

Dashboards are dead

GenAI is the last nail in the coffin



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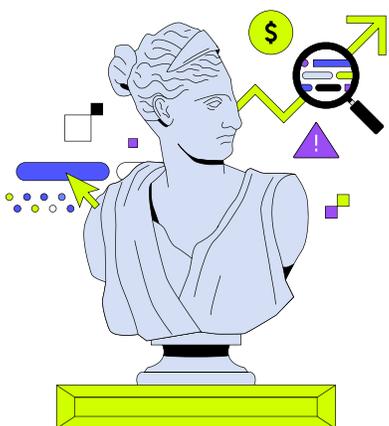
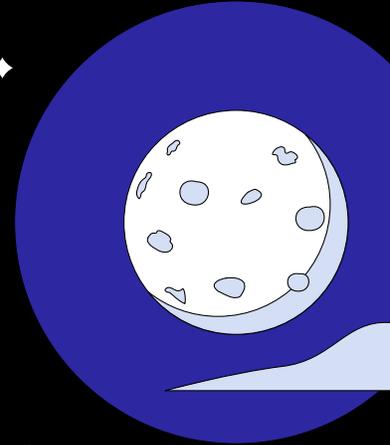
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The bygone era of legacy BI

In 2021, we declared dashboards dead.

With a stagnant dashboard adoption rate of 30%, an average report turnaround time of 4.5 days, and poor data experiences reported by 84% of frontline business workers, anyone could see the writing on the wall.

Dashboards weren't designed to support the speed, scale, and granularity required to make real-time business decisions because they were created for a time when business decisions weren't yet based on data. If you were one of the rare companies using analytics, they were descriptive, post-mortem examinations at best. And while it's been painfully clear that modern data analytics has long outgrown its go-to visualization tool, it's even more true today.



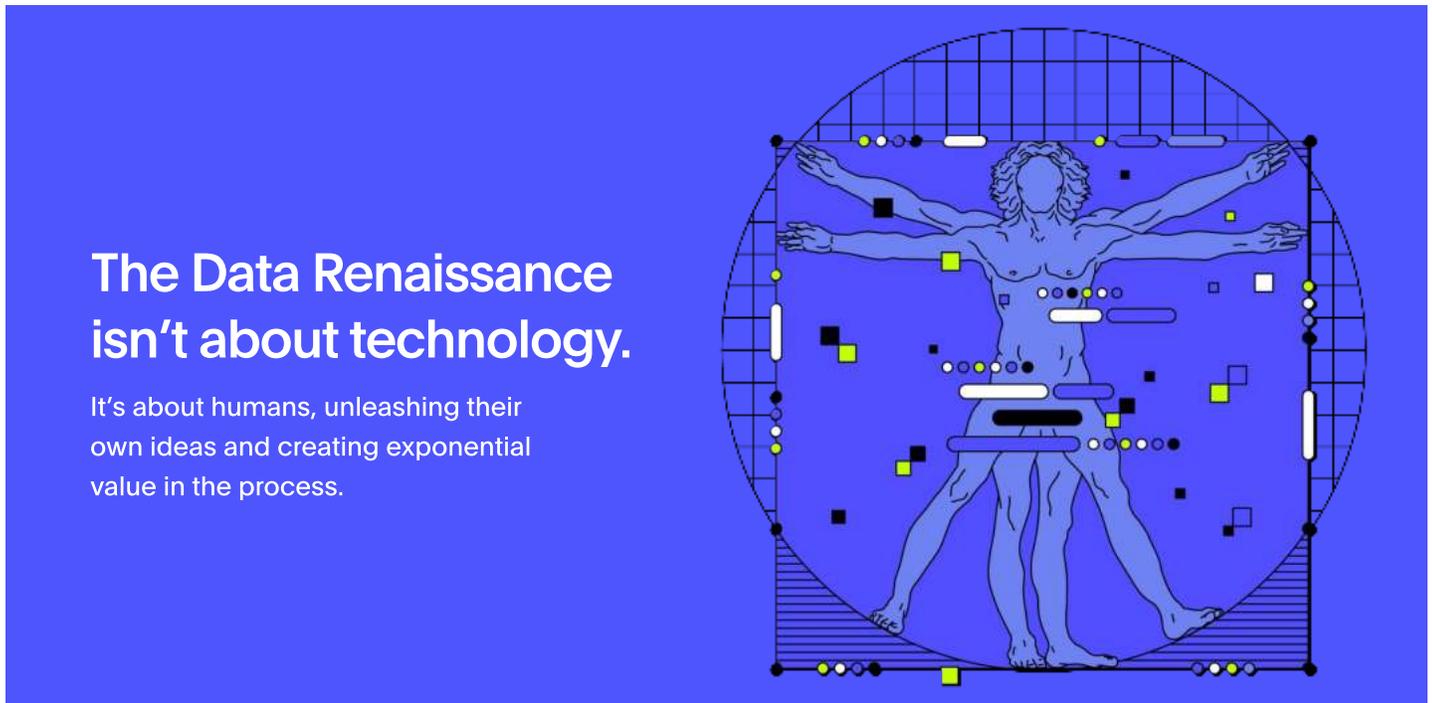
The rebirth of data and analytics

Forget the read-only views of siloed data dashboards. Today's competitive, data-driven landscape demands a new data solution.

In the new generation of data and analytics, you and your team can finally communicate with data in natural language. By removing the technical barriers to analytics, GenAI is fostering a future where data-backed human ideas, ingenuity, and creativity reign—not high-maintenance dashboards designed for an elite few.

Now it's easier than ever to deliver personalized, real-time data experiences to the places where your team, partners, and customers already work. Even better, you don't have to 10x your data team to do it. With GenAI streamlining much of the tedious tasks behind data analysis, your teams can focus on the next level, deep-thinking work that really makes a difference. We're talking analytics as alive as your own imagination.

This is the Data Renaissance. And it's accessible to anyone willing to step out of routine dashboard reliance and embrace a transcendent insight-to-action value chain—one without all of the current plumbing and process that inhibits your momentum.



The Data Renaissance isn't about technology.

It's about humans, unleashing their own ideas and creating exponential value in the process.

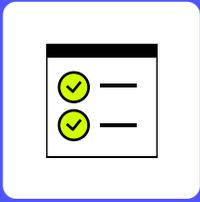
When the dashboard is no longer at the center of decision-making, the focus shifts from technology to humans. With humans at the center of data-driven decision-making, there is no limit to the types of outcomes you can create.

Dashboards are dead, buried, and dusted. As GenAI puts the final nail in its coffin, it's time to embrace the Data Renaissance.

See what it means to embrace the Data Renaissance.

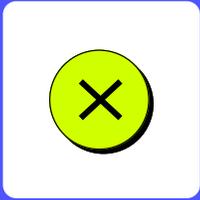
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Assess the silent killer of data team productivity



92%

of data workers report time siphoned away by operational tasks outside of their roles



68%

of data teams lack adequate time to implement profit-driving ideas



50%

of your data headcount budget is being wasted by remedial data tasks vs. analysis



01

Failure to empower the frontline

The hidden cost of dashboards extends far beyond your data team. Whether you're delivering a tailored customer experience, bringing a new product to market, or streamlining operations, data-driven decision-making is now an essential function of every role in your business.

The people who are the first point of contact between the organization and its customers, products, or services are often referred to as the frontline workers—

think marketers, maintenance crews, product builders, store managers, and customer support representatives.

When these teams are tethered to inflexible and often inaccessible legacy dashboards, they lack the self-service tools required to effectively access and analyze their data in real-time. In turn, your business misses out on opportunities, employees experience frustration, and customers suffer.

All of these outcomes carry an associated cost



When your business misses an opportunity to, let's say, optimize operational costs by consolidating duplicate contracts, you may be leaving millions of dollars on the table. Even more, that cost continues in perpetuity until your team has the resources to identify and eliminate the overlapping spend.



When your employees become frustrated or disenchanted about their ability to succeed in their role with their given resources, they start looking for new opportunities. You're stuck flipping the bill for a new employee recruitment and onboarding costs while also losing the institutional knowledge you've invested in that employee.



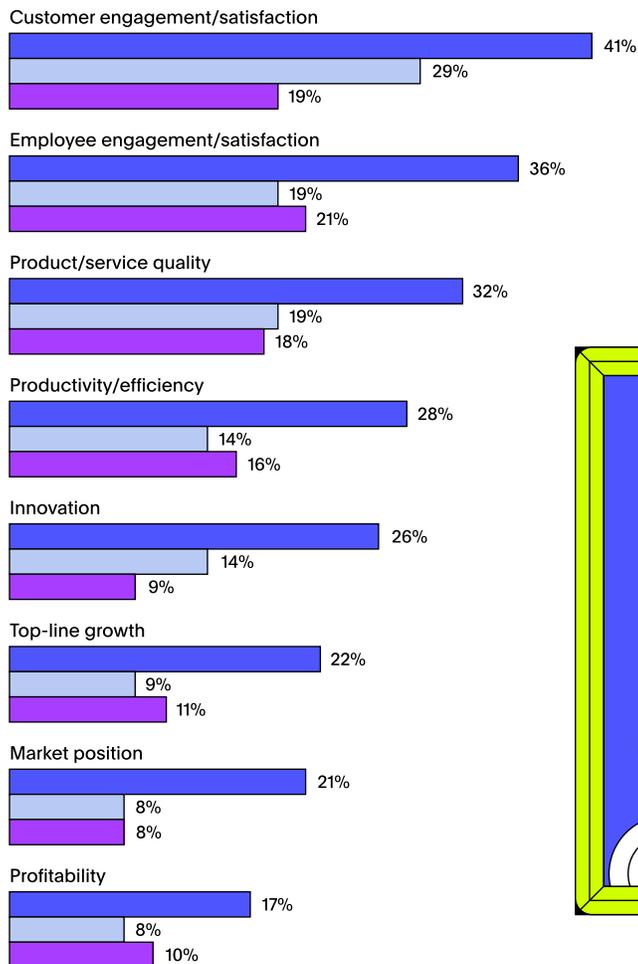
Whether your customers are impacted via a negative product, user, or customer experience, the impact is the same. Churning a loyal customer is a direct hit to your bottom line. Depending on the lifetime value of that customer, that can be an especially significant blow.

That's why 87% of surveyed executives say their organization will be more successful when frontline workers are empowered to make important decisions in the moment. Yet still, only one-fifth of those organizations have frontline workers who are digitally equipped to succeed in this way.

Frontline workers need better technology-enabled insights to empower informed decisions at the moment of impact.

The results of this type of investment are clear:

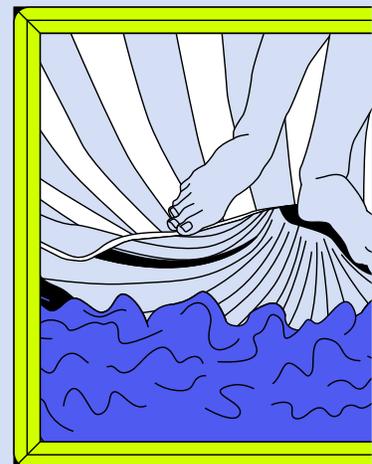
● Leaders ● Followers ● Laggards



SOURCE: HARVARD BUSINESS REVIEW ANALYTIC SERVICES SURVEY, JANUARY 2020

While empowering frontline workers delivers an immediate impact, the actual value of your investment is seen over time. For example, of the 81% of respondents who experience productivity gains from self-service analytics, 74% see dramatic increases over the long term.

When it's good, money's great. But when it's bad, your bottom line will feel the impact. The laggards who cling to legacy BI dashboards and report delivery models carry the opportunity cost of failing to empower frontline workers—a cost that reverberates far into the future.



02

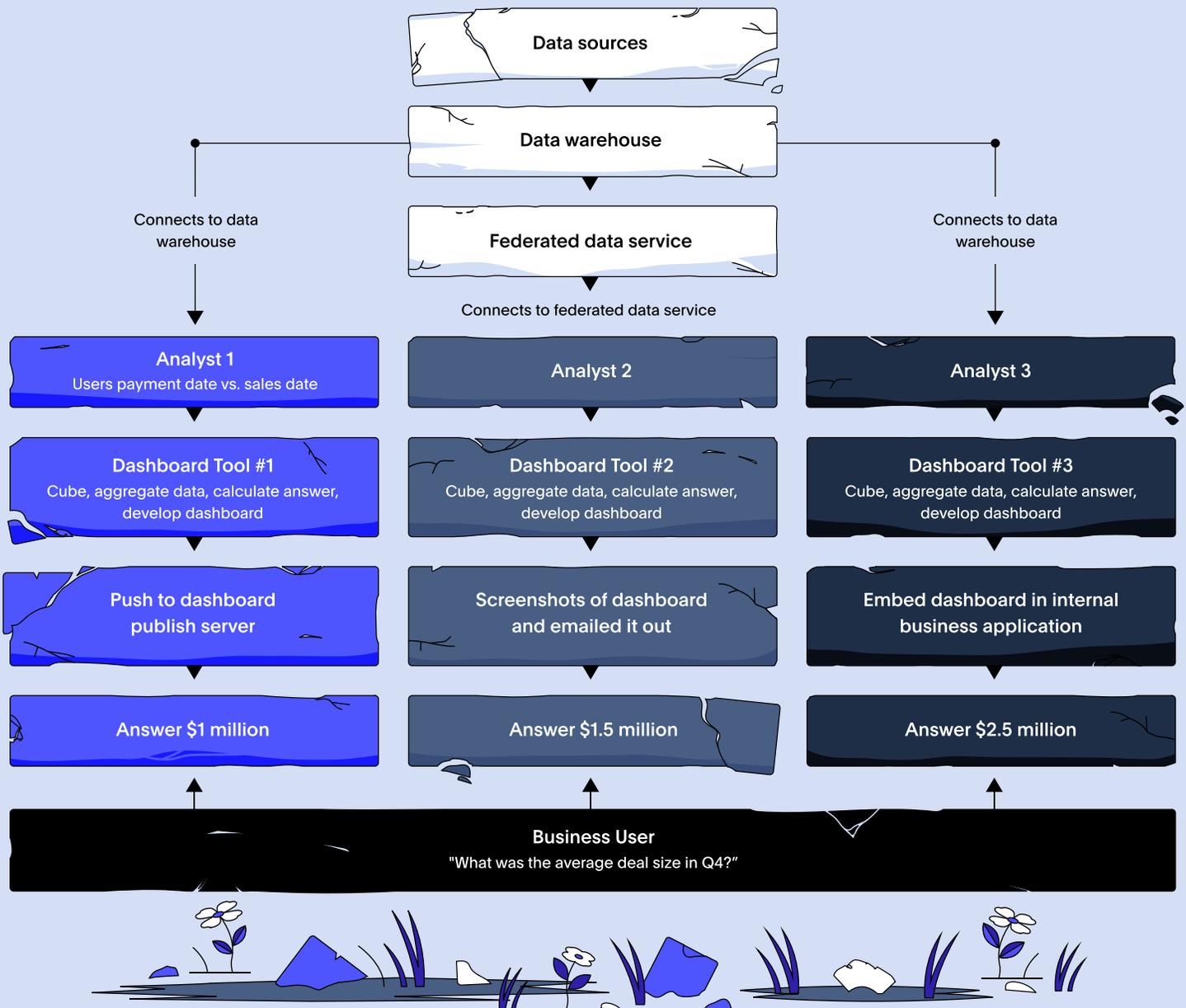
Fragmented tools beget fragmented insights

Consider the last dashboard you came across. Was it a clean, lean, optimized insights machine? Or was it a patchwork of disconnected, inconsistent technologies, with each downstream point dependent on the viability of the next?

For the last three decades, dashboards haven't delivered on the promise of data-driven businesses. Instead, they've turned highly educated, capable, and expensive data teams into systems management and operations specialists—dare we say, a service desk.

If that sounds broken and inefficient, it's because it is.

Here's a look at the fragmented approach.



This example only covers the cost of maintaining a single dashboard tool for a single department. As soon as you try to roll this out to a new team, you have to spin up entirely new data pipelines.

What's more, most organizations have at least three competing data and analytics tools based on team preference. Your analysts want to work one way, your business team wants to work another way, and the exec who used [insert tool] at a past job wants to keep utilizing it in their current role.

These tools add bulk to an already bloated data infrastructure, creating inconsistent answers, compounding security and governance headaches, and requiring business users to leapfrog from tool to

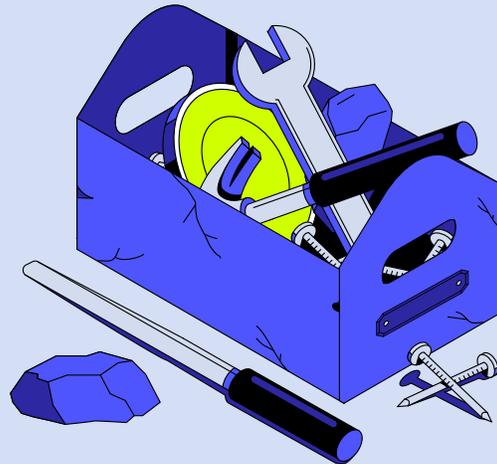
tool in the hopes of self-serving insights. This fragmented data approach directly correlates with diminished business success.

Data and analytics is the key to your competitive advantage, but serving fragmented insights to business users will only send a business backwards. Nothing illustrates this more clearly than the fact that 80% of organizations that standardize on a single, common set of tools and methods for delivering insights to business users report exceeding business goals.

Modernize, unify and see bottom line success

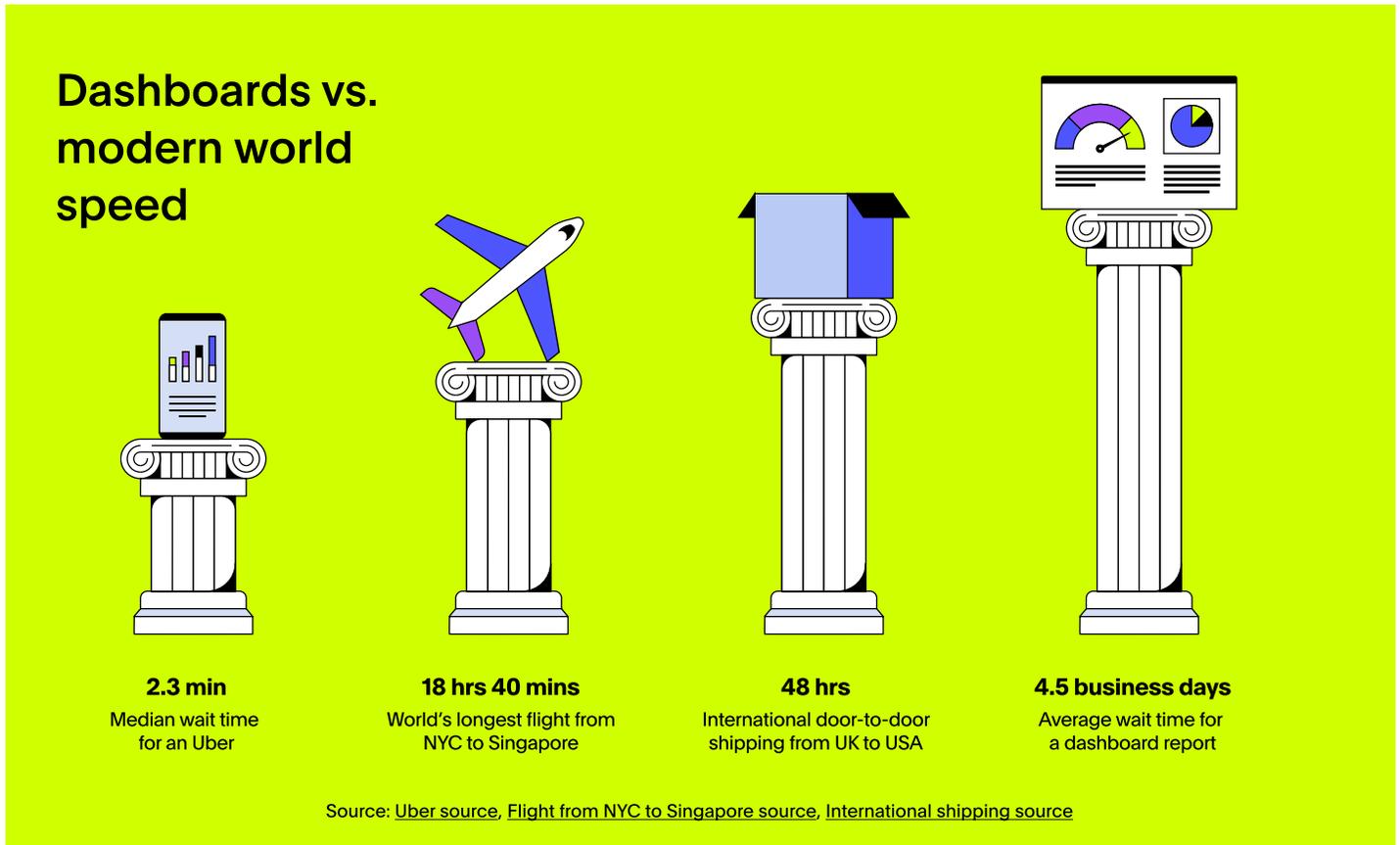
80%

of businesses with standardized analytics tools exceed business goals



Dashboards can't match your pace

Legacy dashboards can't deliver consistent and reliable insights at the speed and global scale your team demands.



Speed isn't the only impairment

Consider the working conditions of your remote or globally distributed team and what's required for them to perform at scale. In all of these ways, dashboards diminish your team's ability to perform:



Real-time access

Creating new dashboards can require months of requirements gathering, data modeling, and development. By the time you're getting your dashboard, the moment has passed. For instance, you've migrated off that SaaS tool and onto a new one, so the original data source is no longer applicable. Now, the business team is asking new data questions, and the data team is back at square one.



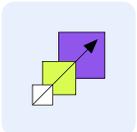
Granularity

Static dashboards don't cut it in today's ever-changing business world. Your team needs to be able to ask the next question and the next—an ad-hoc, freestyle approach to data discovery. Filters and pre-defined drill-down paths aren't enough to help users find the insight they need to make an informed decision. True self-service analytics demands that all users can access high-level insights, drill down to the finest point of granularity, and discover AI-powered insights that spell out what's changed, and perhaps even why that matters.



Collaboration

Desktop dashboard development is done in silos, hindering analyst collaboration with business stakeholders. Without the two-way flow of essential context, data teams aren't able to deliver dashboards that provide real business value. Moreover, misinterpretation of data can lead to data distrust. Or worse, it could lead to costly decisions that have a tangible impact on your bottom line.



Discoverability

With so many different data sources, all with varying access and permissions controls, there is a tremendous amount of analytics waste and operational overhead just to make your data accessible. When those insights are lost in a sea of disparate dashboards, and so much of your raw data fails to see the light of day, users aren't able to extract the true value of your data investment.



Contextual insights

Data is only valuable when it's seen. When your dashboards are neatly tucked within a data tool, behind SSO login and outside the business user's workflow, the insights they hold aren't being used to their full potential. Aim to serve your data within the context of work, whether that's in mobile, slack, and email or embedded in essential applications.

Together, these limitations make it impossible to implement the sweeping data-driven transformations you've planned for your organization. Instead, changes are incremental, and business value is nearly imperceptible.



The tension between dynamic data and static dashboards

The way we consume data is changing—and fast. Sure, picture-perfect visualizations were a huge step up from tiered row-and-column spreadsheets 30 years ago, but today's users need and demand more.

In a world where we can interact with a GenAI-powered chatbot to discuss a range of topics—anything from molecular biology to Beyonce's lyrical stylings—static dashboards fail to convey the same level of impact.

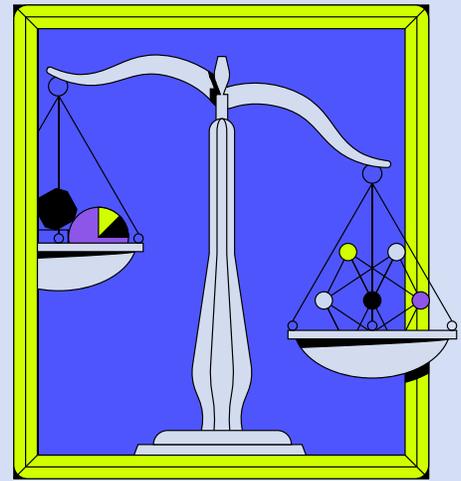
Consider this natural language search thread from a hypothetical multilocation retailer:

Why are we underperforming in February, compared to every other month of the year?

Is there a reason this one location doesn't have as high of sales that month?

If we strategically invest in other locations, can we make up for that loss?

GenAI is creating a way for users to auto-analyze graphs, identify the outlier, ask the next question within context, and even compare this data set with another to uncover additional insights. By nurturing the dynamic nature of data instead of putting it in a box, you can unlock the true value of your data infrastructure.



It's no longer enough to consume data in a visually appealing way.

Today's users need to interact with and experience their data within the context of the business.



Users don't want to analyze a chart.

They want curated and personalized insights relevant to their business area, and what actions they need to take next.



Drill down and filter no longer define interactivity.

Users want to know the insight behind the data. They need the ability to ask the next question, and the next.

What's your data worth if you can't use it all

Though modern data teams have tried their best to illuminate insights with dashboards, these outdated solutions choke on modern data volumes. Consider that at any given time, your business is sitting on billions of rows of underutilized or completely unused data in your data warehouse.

It isn't just the volume of data—it's also the variety. For far too long, "data" has been synonymous with "structured data." The process of analyzing unstructured data like video, photos, and customer reviews has been tedious, manual, and error-prone.

Estimates indicate more than 50% of all your company's data goes unused. On top of that, 66% of data leaders report that half or more of their organizations' data is "dark" (e.g. untapped, unknown, or unused) and 57% say the volume of data is growing faster than their organizations' ability to keep up.

Today, GenAI is making dark data brighter. Through aggregation and extraction, unstructured data is more accessible than ever before. And search-based analytics grants users access to the important insights otherwise hiding in the darkest corners of your database.

That's good news for you. Here's why:

To impact bottom-line outcomes and unlock success, organizations need to tap into all of their data. On average, organizations that operationalize dark data eliminated an average of 4.85% from their annual operational costs as a direct result of better use of data. Even better, they report a 5.25% increase to their annual revenue.

Dashboards keep your data in the dark

50% of an organizations' data is dark and goes unused

50% of data leaders say the volume of data is growing faster than their organizations' ability to keep up

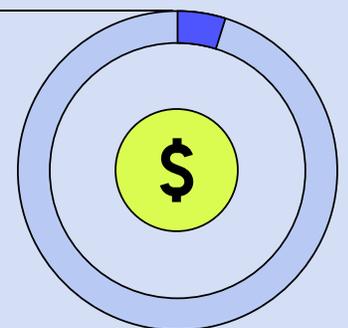
4 out of 5 data leaders say data volume is the primary challenge in tapping into dark data

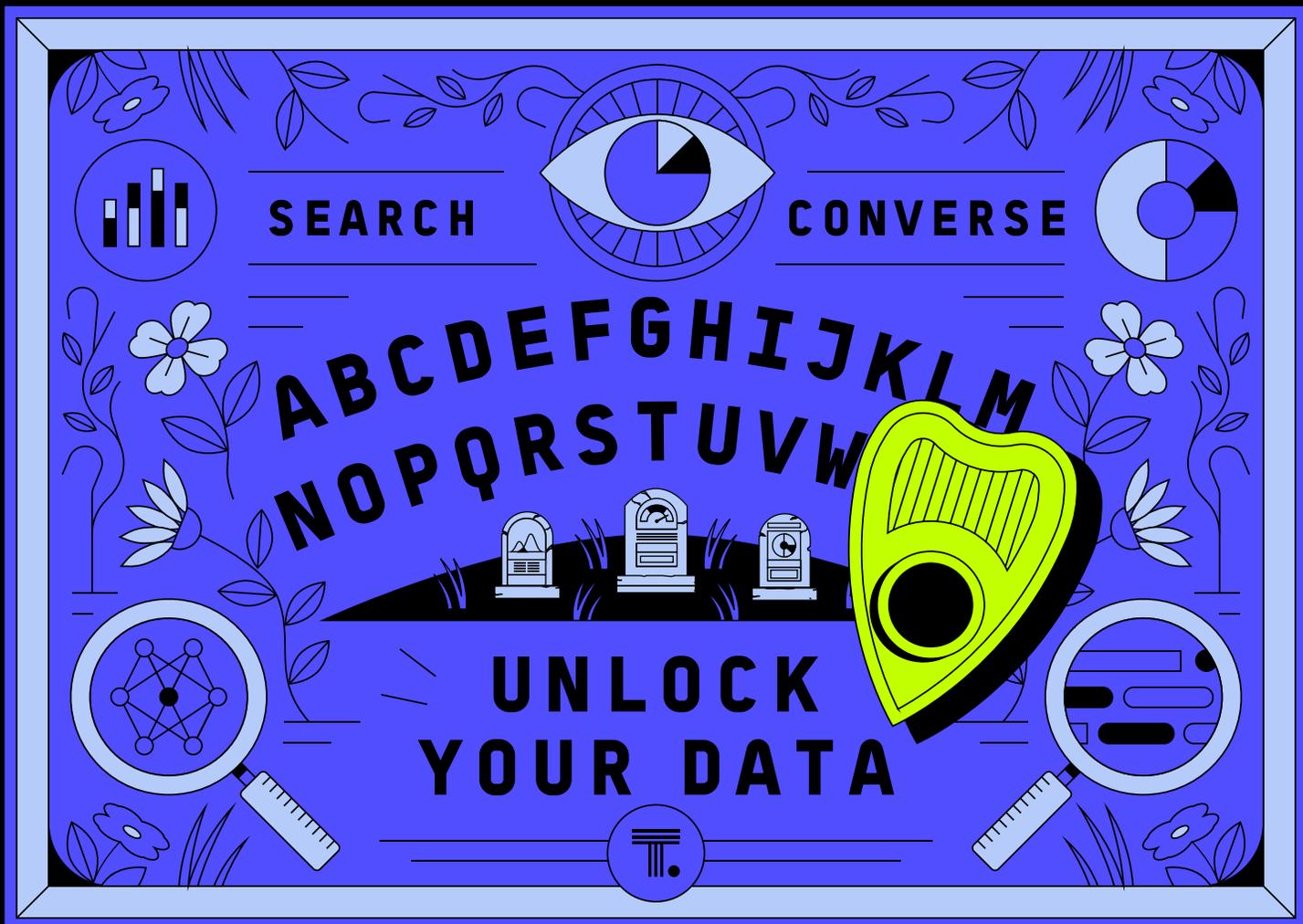
Operationalizing dark data improves bottom line outcome

4.85%
average saving from annual operational costs via better use of data



5.32%
added to annual revenue, due directly to better data use



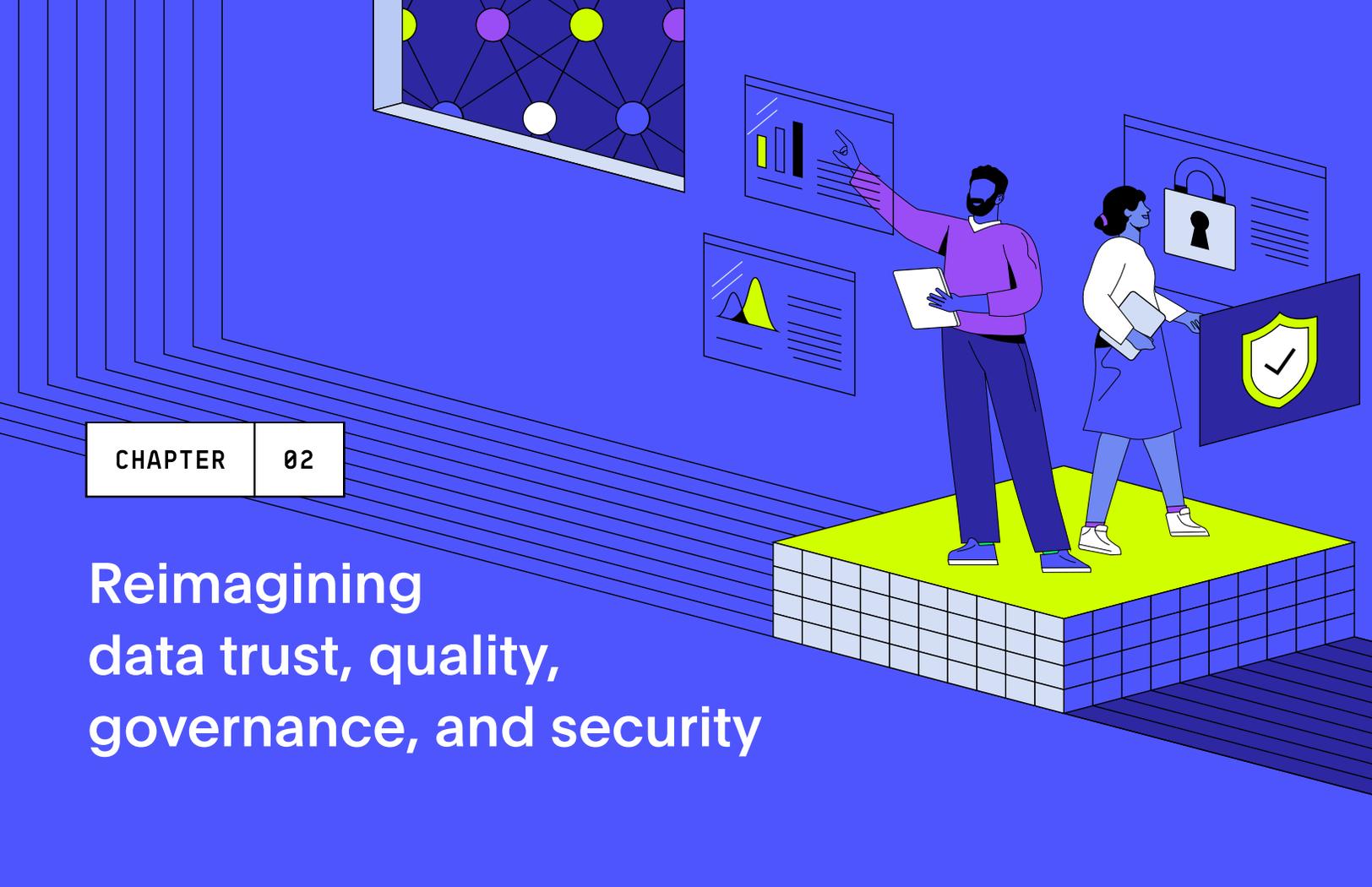


In a tight economic market, these incremental growth and savings can have an outsized impact. Now imagine if you monetized that data—not just through internal business improvements, but also through the creation of new data products or the addition of data features for new product lines.

Embedded analytics is an untapped opportunity for many businesses, largely because they don't have the tools to understand the true value of their data. After all, how could you assess its value if it's sitting in the dark?

To ensure you're making the most of GenAI's momentum, you need accessible data experiences that serve real-time insights from all of your data—not just a data aggregation that barely skims the surface.

If dashboards aren't up to the task, then it's up to you to find a better way.



CHAPTER 02

Reimagining data trust, quality, governance, and security

When defining data governance policies and creating a single source of truth, dashboards have created organizational chaos. As GenAI tools come online, this has the potential to get worse. Much worse.

54% of data analysts and leaders report multiple sources of truth and conflicting data as a top challenge in working with data. And an additional 90% say numerous data sources were unreliable due to fragmented tools and processes.

If that figure does not alarm you, it should.

No single reliable source of truth with dashboards

90% of data leaders and analysts say data sources were unreliable over the last 12 months

54% of data leaders and analysts say multiple sources of truth and conflicting data as a top challenge in working with data

So much of your organization's success hinges on business users having access to high-quality insights. It impacts everything from new revenue opportunities to customer engagement and satisfaction. That's not to mention the impact on competitive changes and market trends.

For individual employees or business groups to rely on data, trust is imperative. Even one error can dramatically erode data confidence. Data distrust directly correlates with your revenue, with 76% of data leaders reporting missed revenue opportunities.

Trust and confidence are key to encouraging analytics usage.

With fractured dashboard infrastructure comes fractured insights. That's why analysts often come up with multiple answers to the same question, leaving data teams scrambling to troubleshoot and reconcile differences in dashboard outcomes.

This patchwork of dashboards and pipelines creates major blindspots, forcing data teams to focus on outputs rather than natively maintaining quality and consistency throughout the entire data-to-insights pipeline. To break this cycle, you must reimagine your entire data supply chain to ensure transparency, trust, and accessibility.



Doing so means addressing major changes in the following areas:



Governance

Overcoming hybrid technology patchworks, individual desktop solutions, multiple publishing servers and movement of data.



Insight quality and consistency

Implementing cloud-first solutions that maintain a single source of truth and eliminate insight duplication and inconsistencies from multiple desktop systems.



Shadow analytics

Acknowledging the uncomfortable fact that business users are constantly exporting and manipulating data in Excel because they can't get the view they need or aren't comfortable using dashboarding tools, thus introducing quality and version control issues.

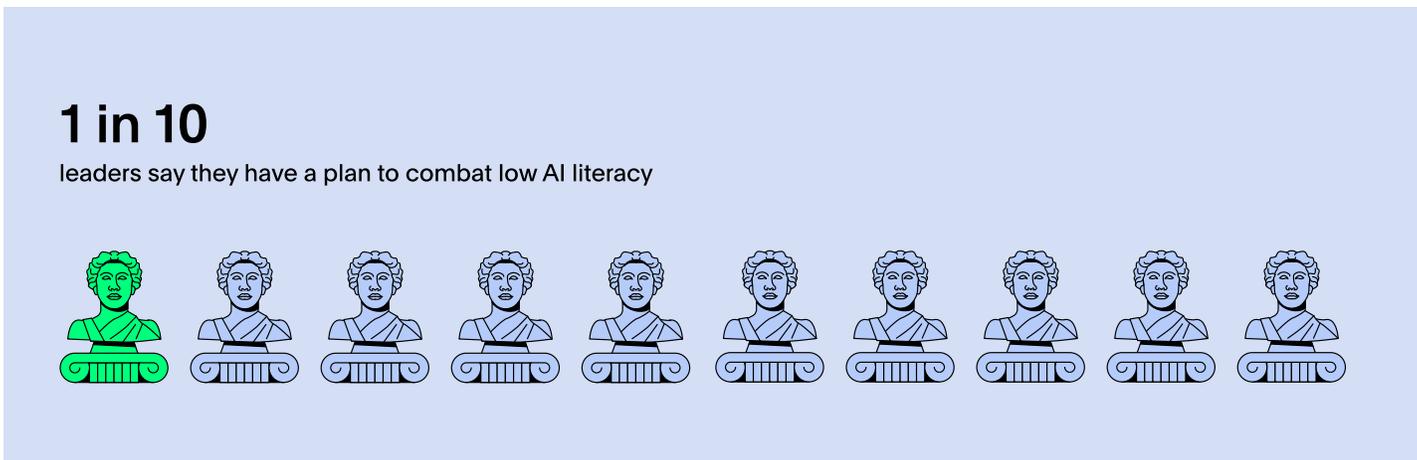
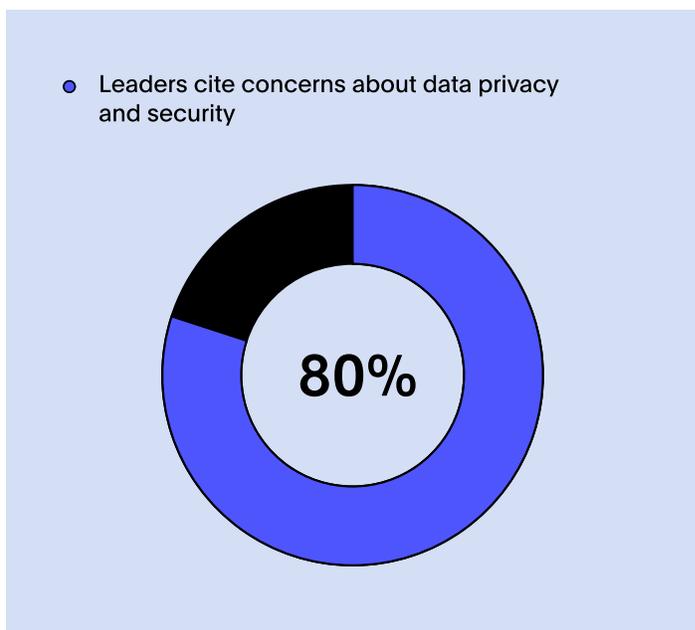
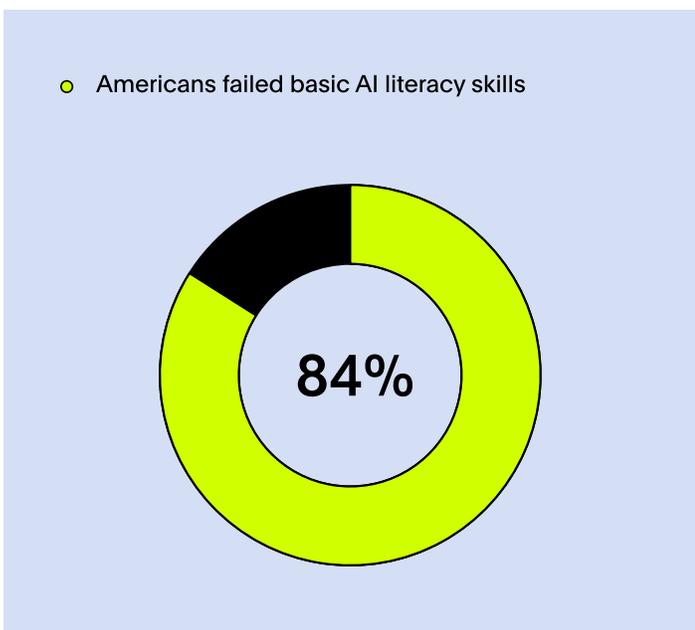
Data trust and security in the age of GenAI

In the Data Renaissance, these concerns are more prevalent than ever. In fact, 99% of leaders report a need for safeguards and guardrails for governing generative AI.

By now, most people understand that LLMs can sometimes hallucinate. Many also understand that the data we feed AI models can lead to biased and inaccurate responses. However, we don't always know how to spot those inaccuracies in the real world. In a survey of over 1500 Americans, 84% failed basic AI literacy skills.

Aside from trust and accuracy, there is perhaps an even larger concern around GenAI and LLM security. In a recent report, 80% of leaders cite concerns about data privacy and security.

As more people integrate AI into their products and processes, you see an LLM proliferation effect of security concerns, and only 1 in 10 leaders say they have a plan to combat it.



GenAI security vulnerabilities



Data exposure via business apps

While you may not think of your trusted workplace apps as posing a significant risk, their use of AI may create new exposures for your business. Your proprietary data could be exposed through a hack or LLM training, just as if you were using an LLM directly on your own data. Even more, this information might be inadvertently shared with or used to benefit a competitor who uses the same product.



Unsecure code libraries

Last, but certainly not least, LLMs introduce risk through more technical users, like developers or data analysts. By using these tools to assist with writing code, there is the potential to accidentally include proprietary or confidential credentials in the code. The LLM could then train on that code and then share those credentials with a user who doesn't have access.



Data governance oversight

You likely have different levels of access for different teams within your organization. For instance, a manager can see parts of their team's personnel file that members of the team wouldn't be able to access, while the HR team would need full access to this data. Because LLM's are trained on all data, there is potential for the LLM to accidentally share data with an individual who doesn't have access to view that data.

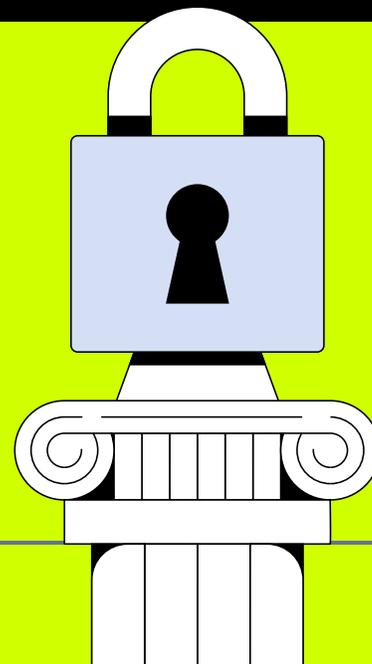
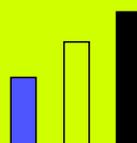


Data exposure via LLM

When you're using an LLM, it's important to understand how they are using and storing your data. Consider a situation where they are using your data to train their models or storing your data and they get hacked. Either of these situations could lead to a leak of your proprietary data.

While there are security risks to using LLMs in business, that doesn't mean you should avoid them altogether.

To ensure you're making the most of this opportunity, you'll need to build mitigation strategies and assess when and if the potential outcomes outweigh the risks.



Dashboards dismiss individuality

Users expect more personalized, conversational data experiences in the age of GenAI. Whether we realize it or not, our brains are being rewired. For instance, how long has it been since you looked up a question in a reference book? Even your online search behavior on Google is changing.





Did you notice that you no longer have to search through list of search results on Google?

Instead, you likely read the AI-generated answer that now lives right under the search bar on the first page of the search result. And where do you go for the next question? Maybe you select from the list of other frequently asked questions, or maybe you go back to the familiar search bar. Either way, these results have been personalized based on your search patterns and your specific query. Simply ask, and you shall receive.

There's a reason Google changed the search engine results page format. It mirrors the conversational AI experience you get when chatting with a bot, like ChatGPT. You ask a question, build on that with a follow-up question, and follow that path until you get a critical insight—this is the way users want to interact with their data. Yet, it's juxtaposed against the static experience legacy dashboards provide."

Dashboards fail to acknowledge the reality that every business user is different. No two finance managers will use data in the same way because they don't share the same view or understanding of the business. The challenges they're trying to solve are complex and come in all shapes and sizes. To optimize for success, business users need data-driven insights tailored to their particular needs.

Personalization applies not only to what the user wants to see but also to when and where they want to see it. If your business user works out of slide decks, why not automatically push up-to-date data visualizations into their slides? If they're an on-the-go exec, send push notifications about critical KPIs to their mobile. If you spend all day working in a third-party SaaS application, why not embed relevant insights into your existing workflow? After all, your data is only as valuable as the actions you take away from it.

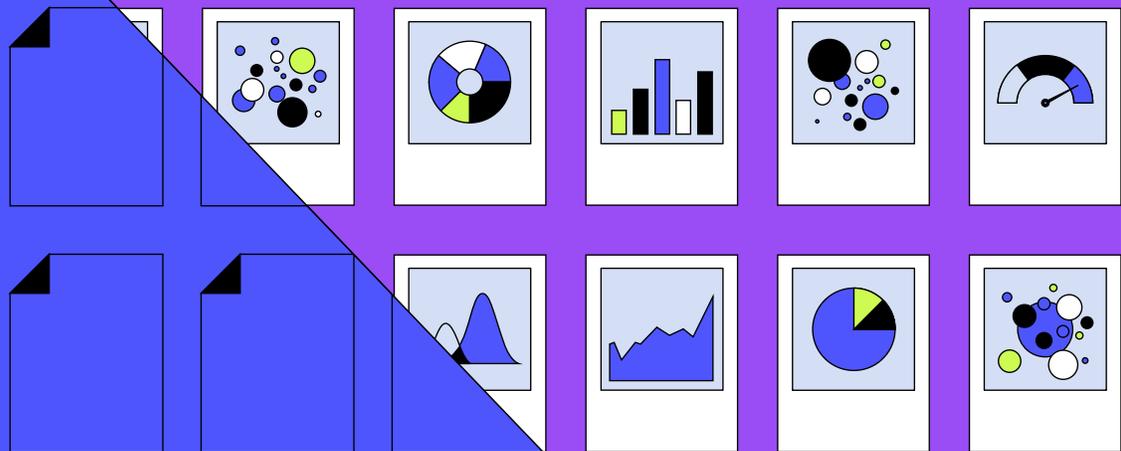
Static dashboards fail to acknowledge this, treating every viewer like a carbon copy of the original requester who, by the way, also has updated requirements they'd like to see.

The one-size-fits-all approach can't support the needs of modern business users and comes with a hefty curiosity tax to boot!

Simply put, dashboards are too rigid, too slow, and too generic to ever create meaningful business value for the people who need them most.

It's time to evolve and embrace the flexibility and enhanced operability of GenAI in data and analytics. From personalized answers, uninhibited interactivity, and automated insights, to conversational search, embeddability, and multimodal data experiences—this is the way your users want to work. The impact of enhanced productivity and deeper insights will speak for itself, in a way dashboards never will.

Bid farewell to the BI backlog

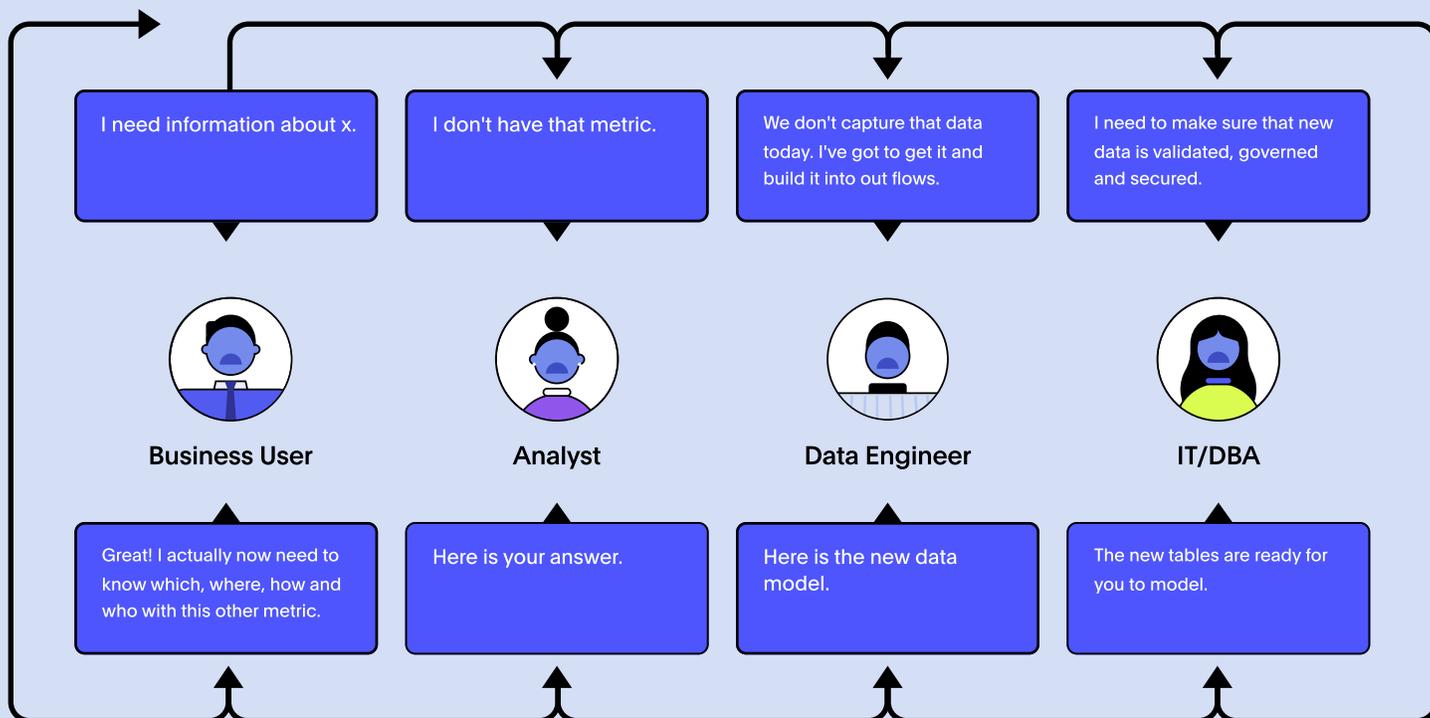


Whenever business users approach analysts for an insight, they set off a chain reaction. No matter how well the resulting dashboard may answer the user's first question, it's the next set of deeper questions that drive real action.

It's not enough to know what happened. Business users must be able to dig in and understand the specifics of when, where, and why. When they can't, each additional follow-up question demands additional time and resources from your data team. This is where the use of legacy BI tools starts to add up—and not in a good way.

Aside from the missed opportunity to have your data inform a business decision, you also start to see a surmounting backlog of data requests. What's the wait time for a new dashboard—days, weeks, months? At that point, at least half of the requests in that backlog are antiquated and irrelevant.

Infinite loop of dashboard insanity



The backlog isn't your data team's fault.

Your legacy BI tool doesn't allow them to build the data pipeline in real-time. So, they're stuck switching between platforms to assess and clean source data, implement governance and access, custom code SQL statements, and build visualizations. You ship one dashboard, only to receive an influx of follow-up questions. Now you're onto the next.

Manual data imports, governance, and access controls —shouldn't you be able to use one analytics tool to automate that? As for the actual analytics, is there a way to free analysts from tedious custom SQL edits so they can focus on the deep thinking work they specialize in?

Yes. And yes! Instead of having a different analytics tool for each business function, you could have one tool that doubles down on cross-functional collaboration, supporting users whether they are code-first, low-code, or code-free.



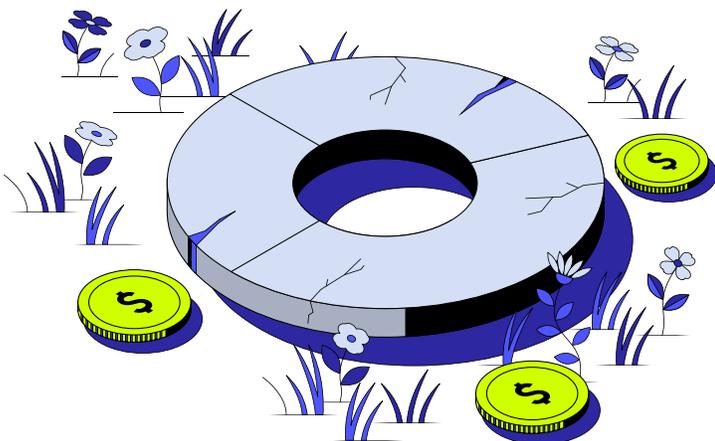
SO WHAT'S THE SOLUTION?

You could hire more analysts to deal with your backlog, but that doesn't really address the root of the issue. Most of this work shouldn't fall to a highly trained analyst.

By breaking analytics teams out of the cycle of dashboard insanity and streamlining their workflows, you eliminate redundancy, improve efficiency, and cut down on the backlog. Then, your analysts can focus on the work that empowers real-time decision-making, like building self-service pipelines and enabling natural-language search for the business user.

Don't reduce your analyst to mere report builders and order takers. When you empower this team to tap into their true potential, they'll become trusted advisors who understand the needs of the business, help users get to the why, and provide invaluable insights to your organization's most pressing challenges.

This is the type of analytics work that has a direct impact on your bottom line.



The cost of personalizing insights with dashboards

\$1,240

Average daily salary expense of a data team*

4.5 days

Average number of days to create a net new dashboard report

\$6,000

In resource time per new dashboard report

3

Average iterations per new dashboard

\$18,000

In resource time per new dashboard report

A paradigm shift in BI: AI-Powered Analytics

Don't worry, it's not all doom and gloom for your data team. Today's AI-powered, multi-experience analytics powerhouses make it easier than ever to unlock insights trapped in your cloud data and transform information into a living, breathing ecosystem of insights that drive actions at the frontlines.

With AI-Powered Analytics you can:



Automate how your entire organization gathers, integrates, and mobilizes data, regardless of volume or source.



Take advantage of augmented analytics and natural language search to synthesize new insights and create continuous learning systems



Transform insights into action and extend capabilities through living, learning experiences.



Simplify deployment, ongoing maintenance, and monitoring of new insights across the organization.

That said, not all modern analytics solutions are equal. Having a search bar doesn't make it self-service, just like having a handy SQL editor doesn't equate to ad-hoc query capability. And BI tools that claim to be AI-powered are only as promising as their GA, tried-and-tested features.

Almost every notable BI vendor has a plan to integrate GenAI into their tools. We've seen promises of chatbots, auto-generated dashboards, and natural language search—but the hype cycle is ending. The market is demanding real business value from GenAI.

So how do you identify a true AI-powered analytics solution from the rest of the pack?

The difference is in the details.

	Legacy BI Tools	AI-Powered Analytics
GenAI-powered self-service via natural language search	✗	✓
Conversational BI to engage with contextual data through natural language	✗	✓
AI augmented analysis of KPIs and charts including one-click change analysis	✗	✓
Consumer-grade UX that empowers non-technical business users to self-serve insights	✗	✓
Live-query architecture with no required aggregations or data movement for ad-hoc analysis and limitless drill paths	✗	✓
Multi-modal capacity to automatically deliver insights when and where users need them	✗	✓
Transparent AI analysis with human-in-the-loop feedback system	✗	✓
Developer SDK to quickly embed analytics within business applications	✗	✓
Granular security and governance controls with total visibility into where and how AI is being used	✗	✓
AI-assisted modeling and SQL editors to maximize the impact of the data team	✗	✓
Composable, cloud-native architecture built to accentuate your best-of-breed data stack	✗	✓
Easily connect with business applications for seamless push-and-pull of data and insights	✗	✓

And if you really want to get into the nitty-gritty, here's the complete checklist of key characteristics to look out for:

-  **Consumer-grade experience** 

Rapid adoption rates of 70% or higher within 6 months of deployment. Repeated usage and return users. Intuitive UX that works and looks like popular consumer apps.
-  **Scalable** 

Scales to billions of rows of data across tens of thousands of users. Uncover granular insights to detailed questions, no pre-aggregation or data movement required.
-  **Smart** 

Learns from usage to provide most relevant search suggestions and answers. End users can teach their language, NLP refined via crowdsourced intelligence and human-in-the-loop feedback. AI recommends personalized and related insights of hidden patterns.
-  **Architecture** 

Cloud-native and purpose-built with search and AI. Supports analytics needs of all users. No desktop or server separation. Single environment to build, test, and deploy enterprise analytics. No data remodeling, schema rebuilding, or duplication of security controls required.
-  **Efficient** 

Empowers technical users with AI-augmented synonym suggestions, SQL editor, and Notebook capabilities integrated into one singular platform—ensuring true collaboration between your data and business teams.
-  **Secure** 

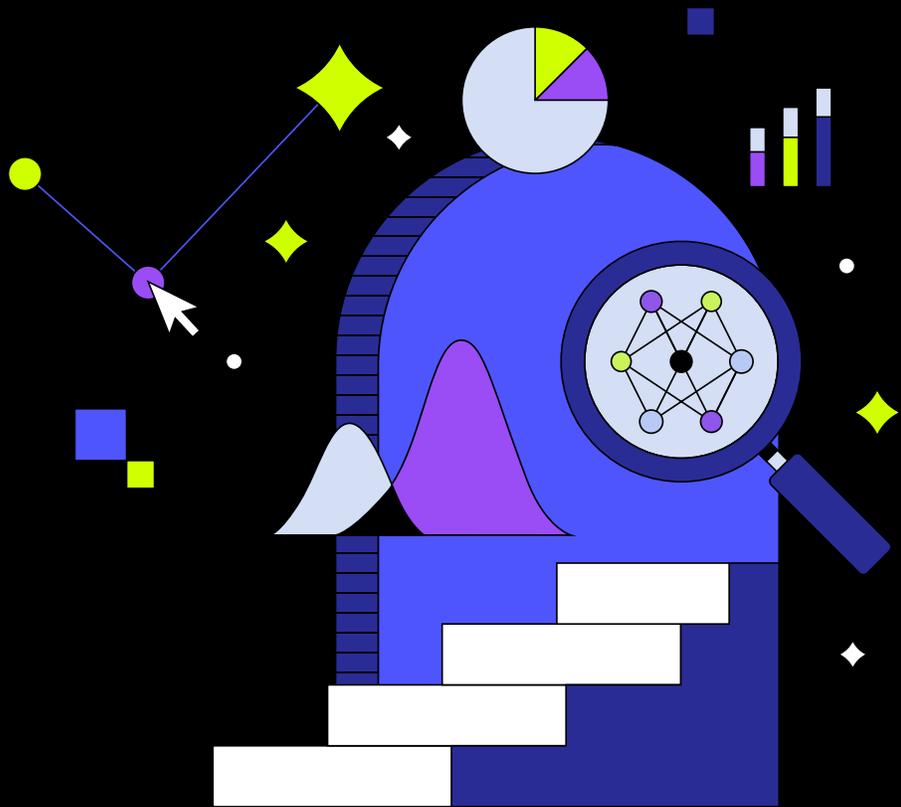
Granular security and access controls built into every aspect of the platform. Row, column, and object-level security. Security applied in results and query type ahead. Automated security guardrails for sharing.
-  **Rich analysis** 

Handles complex questions and schemas. Complex questions expressed through search (growth, compare by time/metric/dim, geospatial). Handling of complex schemas, multiple fact tables, many-to-many join relationships
-  **Fast** 

Live-connections with sub-second live-query across billions of rows of data in cloud data warehouse. Hyper-efficient and performant querying to maximize cloud data warehouse performance and investment. Query parallel processing, admission control, JIT compilation for optimized query execution.

CHAPTER 06

Analytics built for humans



ThoughtSpot empowers you to analyze, explore, and share insights however you want to drive actual business outcomes—without reporting backlogs, accuracy concerns, or developer headaches.

ThoughtSpot Analytics

Search & AI-driven insights on your company data

Ask and answer any data question with a business-friendly analytics experience that delivers AI-powered insights at the speed of thought.

[Learn more](#) [Try for free](#)

ThoughtSpot Embedded

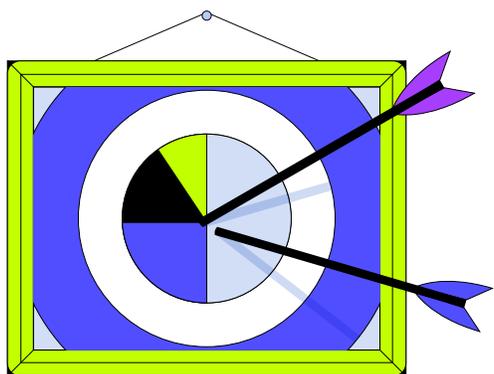
Embedded data experiences for product builders

Design and embed AI-powered analytics experiences into any product with the developer-friendly analytics SDK.

[Learn more](#) [Try for free](#)

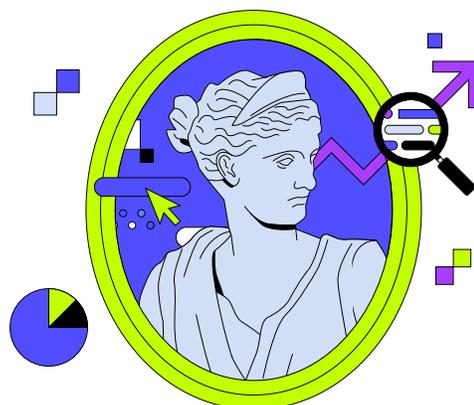
Spark your Data Renaissance

If you want to spark your data renaissance and truly transform your business by using GenAI on your data, you have to unshackle yourself from the chains of legacy BI and the dashboards they offer. Here's what to look for:



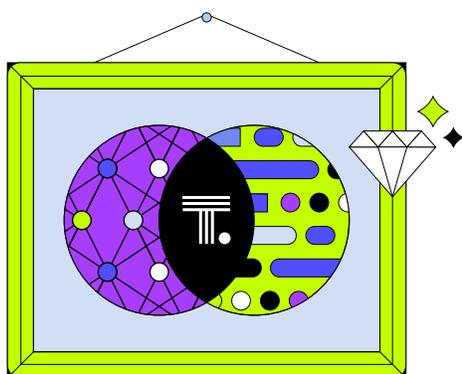
Accuracy, trust, governance, and security

By leveraging the power of LLMs to provide a natural language front end on top of our patented, battle-tested computational engine, ThoughtSpot customers report up to 95% accuracy using ThoughtSpot Sage, our AI-powered analytics experience, when compared to GPT alone. And you can expect transparency at every step as well as advanced human-in-the-loop verification and training controls.



Productivity and personalization for every user

ThoughtSpot's multi-experience platform lets you work with your data to uncover meaningful answers however you want to do it—whether code-first, low-code or code-free in natural language. With AI-augmented insights, conversational BI, and multi-modal experiences, business users can personalize their data insights to the way they work. And with our AI-assisted SQL generator, robust AI controls, and GenAI-assisted visual Embed SDK, your developer and data team can tap into new levels of productivity.



Value-centered approach to AI innovation

At ThoughtSpot, our product vision is centered around centered around the human experience. We're building solutions around the way you work, not forcing you to work in outdated dashboards that aren't really working for anyone. As we step into this new age of AI and analytics, you need an analytics partner that will help you tap into the value of these innovations, ensuring you're making the most of your data. ThoughtSpot is that partner.



Capital One democratizes access to data-driven insights with ThoughtSpot

Capital One's leaders leveraged ThoughtSpot to streamline access to ServiceNow data, enabling teams to swiftly access historical and real-time insights. With ThoughtSpot's intuitive search governance, key metrics are effortlessly obtained through self-service, reducing reliance on one-off dashboard and single-query requests. This empowers VP's, Directors, and Analysts to make informed decisions efficiently.



Cigna reduces average selling price percentage with ThoughtSpot self-service

ThoughtSpot is revolutionizing Cigna's approach to healthcare analytics, creating more affordable accessibility and healthcare for its members and patients. By leveraging ThoughtSpot for exploration and self-service, Cigna gains access to larger and broader datasets, streamlining query responses and creating efficiencies. Now, Cigna can focus on what truly matters: the well-being of their patients.



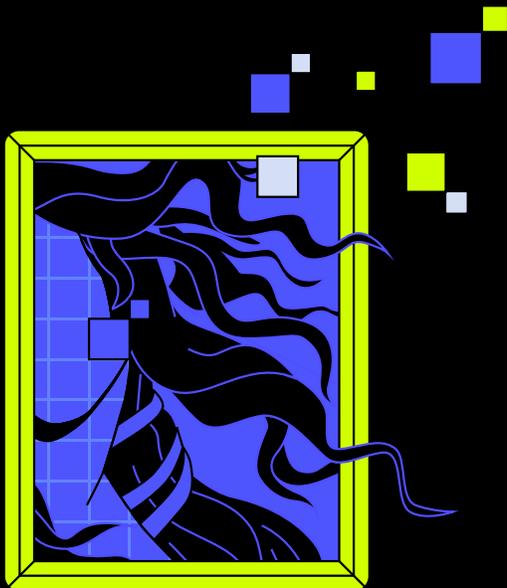
Cox 2M sends legacy analytics tool to the scrapyard and reduces time to insights by 76% with ThoughtSpot

Cox 2M's data team sought faster insights from their vast data streams. ThoughtSpot slashed ad-hoc response times from 5 hours to 1.5 hours, saving over \$70,000 annually. Integration with Google BigQuery reduced data structuring time by 75%, enhancing decision-making velocity for Cox 2M's IoT solutions.



Guidewire unlocks new revenue streams and faster time to market with ThoughtSpot Embedded

Guidewire leveraged its existing modern data stack to unlock new revenue streams with ThoughtSpot Embedded. Their Explore analytics platform allows all users to engage with hands-on, self-service analytics experience regardless of their technical acumen—even better, it keeps them coming back for more. Thanks to ThoughtSpot's developer-friendly SDK, Guidewire was able to maximize developer productivity and accelerate their time-to-market when launching this new data experience.



Say goodbye to dashboards and hello to the Data Renaissance

The world's most innovative companies use AI-Powered Analytics from ThoughtSpot to empower every person in their organization with the ability to ask and answer data questions, create and interact with data-driven insights, and use these insights to make informed decisions.

[Get a demo](#)



About ThoughtSpot

The world's most innovative companies use AI-Powered Analytics from ThoughtSpot to empower every person in their organization with the ability to ask and answer data questions, create and interact with data-driven insights, and use these insights to make informed decisions. Learn more at <https://www.thoughtspot.com/>.

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