ThoughtSpot.

Who moved my cheese?

Landing a successful data-driven transformation

SARGENTO.

Travis Lehn

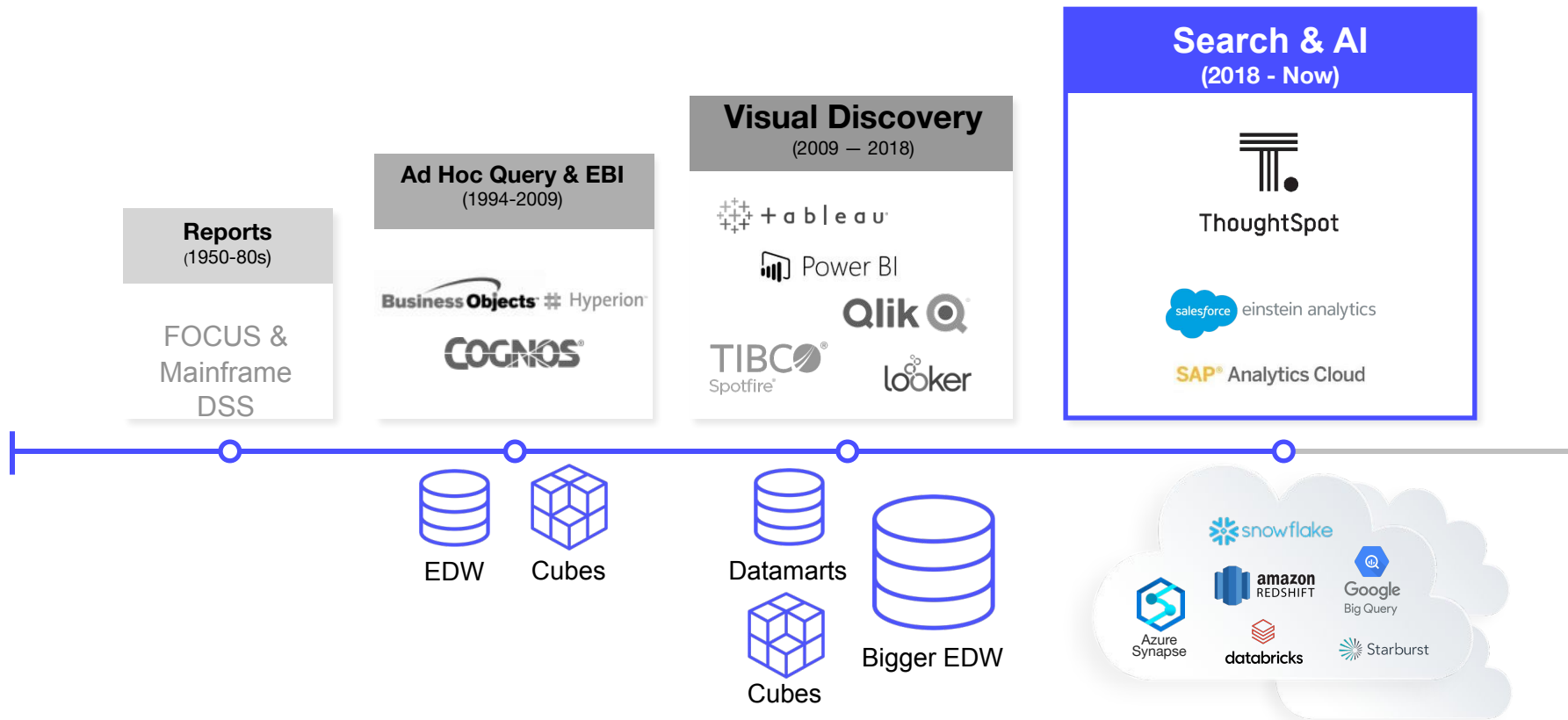Sr. Manager – Data & Analytics
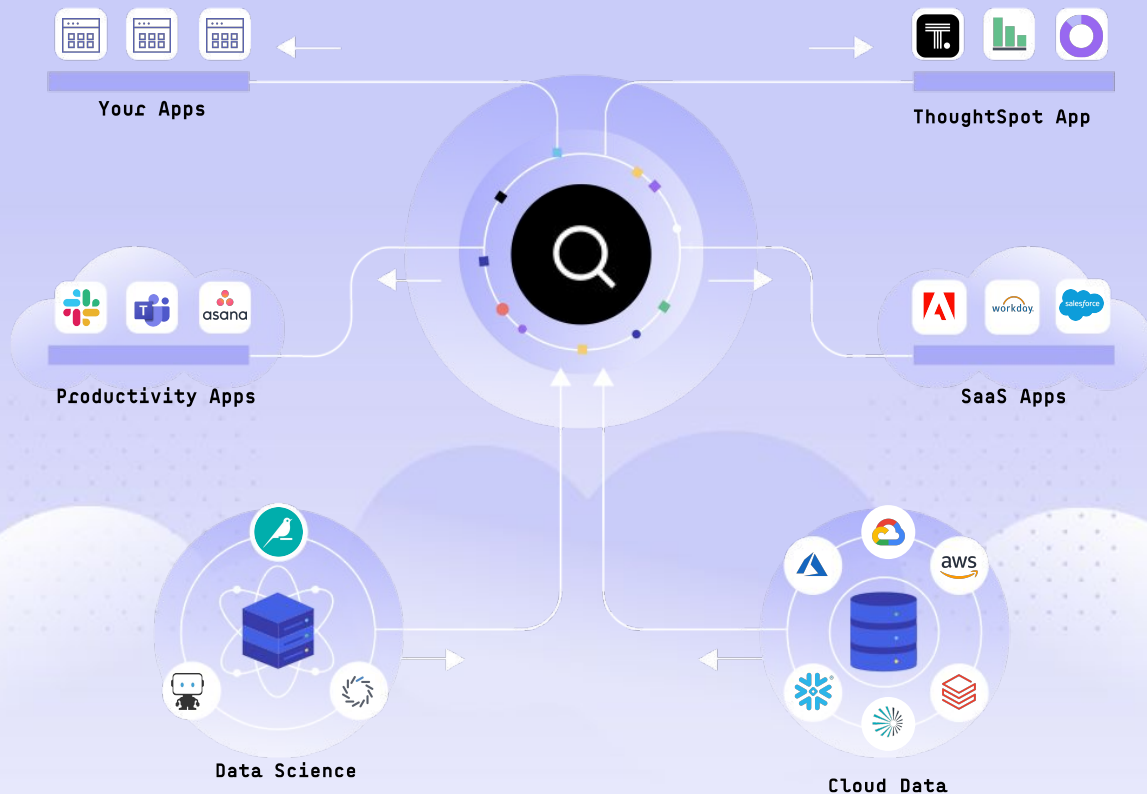
Sargento Foods, Inc.

Cindi Howson

Chief Data Strategy Officer

ThoughtSpot

Technical debt amassed over 20 years

The modern data stack is being fueled by an open cloud ecosystem

Your Apps

ThoughtSpot App

Productivity Apps

SaaS Apps

Data Science

Cloud Data

Best-of-Breed
Don't settle for "good enough"

Interoperable
Integrate with any cloud data source or application

No lock-in
Plug-and-play based on need and performance

The Modern Cloud Data and Analytics Portfolio

Augmented Analytics	ThoughtSpot · Power BI · SAP Analytics Cloud · Looker
Data Science	DataRobot · dataiku · H₂O.ai
Transformation	dbt
Federation & Storage	snowflake · amazon REDSHIFT · Google Big Query · databricks · Starburst · dremio
Ingestion	MATILLION · Fivetran · Airbyte

Sample list not exhaustive

Culture and technology: Heads or tails?

	LAGGARD	LEADER
TECHNOLOGY	Reports and dashboards On-premises EDW and siloed data marts Email	Augmented analytics – Search & AI-driven insights Cloud Data lake, lakehouse, data mesh Collaboration via Slack or Teams
CULTURE	Lack of leadership Afraid of failure Resistance to change; complacency Politics and distrust Data is hoarded	Transparency and trust Innovative Collaborative Empowered, energized Data is democratized

Disrupt your culture and drive transformation

- Look hard at your own beliefs

- Communicate the why, less how

- Bring in a change agent(s)

- Identify relevance (WIIFM) and align incentives

- Organize for collaboration

Travis Lehn

Sr. Manager – Data & Analytics

Sargento Foods, Inc.

Session Agenda – "What's in it for me?"

01 | Sargento Foods, Inc.

Introduction to Sargento Foods, Inc. Who are we?

02 | What is the problem we were trying to solve?

Why did we choose ThoughtSpot?

03 | "What's in it for me?"

Empowering change with ThoughtSpot as a Data Leader

04 | Questions & Answers

Sargento

"We're Real Cheese People!"

We're Real Cheese People

- Founded in 1953 & Family Owned
- Innovation, Service & Quality Food Products
- Headquartered in Plymouth, WI

Strong Culture of People, Pride & Progress

- 2000+ people & growing
- Multiple "Top Workplace" Awards
- "Hire great people and treat them like family"

"To be the most innovative, best-loved real food company"

What is the problem we are trying to solve?

Why we chose ThoughtSpot
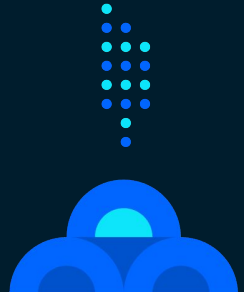
What are we trying to solve?

REPORT DEMAND EXCEEDS RESOURCES
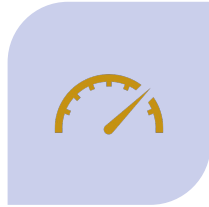
NEED SPEED TO INSIGHTS & DECISIONS
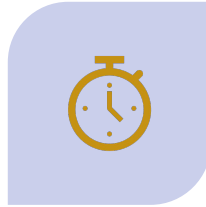
REDUCING DATA ERRORS & WRANGLING EFFORTS

INCREASING COST TO SUPPORT REPORTS

ACCESS TO DATA

Sargento Organizational Data & Analytics Urgent Needs

Present day pain point example – Manufacturing analytics

Production line downtime trending up and getting very erratic. Reasons – Volume
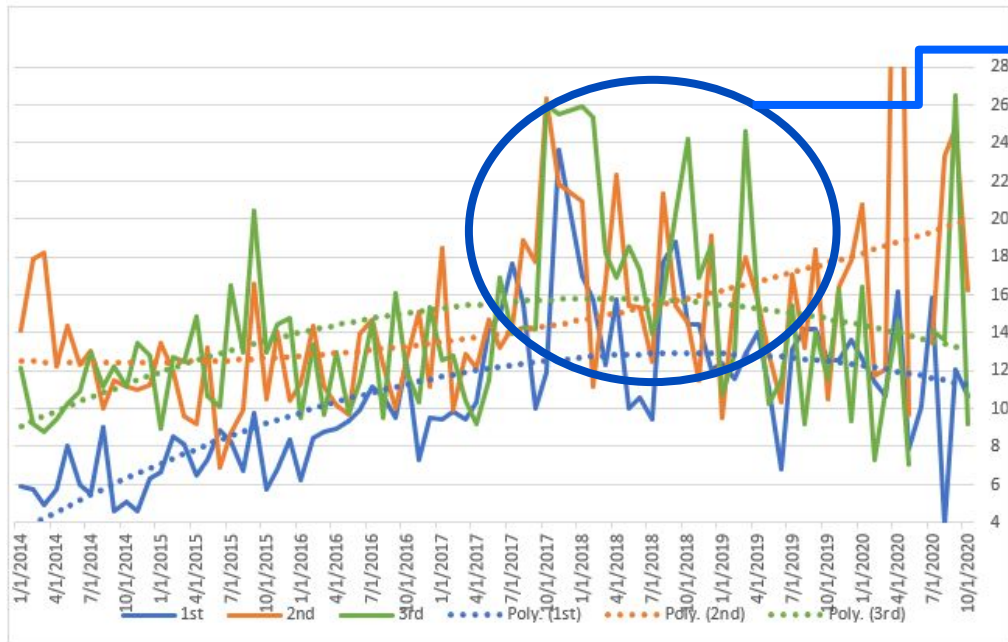
Where to start?

Analytics Pain Points
- Massive amounts of data, not enough time to analyze it
- Manually tracking trend data in Excel
- Drill down into data is challenging
- Collaboration of insights limited

Common Questions
- How can I bring in more data to support this?
- How does the data explain this situation?
- What decision should we make?

What the industry trends are telling us

"Before you know where to go, you must first understand where we have been"

Mainframe	Reporting	Visualizations	Search & AI
Wait time: Months	Wait time: Weeks	Wait time: Days	Speed of Thought
1950s-80s	1980s-present	1990s-present	TODAY

Wait Time: Minutes or Seconds
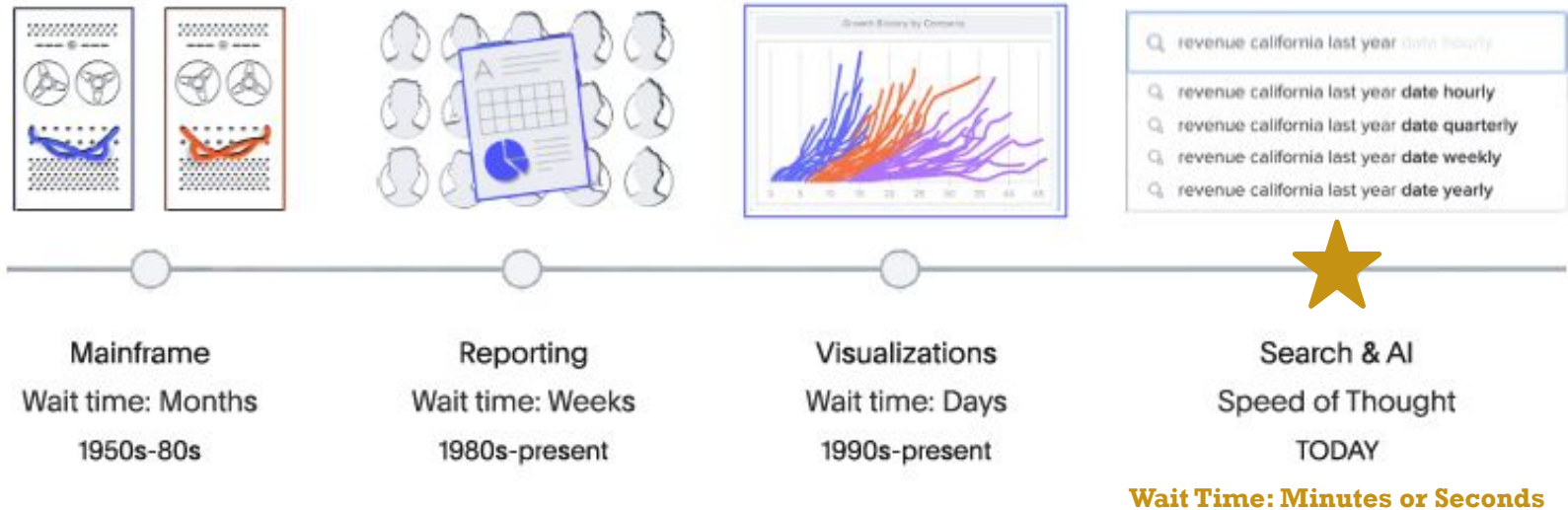
Sargento Enterprise Data & Analytics Platform

- **ThoughtSpot**
  - End User Analytics & Insights Tool
    - Find data insights quickly and encourage data curiosity for business users to answer their own business questions

- **Snowflake**
  - Enterprise Data Warehouse
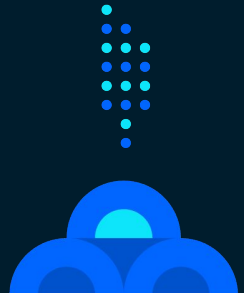   - Store & Query Data that scales with demand usage

- **Matillion**
  - Data Integration tool
    - Extract, Load, & Transform (ELT) from multiple source systems to centralized data warehouse
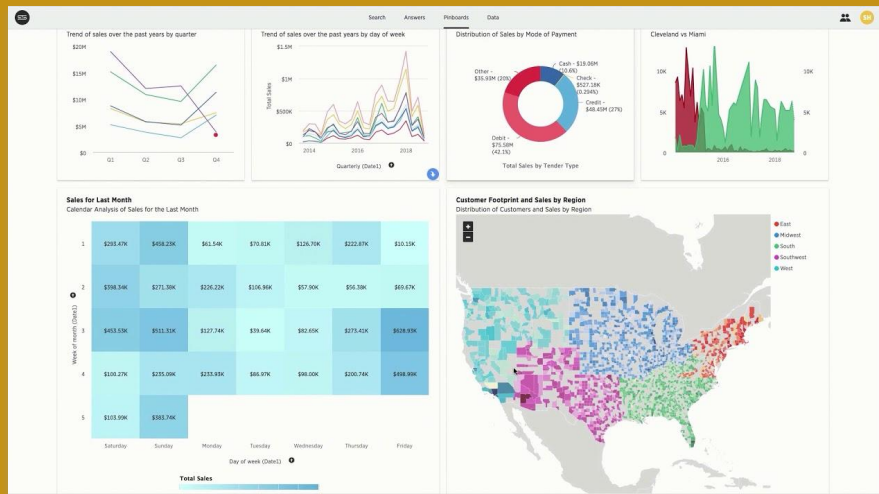
"What's in it for me?"
Empowering change with ThoughtSpot as a data leader

Empowered Organizational Change as a Data Leader

Empower the 'Analysts of the Future'
- Challenging the phrase **_"We have always done it this way"_**
- Become Strategic Business Partners
- Build insights 10x faster on daily decisions

Encourage Data Curiosity
- Empower business users to answer their own questions
- Learn to speak the same language through Data Literacy
- Improve data fluency through in-product education

Drive Organizational Growth & Maturities
- Build the Trust and Keep it!
- Encourage more use of AI through SpotIQ to uncover hidden insights
- Enhance data models from multiple sources to answer more sophisticated business questions

Data foundation enabling change

"We Win if you Win" – Value Proposition

Find creative & fun ways to encourage learning and change with ThoughtSpot

- ***"Cheese Block"*** *Newsletter* - Admins showcase a cool Answer or LiveBoard each month

- ***"Pass me the Cheese"*** *Lunch & Learn Session* – Have others teach how to build insights in ThoughtSpot

- ***"Can you find the Cheese?"*** *Pop Quiz!* – Using Microsoft Teams ask a direct question on a data set then user submits answer graph for raffle prize chance

- ***"Data Wars"*** *Comic Book* – Promoting Data Strategy Using ThoughtSpot in Story Form

- ***"Analytics Garage"*** *Office Hours* – Show up to ask a question and spin a prize wheel

Our ThoughtSpot Journey
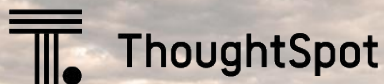
Grow our maturities in all areas of the business using ThoughtSpot

- 50+ Users after 8 months - Goal of 200+ users by end of 2022
- Enable C-Suite, Mid-Management & Analysts to empower usage of ThoughtSpot

D&A Team must be integrated into business team meetings

- Understand how they are using data and provide solutions using ThoughtSpot (Direct Value)

Focus on high value/low complexity use cases (Quick Wins)