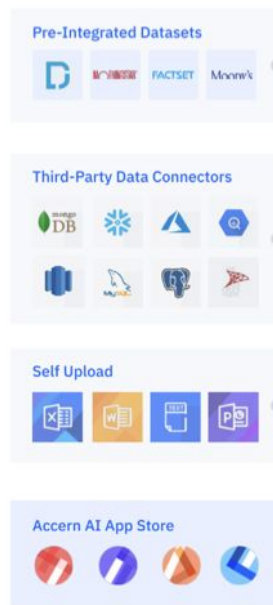


IEX Cloud

**We remove all the complexity of building AI apps.**

## Connect

Any data



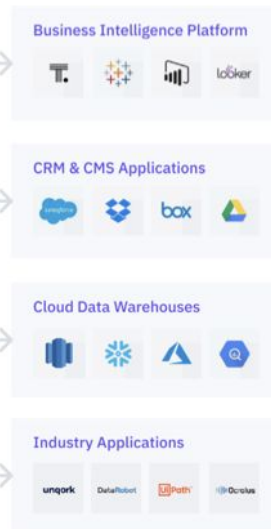
## Select or Build Models

For financial services and beyond



## Deploy

AI Apps into any workflow



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



### Accurate Pre-Trained Models *for Finance*

Largest Model Catalog for Finance

Benchmarked and Continuously Improving

Accern Adaptive NLP	<div><div></div></div>	94.71%
Azure Text Analytics	<div><div></div></div>	60.49%
AWS Comprehend	<div><div></div></div>	81.19%
Google Cloud NL	<div><div></div></div>	54.71%

Google Cloud

Multi-Level, Multi-Lang. NLP  
AI for Investment Research



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



Powered by the best-in-class technology.

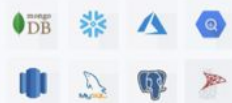
## Connect

Any data

### Pre-Integrated Datasets



### Third-Party Data Connectors



### Self Upload



### Accern AI App Store



## ACCERN DATA STORE



## ADAPTIVE NLP



## ADAPTIVE FORECASTING



## ADAPTIVE INFRASTRUCTURE

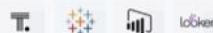


One-Click Deployment

## Deploy

AI Apps into any workflow

### Business Intelligence Platform



### CRM & CMS Applications



### Cloud Data Warehouses



### Industry Applications



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

## Select Taxonomy - Entities

The screenshot displays the ACCERN Taxonomy selection interface. On the left, a sidebar lists categories: Dashboard, Deploy, AI Studio, Predictive Models, AutoML Taxonomy, Adaptive NLP Models, and Settings. The main area is titled 'Taxonomy' and includes a search bar, a filter dropdown set to 'All Collections', and buttons for 'Upload CSV' and 'New'. A list of taxonomies is shown, with 'All US Equity' selected. A callout box on the right provides a detailed view of the 'All US Equity' taxonomy, listing sub-categories: Asset Classification (18094), Indices (6909), Sectors (5652), Industries (5651), and Exchanges (18093). The 'Indices (6909)' sub-category is selected in the callout.

**Over 40,000 entities**

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

## Select Taxonomy - Events

The screenshot shows the ACCERN web application interface. On the left is a sidebar with navigation options: Dashboard, Deploy, AI Studio (expanded), Predictive Models, AutoML Taxonomy, Adaptive NLP Models, and Settings. The main content area is titled 'Taxonomy' and includes a search bar, a filter dropdown set to 'All Collections', and buttons for 'Upload CSV' and 'New'. Below these are two panels. The left panel, 'US Equity', is highlighted in blue and contains a list of categories: US Equity, International Equity, Cryptocurrency, Forex, Commodity, and Themes. The right panel, 'All US Equity', is also highlighted in blue and contains a list of sub-categories: Asset Classification (18094), Indices (6909), Sectors (5652), Industries (5651), and Exchanges (18093). A blue line connects the 'Themes' category in the left panel to a detailed view of themes on the right.

This panel shows a detailed view of the 'Themes' category. It lists various themes with their respective counts in parentheses:

- ☒ All Themes
- ☐ 5G Telecommunications (5)
- ☐ Analyst Ratings (5)
- ☐ Bankruptcy (15)
- ☐ Business Concerns (26)
- ☐ Company Financials (50)
- ☐ Competition (2)
- ☐ Contracts (7)
- ☐ Corporate Action (5)
- ☐ Criminal Actions (11)

Over 200 Events

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

Apply NLP Models

The screenshot displays the ACCERN NLP Models interface. On the left is a sidebar with navigation options: Dashboard, Deploy (highlighted), AI Studio, Marketplace, and Settings. The main content area is titled 'NLP Models' and includes a search bar. Below the search bar is a list of models, with 'Document Classification (7)' highlighted in blue. To the right of this list, the 'Document Classification' model is detailed, showing its description and a table of features.

**Document Classification**

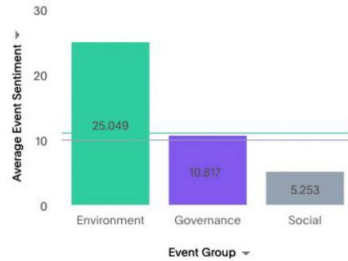
Accern is able to classify and transform your documents into a general structure format.

Features	JSON schema
<input type="checkbox"/> Document Title Title of the document	
<input type="checkbox"/> Document Source Source of the document	
<input type="checkbox"/> Document Url URL where the original document can be accessed	
<input type="checkbox"/> Document Cluster Id A cluster identifier which group similar documents	
<input type="checkbox"/> Primary Signal	

## Deliver and Visualize

## SECTOR ENVIRONMENT SENTIMENT

Avg Sentiment for Event Groups by Sector



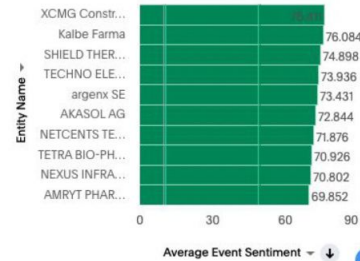
## COMPANY ENVIRO...

Avg Sentiment for Event Groups by Sector



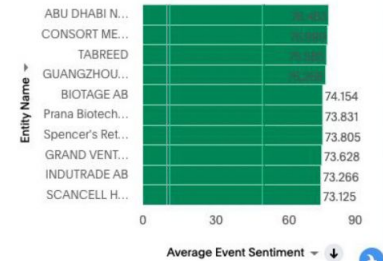
## COMPANY SOCIAL SENTIMENT

Avg Sentiment for Event Groups by Sector



## COMPANY GOVERNANCE SENTIMENT

Avg Sentiment for Event Groups by Sector



## Environment Key Issues

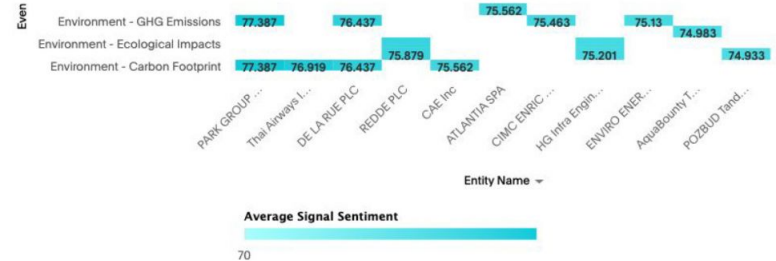
Top Issues with signal count and sentiment score

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

## Entity vs Event Heatmap - Environment

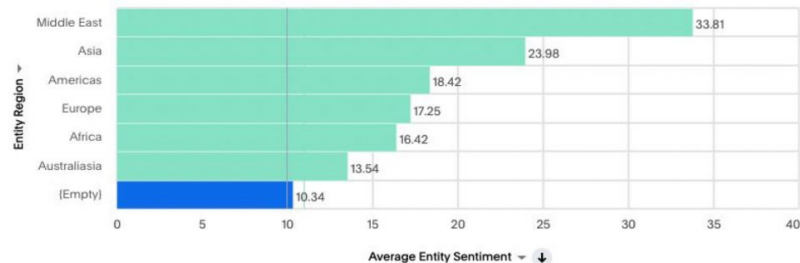
Average sentiment score representing the relationship between an entity and an event



## Deliver and Visualize

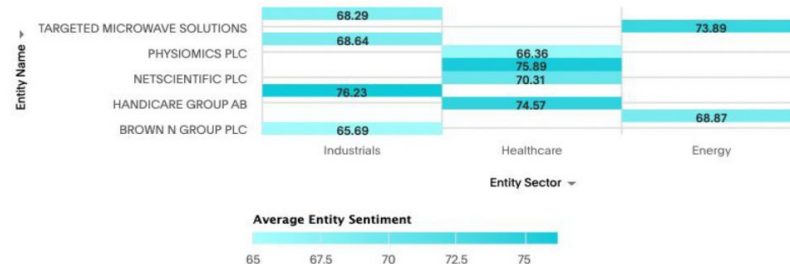
## Sentiment Score by Entity Region

Average sentiment score for each sector



## Sentiment Score by Entity

Average sentiment score for each entity

18842ea309777a4d6b  
3a38abdf89828cHITACHI ZOSEN  
CORPEnvironment -  
Water Waste  
ManagementStringent 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 Peralisi (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/](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

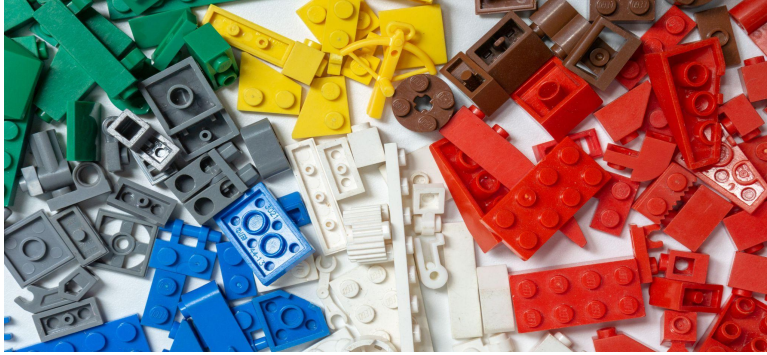
Accern needed a more reliable, effective way to visualize our output of unstructured data to structured data.



## 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.

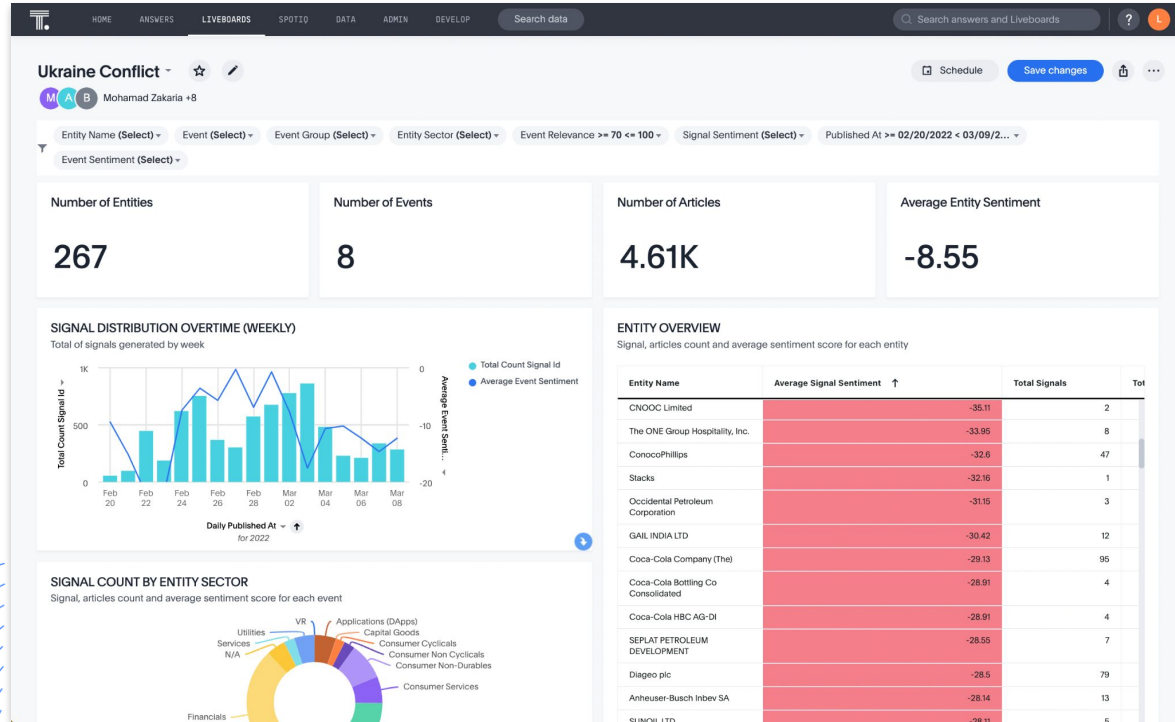
We have a cohesive joint partnership with a scalable, like-minded company.

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

