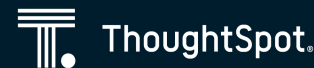


BEYOND.2022



The Product Managers' guide to stickier user experiences



Pat Deshler

SVP, Technology, Survey &
Document Solutions
Data Recognition Corporation



Nicolas Rentz

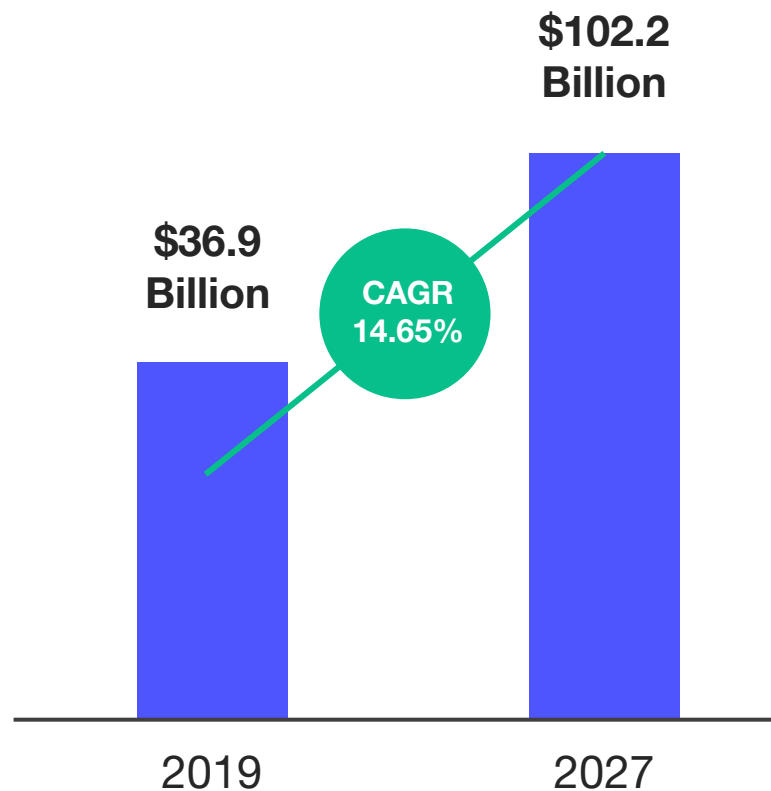
Senior Director,
Product Management
ThoughtSpot



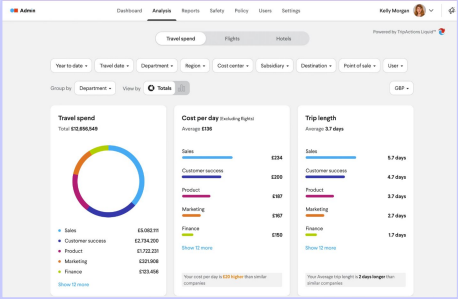
Vika Smilansky

Director,
Product Marketing
ThoughtSpot

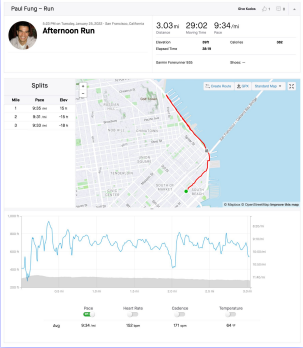
The Embedded Analytics market is growing rapidly



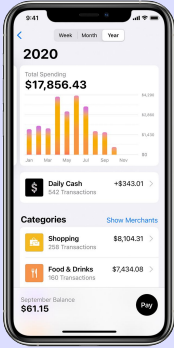
Data is the new UX



TripActions®



STRAVA



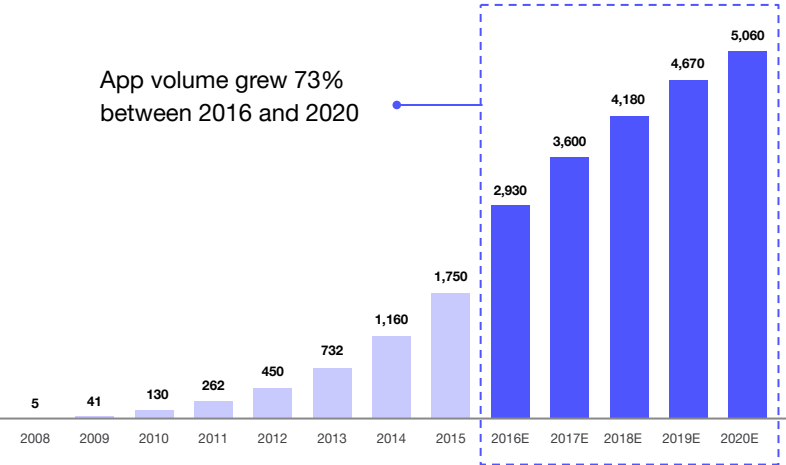
Apple Pay

Retention is the silent killer

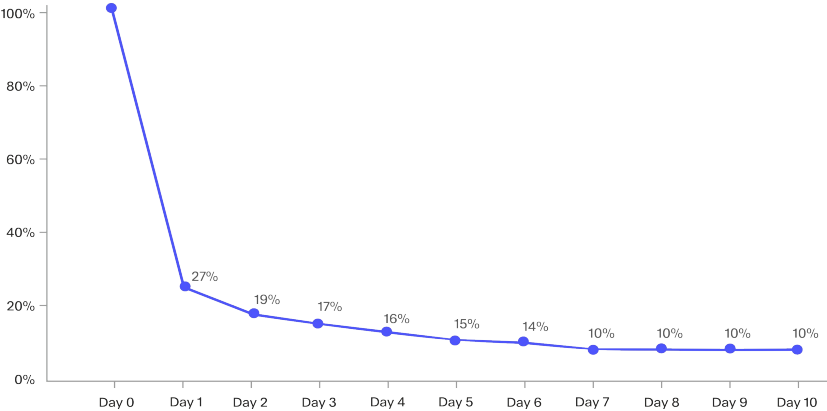


Global App Growth in The App Store

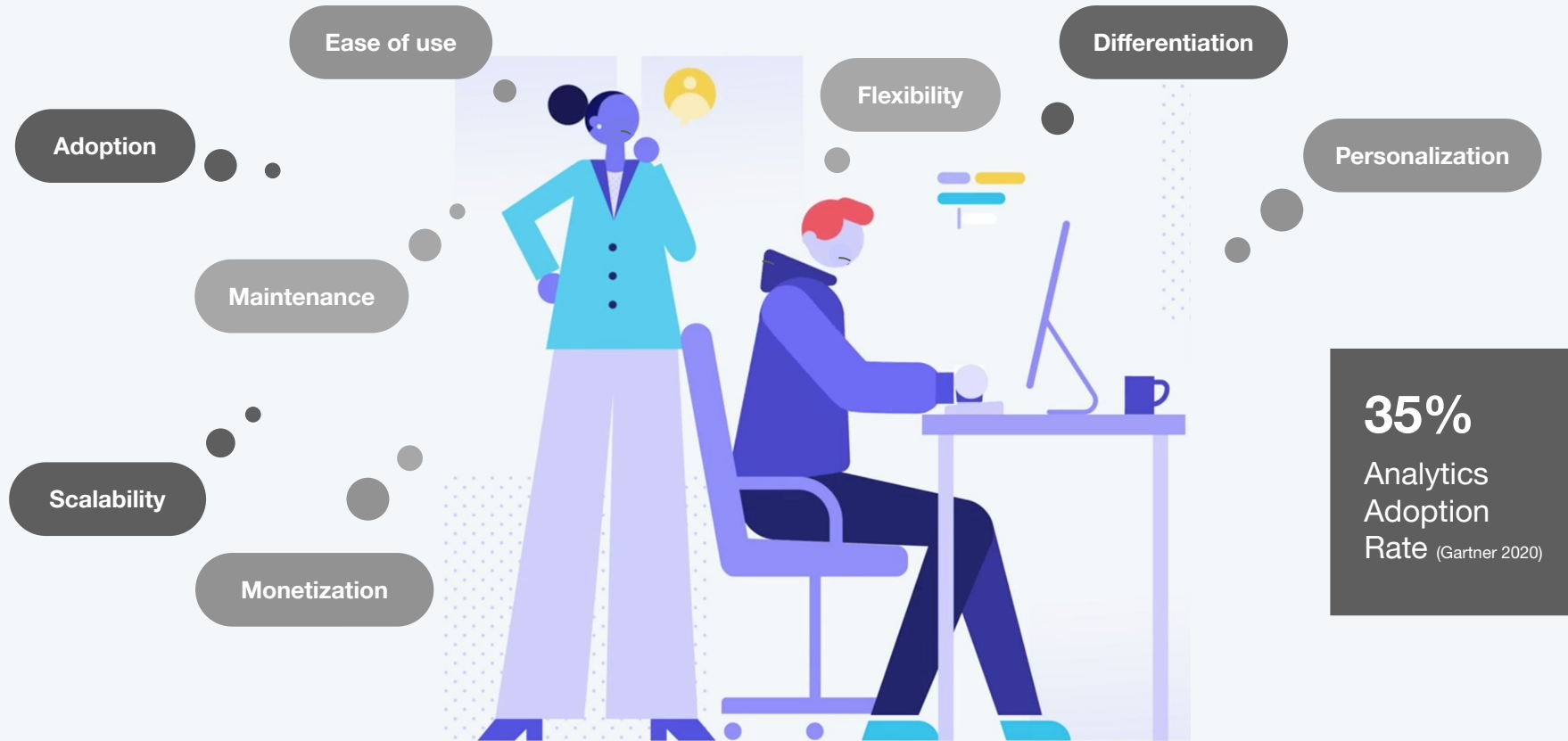
in thousands



User Retention



Building self-service, interactive analytics into apps is really hard

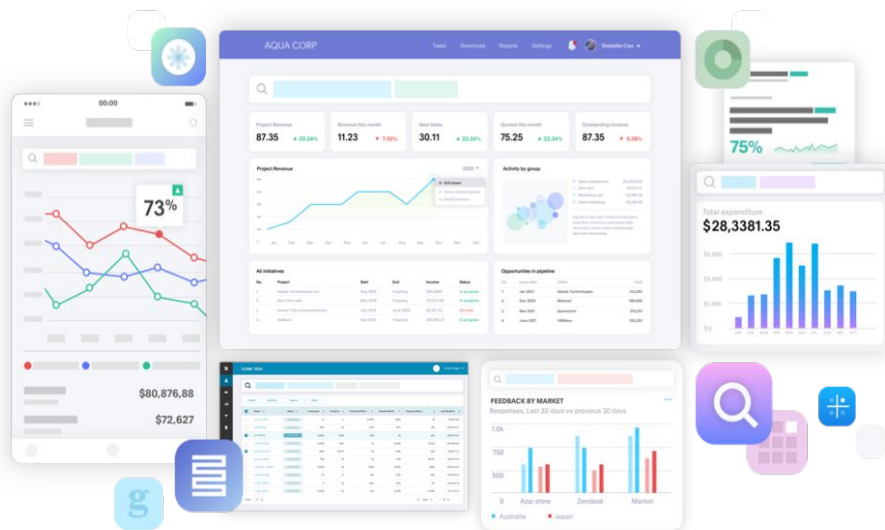


35%

Analytics
Adoption
Rate (Gartner 2020)

Increase app engagement with embedded Live Analytics on a developer-friendly platform

ThoughtSpot Everywhere

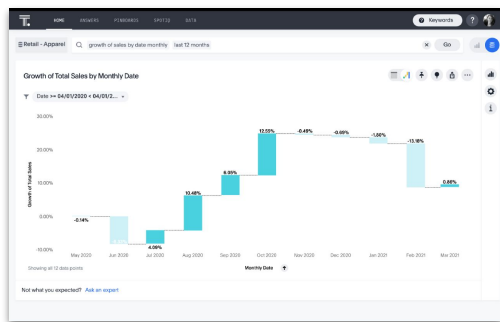


- ✓ Increase user engagement with interactive UX
- ✓ Get to market faster while saving on costs to build and maintain
- ✓ Monetize data and analytics for new revenue streams
- ✓ Connect to your favorite business apps with custom actions
- ✓ Build at any stage - from Series A to the Public Enterprise

What makes ThoughtSpot Everywhere different?

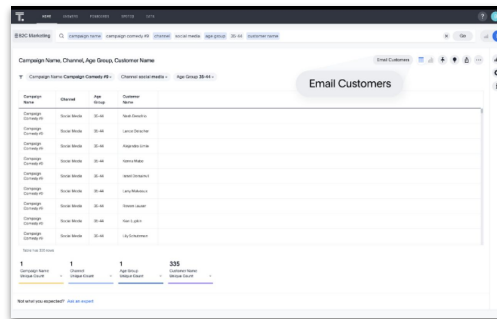


Live Analytics



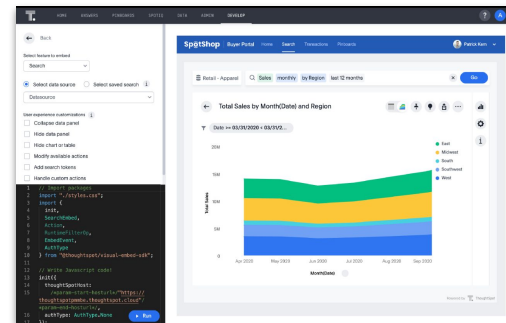
Embedded Search and interactive Liveboards gives users a new way to engage with data

Custom Actions



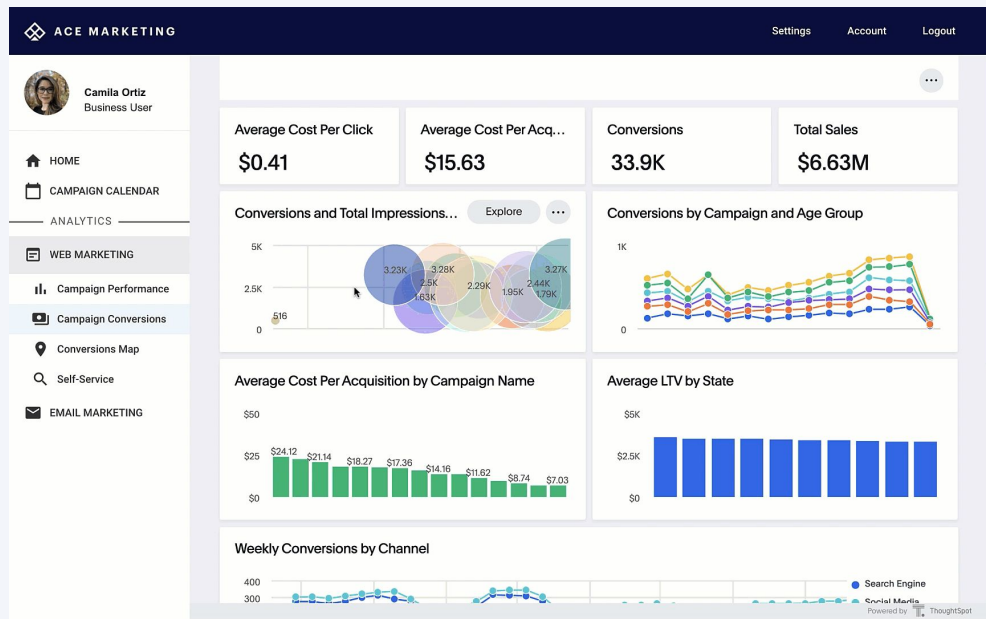
Accelerate time to action with custom actions and workflows

Dev Experience



Get the ultimate developer experience to rapidly build and embed Live Analytics

Enable users to ask any question of their data, anytime, anywhere



Ask any question with Search

Search to find and create granular insights in seconds

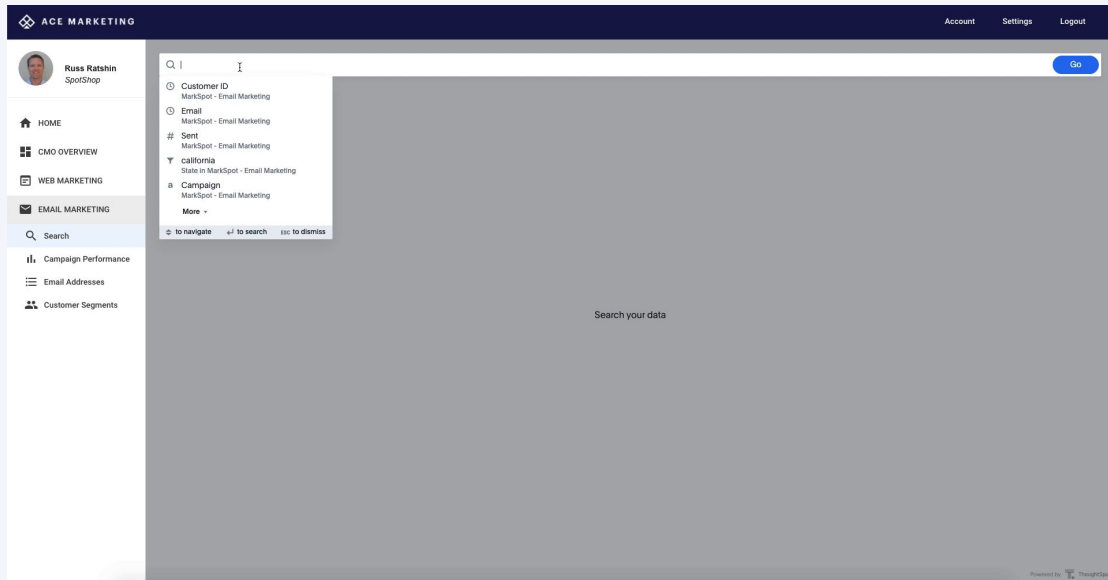
Drill anywhere with Liveboards

Highly flexible user interface allows users to answer “the next question” without predefined drill paths

83%

Average retention rate of
ThoughtSpot Everywhere

Take action on your analytical insights with custom actions



Sample custom actions



Create alerts



Update opportunities



Trigger campaigns



Write back to database



Talk to parent application

A developer-friendly platform for getting to market faster



- Visualization API
- Search API
- Actions API
- Developer Playground

Delivering transparency, flexibility, and scale to your data apps

The screenshot displays the ThoughtSpot TML Editor interface. At the top, there's a navigation bar with 'HOME', 'ANSWERS', 'PINBOARDS', and 'DATA'. Below this, a 'WORKSHEET' section shows 'Inventory Planning'. A table with columns 'COLUMN NAME', 'DESCRIPTION', 'DATA TYPE', 'COLUMN TYPE', and 'SYNONYMS' is visible. A 'TML Editor' window is open, showing a script for 'Inventory Planning' with various tables and joins. A dropdown menu is open, showing options like 'Review Suggestions (1)', 'Manage experts', 'Share', 'Export TML', 'Update from TML', 'Edit TML', and 'Enable Answer Search'.

COLUMN NAME	DESCRIPTION	DATA TYPE	COLUMN TYPE	SYNONYMS
Char				
Cov				
Date				
Store				
Add				
City				
Latit				
Long				
Cour				
State				

```
1 worksheet:
2   name: Inventory Planning
3   tables:
4     - name: DIM_IVM_CHANNELS
5     - name: DIM_IVM_COVID_LOCATIONS
6     - name: DIM_IVM_DATE_REF
7     - name: DIM_IVM_LOCATIONS
8     - name: DIM_IVM_LOCATIONS_REF
9     - name: DIM_IVM_PRODUCTS
10    - name: FACT_IVM_COVID
11    - name: FACT_IVM_FORECAST_1
12    - name: FACT_IVM_FORECAST_2
13    - name: FACT_IVM_FORECAST_3
14    - name: FACT_IVM_SALES
15    - name: KFF_US_STATE_MITIGATIONS
16  joins:
17    - name: dim_ivm_covid_locations-dim_ivm_locations_ref-locationrefid
18      source: DIM_IVM_COVID_LOCATIONS
19      destination: DIM_IVM_LOCATIONS_REF
20      type: INNER
21      is_one_to_one: false
22    - name: dim_ivm_locations-dim_ivm_locations_ref-locationrefid
23      source: DIM_IVM_LOCATIONS
24      destination: DIM_IVM_LOCATIONS_REF
25      type: INNER
26      is_one_to_one: false
27    - name: DIM_IVM_LOCATIONS_REF-KFF_US_STATE_MITIGATIONS-STATE
28      source: DIM_IVM_LOCATIONS_REF
29      destination: KFF_US_STATE_MITIGATIONS
```

Modeling flexibility via TML or the UI

- ✓ Enable a developer-friendly IDE for programmatic updates or on the fly adjustments with an in-browser scripting editor and global find/replace
- ✓ Script Liveboards, Charts, Worksheets, Views and Tables using TML
- ✓ Move from idea to production quickly and reduce use case development time
- ✓ Reuse, share, and collaborate on models & metadata
- ✓ Automate tedious tasks with SpotApps - fully scriptable app templates

Grow your business by monetizing your data



20%

Projected revenue increase
in first year on ThoughtSpot
Everywhere



16

Number of enterprise customers
not satisfied with static reporting
in Oracle saved from churning
with ThoughtSpot Everywhere



10X

Increase in customers
running Xactware pilots
month over month

Power rapid development with a low-code environment



Built in 1 day with TSE what
took 2 years internally

10,000+ merchants now get
visibility into payment trends



Deployed 18 months ahead of
schedule with TSE

Monetizing their Trading
Analytics platform

Faster time to market & reduction in developer time

Embedded Live Analytics for every company and every use case



Analytics for
fundraising



Analytics for
employee training



Analytics for
medication tracking



Analytics for
vaccine manufacturing



Analytics for
telecommunications account billing



Analytics for
sports business management



Analytics for
cutting carbon emissions



Analytics for
Snowflake consumption



Analytics for
convenience retail



Analytics for
marketing intelligence



Analytics for
the service industry



Analytics for
importers

Make the transition from Data Provider to SaaS Destination

Whether you're a small startup or a major public enterprise



ThoughtSpot Everywhere and developer experience



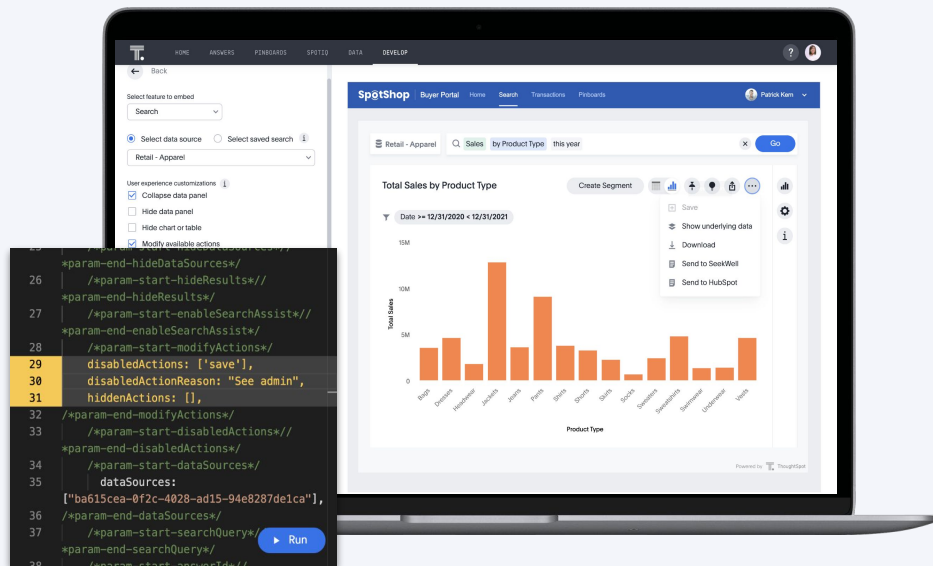
Q1 CY '22
(Jan - Mar)

Q2 CY '22
(Apr-Jun)

H2 2022

Deploy		<ul style="list-style-type: none">• New REST API Playground• Liveboard v2 adoption	<ul style="list-style-type: none">• Custom actions / dev tools per organization
Customize	<ul style="list-style-type: none">• Set explicit visible actions• Assign Custom Actions to groups• Update Filter Event for better interactions between embedded and external filters• Increased parity with actions available in the native ThoughtSpot app	<ul style="list-style-type: none">• Interactivity: Custom Actions to navigate within the app, open links in new tabs• Events for all menu actions	<ul style="list-style-type: none">• Style customization framework via CSS• Custom styling per organization• Brand customization framework (banners, error messages, domains, emails, onboarding)• Click event on chart action
Enable		<ul style="list-style-type: none">• Send data to Slack, Salesforce, Google Sheets• Scheduled send of data via ThoughtSpot Sync	<ul style="list-style-type: none">• Continuing to expand our API footprint<ul style="list-style-type: none">◦ KPI Monitoring API

Experience ThoughtSpot Everywhere yourself



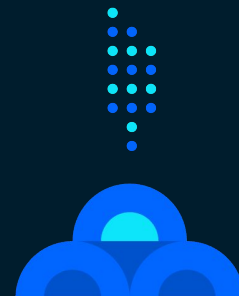
Get a free 30-day trial

thoughtspot.com/trial

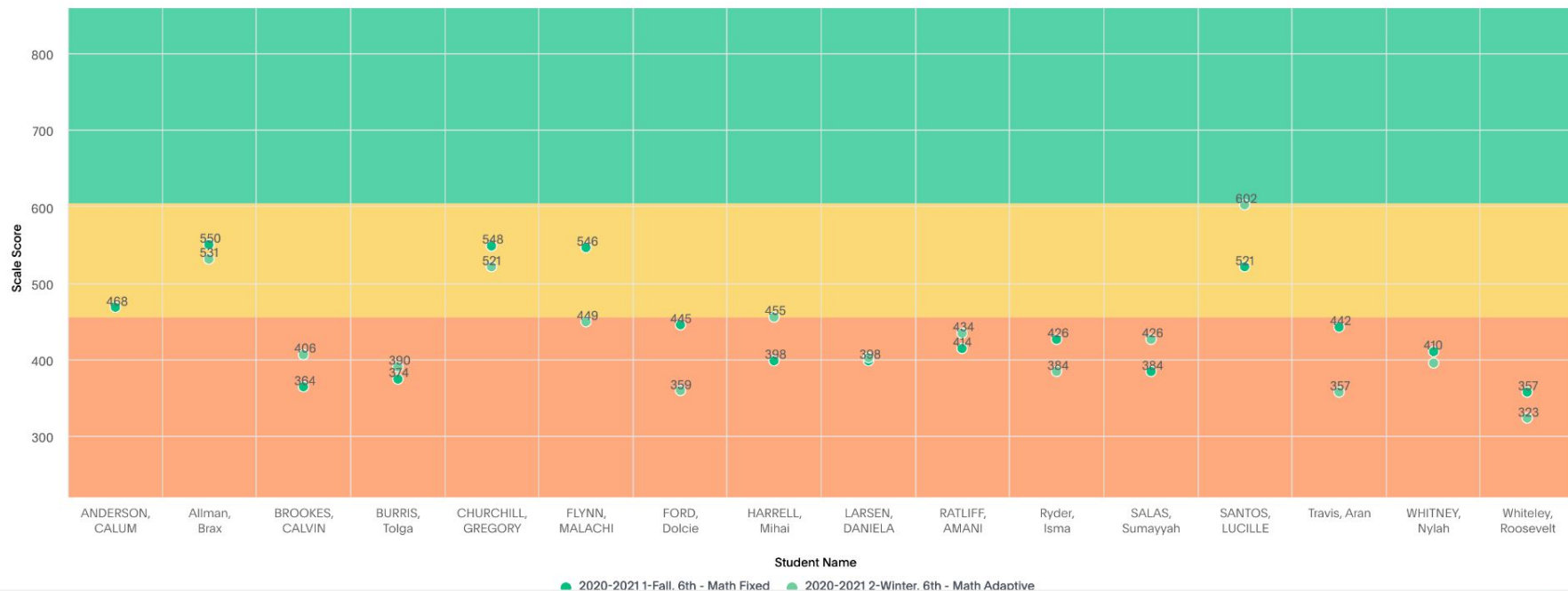


Pat Deshler

SVP, Technology, Survey & Document Solutions

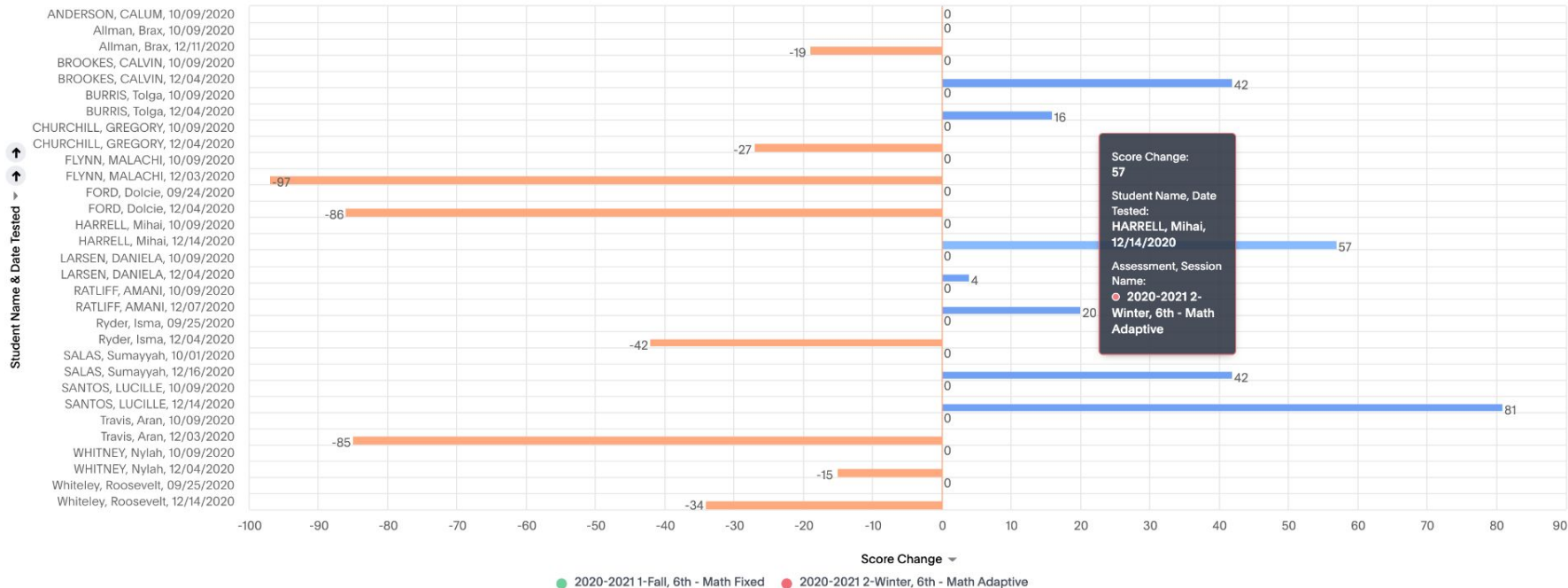


Scale Score: Mathematics - Grade 6



31 rows total

Score Change: Mathematics - Grade 6





Algebra Scale Score

Test Date: 9/1/2020

419



Geometry Scale Score

Test Date: 9/11/2020

457



Measurement and Data Scale Score

Test Date: 9/11/2020

512



Number and Quantity Scale Score

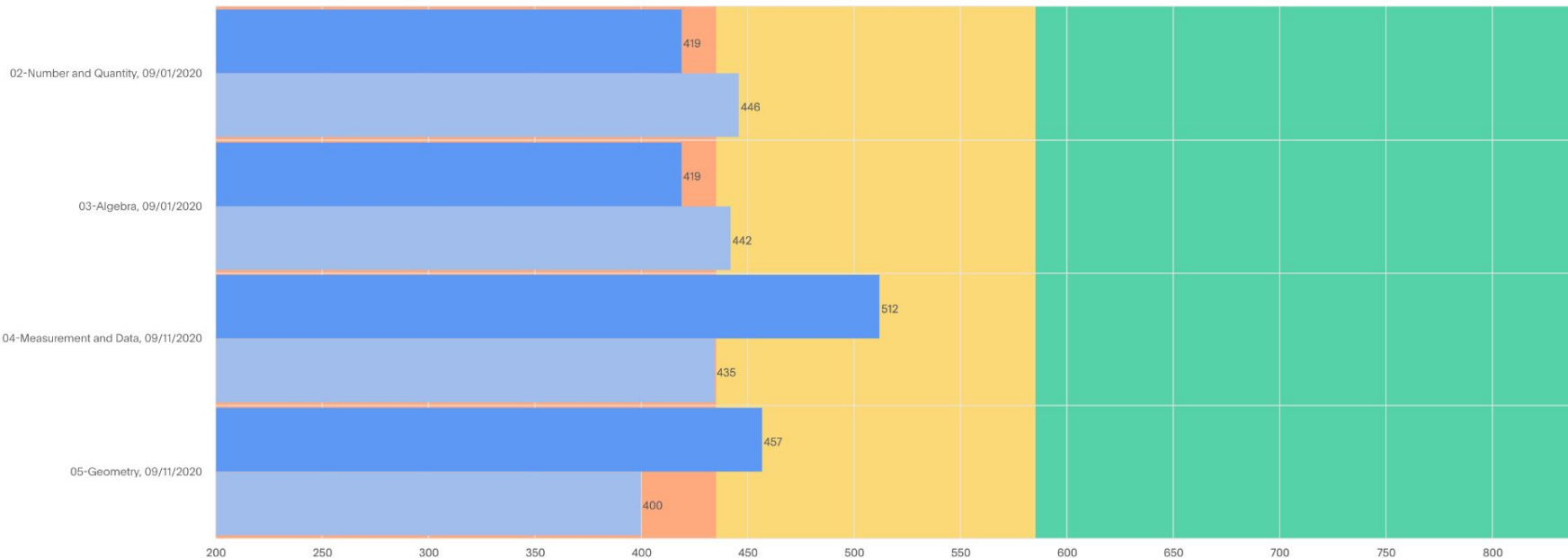
Test Date: 9/1/2020

419

Reporting Category: Mathematics



Test Score & Date Tested

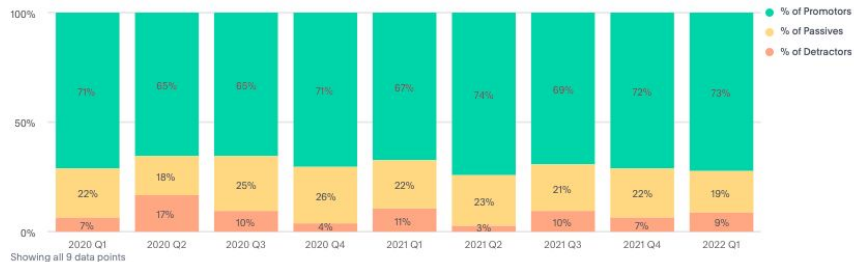


Scale Score & Group Mean Scale Score

● Scale Score ● Group Mean Scale Score

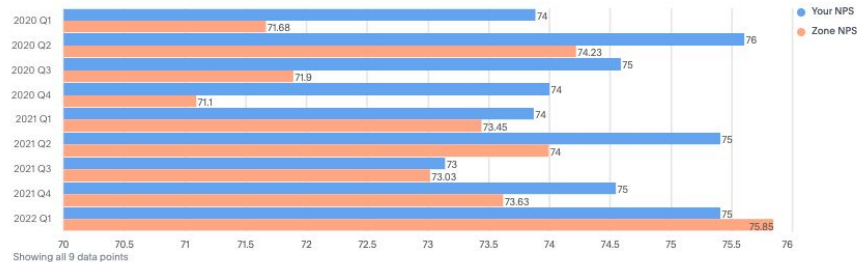
Purchase Experience Trend

The Satisfaction Score is calculated from the responses to the Satisfaction Question only: Taking everything into consideration, how would you rate your OVERALL EXPERIENCE purchasing your vehicle from this sales facility?



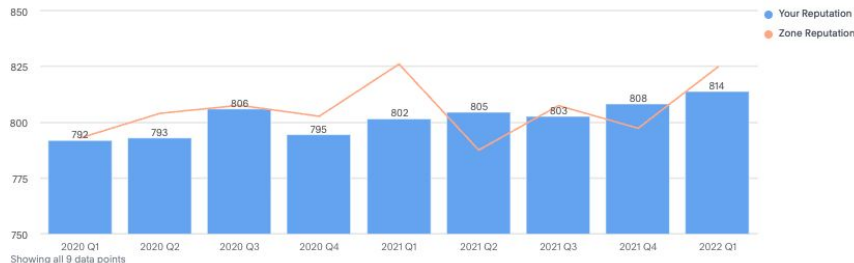
Net Promotor Score Trend

The Net Promotor Score® is an index used to gauge your customers' experience and measures their willingness to recommend you as a retailer. Owners' responses are categorized into three groups: Detractors, Passives, or Promoters. The Net Promotor Score is calculated by taking the % Promoters minus the % Detractors.



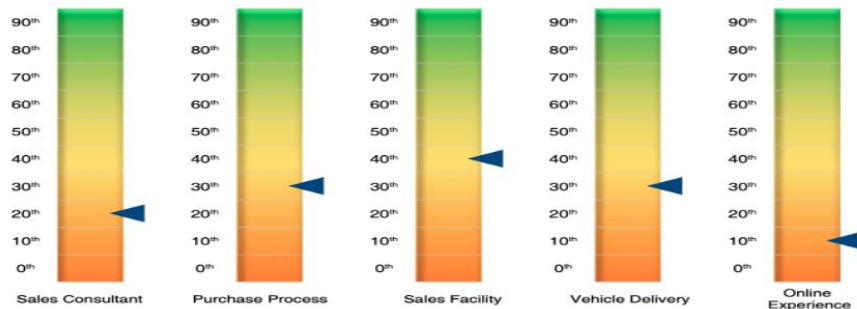
Reputation Score

The Subaru Reputation Management Program complements the Owner Loyalty Program (OLP) by enhancing the Purchase and Service Experience Survey responses with ratings and comments collected from a variety of popular customer review websites.



Key Satisfaction Indicators

The percentiles compared to Zone for the Key Satisfaction Indicators are shown below. Percentiles indicate the percentage of scores lower than your score. For example, 60th percentile means that 60% of all the retailers in your Zone have a lower score than you.





Service Net Promoter Score

45

Priority Items

5a_2. Time taken for final delivery of vehicle

3f. Time the FIR process took

3b. Waiting time to start FIR process



Retail Net Promoter Score

75

Priority Items

20. Accommodation of schedule

26. Ease of appointment scheduling

9c. Thoroughness of services performed



Response Rate

18%

Organizational Returns

Zone: 27% — Your retailer is **lower** than the zone. ↓

Region: 23% — Your retailer is **lower** than the region. ↓

National: 14% — Your retailer is **higher** than the country. ↑



Specialist Score

886

Top Reasons for Leaving

45% — Facility

36% — Availability of preferred vehicle

9% — Vehicle price/value

Most Common Themes Among Keywords in Comments

Each bubble is a keyword that the comment had. The size of the bubbles relates to how many comments had the term.



Reputation QTD

Your rating is 710.

